

# Dollie Guide

## Setting Up Your Own Brand by Charlotte

### Introduction

Deciding to start your own brand can be both exciting and daunting at the same time. When I started Dollie Dutton I had no idea how to start up or what I needed to create a brand.

Branding has changed over the last few years, people are much more connected with their brands, people want to see who the brand is, think Kardashians, whether you love them or hate them they have built a massive worldwide brand based on themselves. People want to see who is behind the brand, what their story is and most importantly the mission.

On this course I will cover the basics of setting yourself up and the components needed to establish a brand.

### Visual Branding

Pick a colour theme – what colours gel with you? What makes you feel connected, don't use too many colours as it can look too much, I would go for around 3, for Dollie we use light pink, hot pink and white. Think about your theme with regards to what it is you are actually selling, are you selling jewellery, crafts, something masculine? Feminine? Is it a service? Coaching? Make-up tutorials, online education? What would gel well with your product and make it stand out?

Logo – think about a logo that makes a statement but is well connected to your brand and what it stands for. When deciding on a logo you can either design this yourself or hire a graphic designer to complete this for you. I used a graphic designer, some can be fairly reasonable if you shop around. Also if you have an artistic friend maybe they could help you.

## Brand Yourself

Have that connection with your brand, be your brand, walk, talk and wear your brand and that doesn't have to be clothes dolls, it could be make-up, candles, wine – so how would you do this? decorate your home with the products make it look beautiful and appealing. I see so many posts of just the products, personalize them make them part of you.

## What is your product?

This is surprisingly very important, I've seen people switch and change products many times. I have also done this within the brand however I've kept it along the same lines or it ties in with the visual look and feel of the branding.

## Keep it consistent

So people recognize it, make your business page related to your website and even your profiles on facebook etc. so when people come across it they will recognize you. Try to make it unique to you and something different to what else is in the market.

You can do this by making all your social media accounts the same/similar theme and if you have a website keep it a follow on from that.

## Conclusion

These tips will get you started and give you an idea of where to begin. I wish I had had a simple guide when starting up my brand it would have made it a little easier I felt extremely lost but at the same time was well aware of the direction I wanted to take.

Use the Dollie print outs to take notes and plan how your brand will look. It really will bring clarity and understanding to the direction you are heading to

Also have a look around at other brands and use them as a benchmark as to how to put yours together with regards to visuals & content.