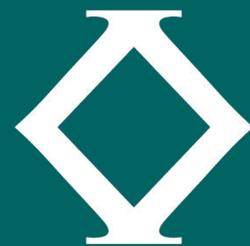


A DIY GUIDE ON CREATING YOUR OWN BRAND



KARISHMA KUSURKAR



Hello!

@karishmasworld

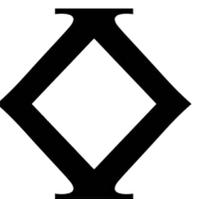
Multidisciplinary Designer

Creative Entrepreneur

Design Facilitator

Podcaster

Micro-Business Owner



A SELECTION OF PROJECTS

Hello Dar'ling is a special edition sparkling tea crafted for the high standards of the Merchant Hotel. The tea is a single origin first flush Darjeeling from the Lingia tea garden situated in the Golden Tip valley high in the Himalayas. A garden rich in heritage and tea making tradition.

We have craftfully double brewed this tea, firstly as a light kombucha ferment followed by a slow cold brew infusion to give it complexity and bring out the true character of this fine tea.

TASTING NOTES - Fresh muscatel and ripe stone fruit notes over a hint of rose characteristic of the Lingia terroir with a subtle dry tannic finish.

Ingredients:
Live kombucha culture, tea infusion (filtered Mourné water, Bio-organic Lingia Estate first flush Darjeeling black tea), sugar (beets).

 Proudly made in association with The Merchant Hotel.



hello dar'ling!

Sparkling Tea
Single Estate First Flush Darjeeling
750ml e



Image via The Merchant Hotel Facebook

I started Turf & Grain for lots of reasons. I always had an interest in publishing and had always read a lot when I was young. I remember getting bored of reading and deciding that I wanted to start writing - which initially led me to write reviews for CDs and concerts which expanded into writing pieces for other publications. After my degree I tried to get as much experience as I could, learning a lot more about the process of how publications are made, copy-editing and that kind of thing.

Despite this experience I was unable to make any real opportunities for myself so I began training as an accountant. After two years of this, I realised that I was very unhappy and that I wanted to do something else. I went on a trip home to Canada, where I used to live, to see if I would want to move back there but I returned underwhelmed - my expectations didn't match the reality. When I came back to Ireland I did so with a new appreciation - I fell in love with my home. I didn't have much money or know where to begin, but I decided that I wanted to start my own publication.

I had a real hunger within to do something, wanting to stand up for the good things here and to create something for myself. In my family I was always pigeon-holed as not being very creative - my mother is a musician and my big sister was always very good at pretty much anything she tried. I probably had a desire to prove something to them or to myself.

I did Issue One almost entirely by myself, at the same time as doing my professional accounting exams. As soon as that was finished I realised that I couldn't make a magazine about the people of Ireland, about community if I didn't involve them. I started to reach out to people and we started to cast the net wider - travelling further and speaking to more people and it has kept growing.

When we look in terms of where the team is now, a community of people invested in standing up and speaking for their home, we can chart that growth.

-Simon



WAPPING UP ON SATURDAY 9TH NOVEMBER IN VENUES ACROSS BELFAST!

Which Belfast record store was the backdrop for a recent
play about punk in Belfast?

When was the Flatiron Belfast built?

Who was the Flatiron Belfast built
by?

What does the humorous sign outside
Sunflower Public House say?

Which Portadown-born sculptor and designer
came up with the idea for plaster casts?

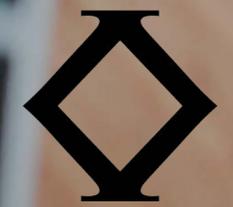
Where is the Belfast Design Week
2019 Hub based?

In which building in Belfast did Usfolk place
a *mind-bending* mural?

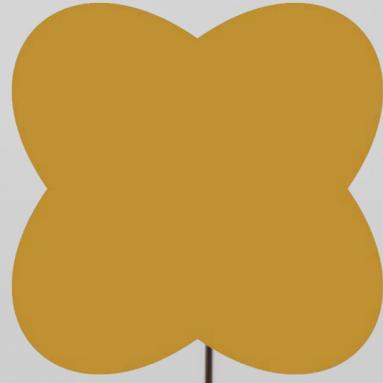
Which Italian ice-cream entrepreneur established
a century old business in Northern Ireland?

What is the last surviving Victorian public
house in the island of Ireland?

Collect stickers at
location and
on the way
anyway!



Photograph by Joe Laverty



JCDecaux

75065

POP-UP DESIGN MUSEUM

CELEBRATING GREAT DESIGN
THROUGH EXHIBITIONS,
ARTICLES AND SHOUT OUTS.
LAUNCHES NOVEMBER 2020

belfastdesignpopup.com

A project by Belfast Design Week

Funded by
Department for
Communities | An Roinn
Pobal | Mionstróir a
Communities

 **COMMUNITIES NI**
www.communities-ni.gov.uk

**FUTURE
SCREENS
NI**

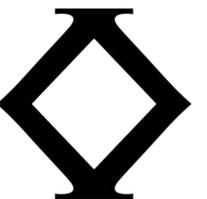


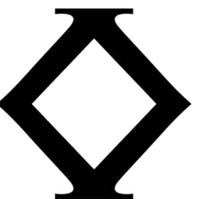
SMITHFIELD
SQUARE NORTH



In this workshop

- What makes a brand?
- Examples
- **D-I-Y** Brand Guidelines
- Resources
- Q&A



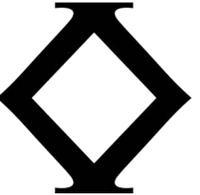
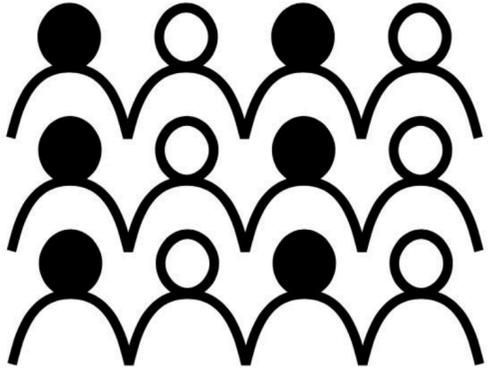


"A brand is the set of **expectations, memories, stories and relationships** that, taken together, account for a consumer's decision to choose one product or service over another."

Seth Godin (Entrepreneur)

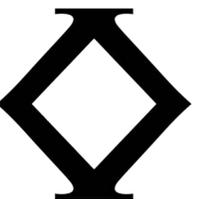


YOUR BRAND



BRAND IDENTITY

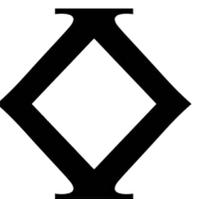
- Logo (Type & Mark)
- Fonts & Typography
- Language & Tone
- Visuals (Photography, Illustration, Video etc.)
- Colour
- Channels (Digital, Physical, Immersive etc.)
- **Brand Values**



BRAND VALUES

Give your brand purpose

- What is your goal or mission?
- Who is your audience or key demographic?
- Are you working directly with businesses (B2B) or “selling” to customers (B2C)?
- Are you locally or globally focused?

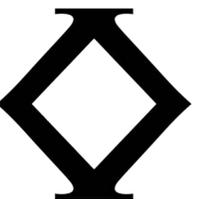


BRAND VALUES

Eg.

- Locally sourced
- Integrity
- Humour
- Diversity
- Innovative

2 min exercise: Creating a word bank



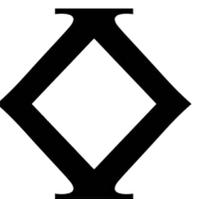
“Branding is **the art of differentiation.**”

David Brier (Branding Expert)

BRAND VALUES

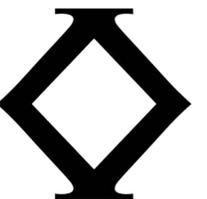
What is your unique selling point?

2 min exercise: USP



LOGO

- Designing your own logo
- Sourcing a designer



LOGO

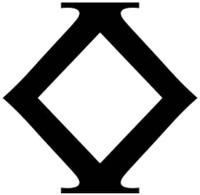
Type



Mark

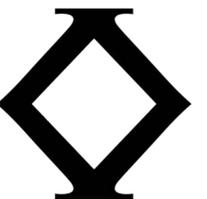


Combination



LOGO

- Scalability (eg. can you still clearly see it when it's tiny?)
- Ability to work well in B&W **and** Colour
- Adaptability across different formats eg. mobile, web, print

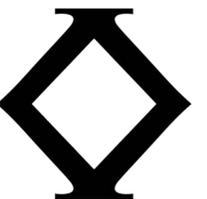


VISUALS

- photography
- illustration
- video
- animation
- infographics
- quotes
- icons

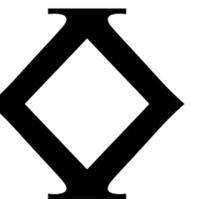


Created by Llisole
from Noun Project



VISUALS

- behind-the-scenes or process
- high quality product / service visuals
- call to action





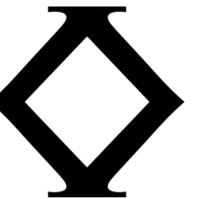


Image via V&A socials



S SILVER SPEAKS **V&A**

'Idea to Object'

curated by **CORINNE JULIUS**

CELEBRATING SILVER IN CONTEMPORARY LIFE
EXHIBITIONS | EVENTS | CONVERSATIONS
22 MARCH 2016 TO 31 JANUARY 2017

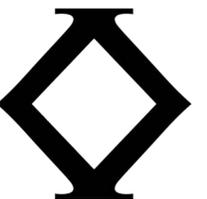
An initiative by **CONTEMPORARY BRITISH SILVERSMITHS**
With support from **ARTS COUNCIL ENGLAND**
In collaboration with the V&A and **The Goldsmiths' Company**
Strategic partners **LONDON CRAFT WEEK**
Branding & Media partners **benchpeg** **CULTURAL AGENDA** **Neon**

www.silverspeaks.co.uk | CBsilversmiths | contemporarybritishsilversmiths

Photography: Sylvia Odeu | Branding: moon-creative.com

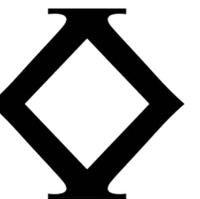


Image via ceramic-studio examples



VISUALS

- original
- commissioned
- free for commercial use
- creative commons license



VISUALS

- photography
- illustration
- video
- animation
- infographics
- quotes
- icons

5 min exercise: Creating a visual bank

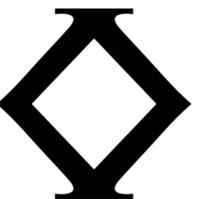


IMAGE FORMATS

- common image types:

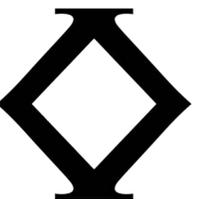
.gif

.png

.jpeg

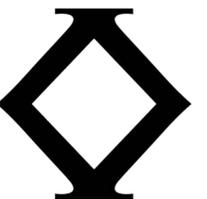
.tiff

.pdf



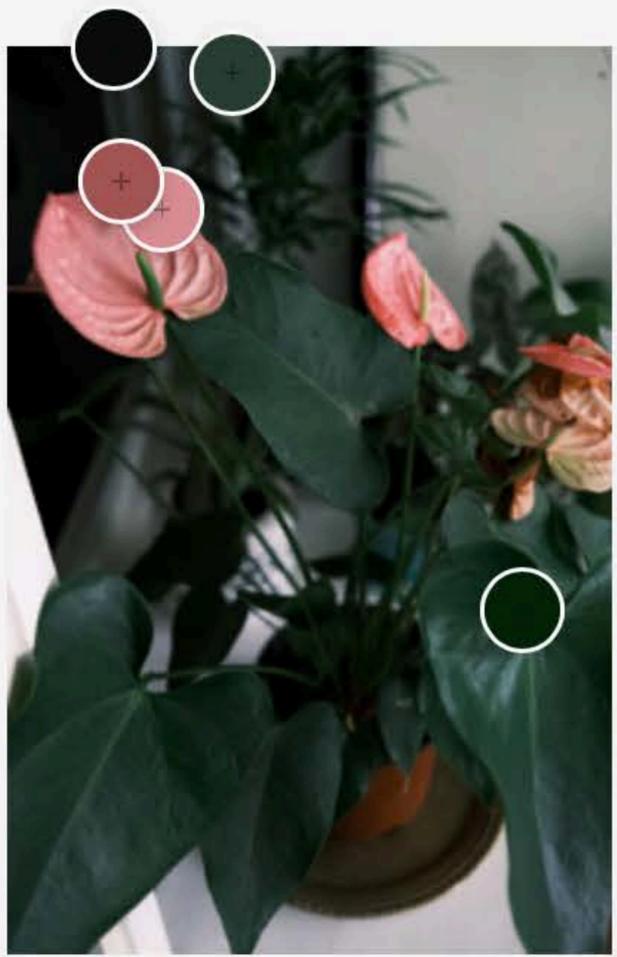
COLOUR

- formal or informal
- 3-5 key colours
- suitable for end user
- accessible



Extract using Color Mood ?

- Colorful
- Bright
- Muted
- Deep
- Dark
- None



#D98F95

#284035

#052607

#A65656

#0D0D0D

Save to My Library ▼

Name DIYBRAND

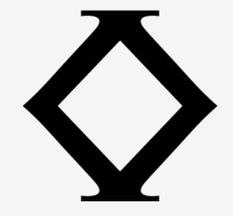
Tags
Enter or Select from below

Christmas + Green +

Red + Black +

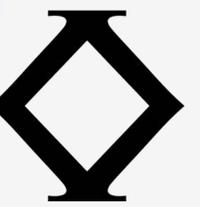
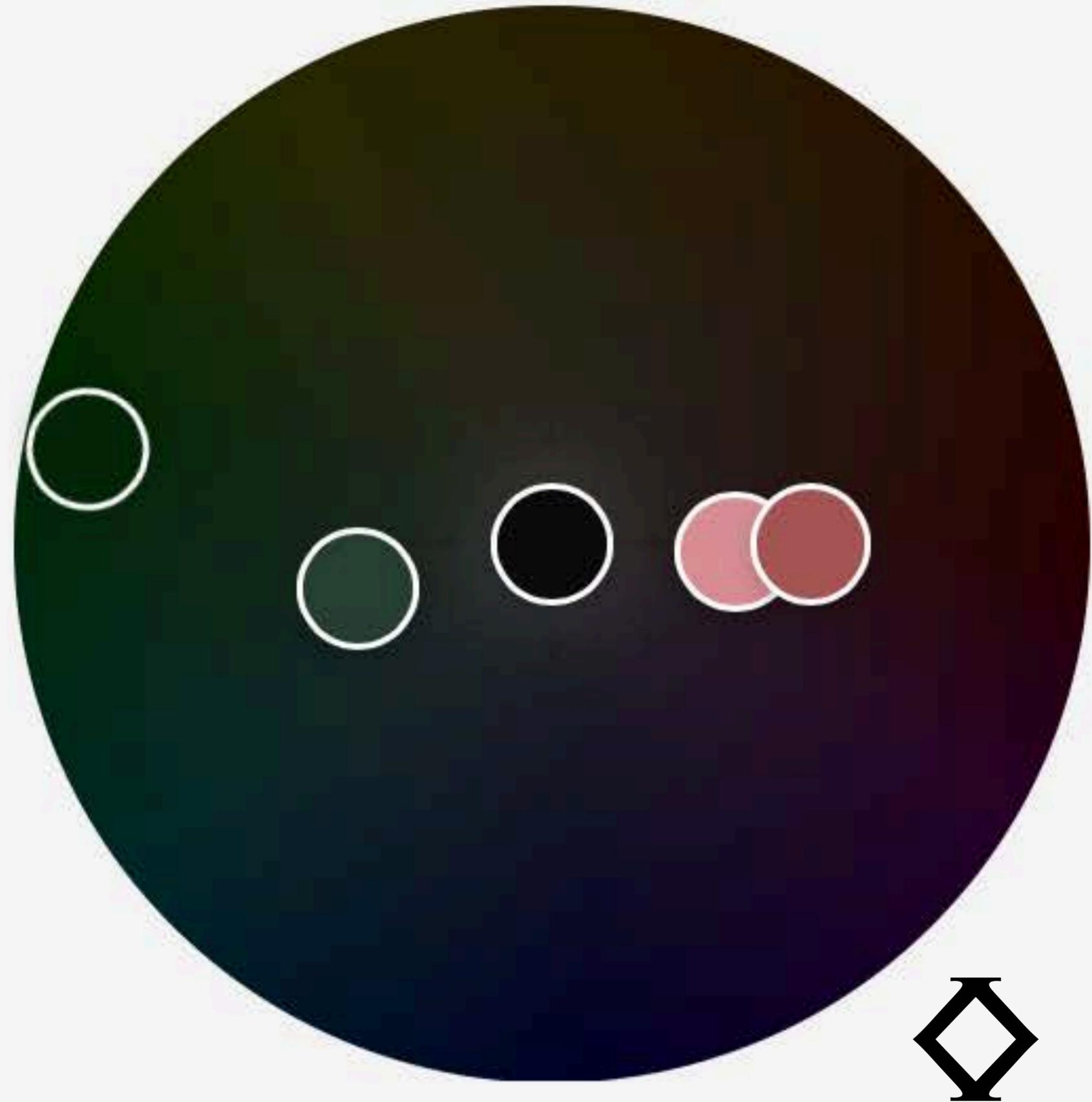
Publish to Color

Save



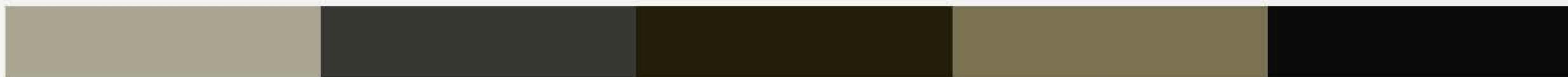
— Potential Color Conflict (?)

✓ No conflicts found. Swatches are color blind safe.



Color Blind Simulator

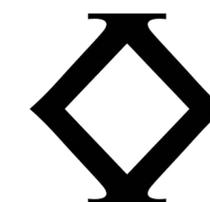
Deuteranopia



Protanopia

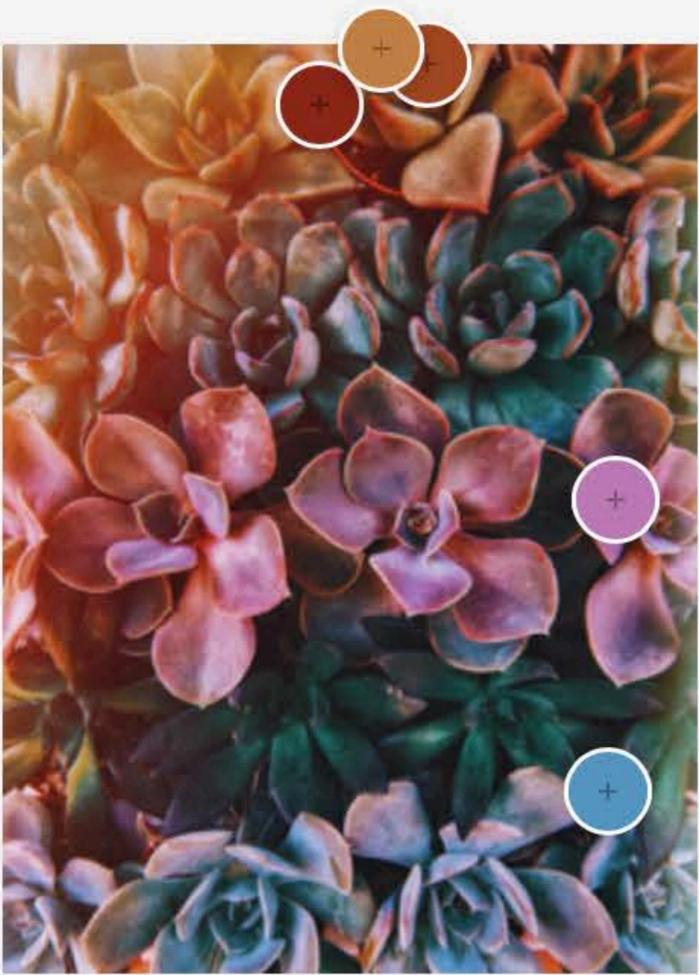


Tritanopia



Extract using Color Mood ?

- Colorful
- Bright
- Muted
- Deep
- Dark
- None



#BF7AB4

#5496BF

#BF8049

#A64724

#8C241B

Save to **My Library**

Name **DIYBRAND**

Tags

Enter or Select from below

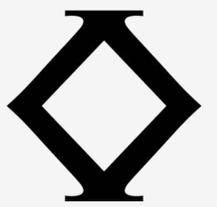
Christmas

Green

Red

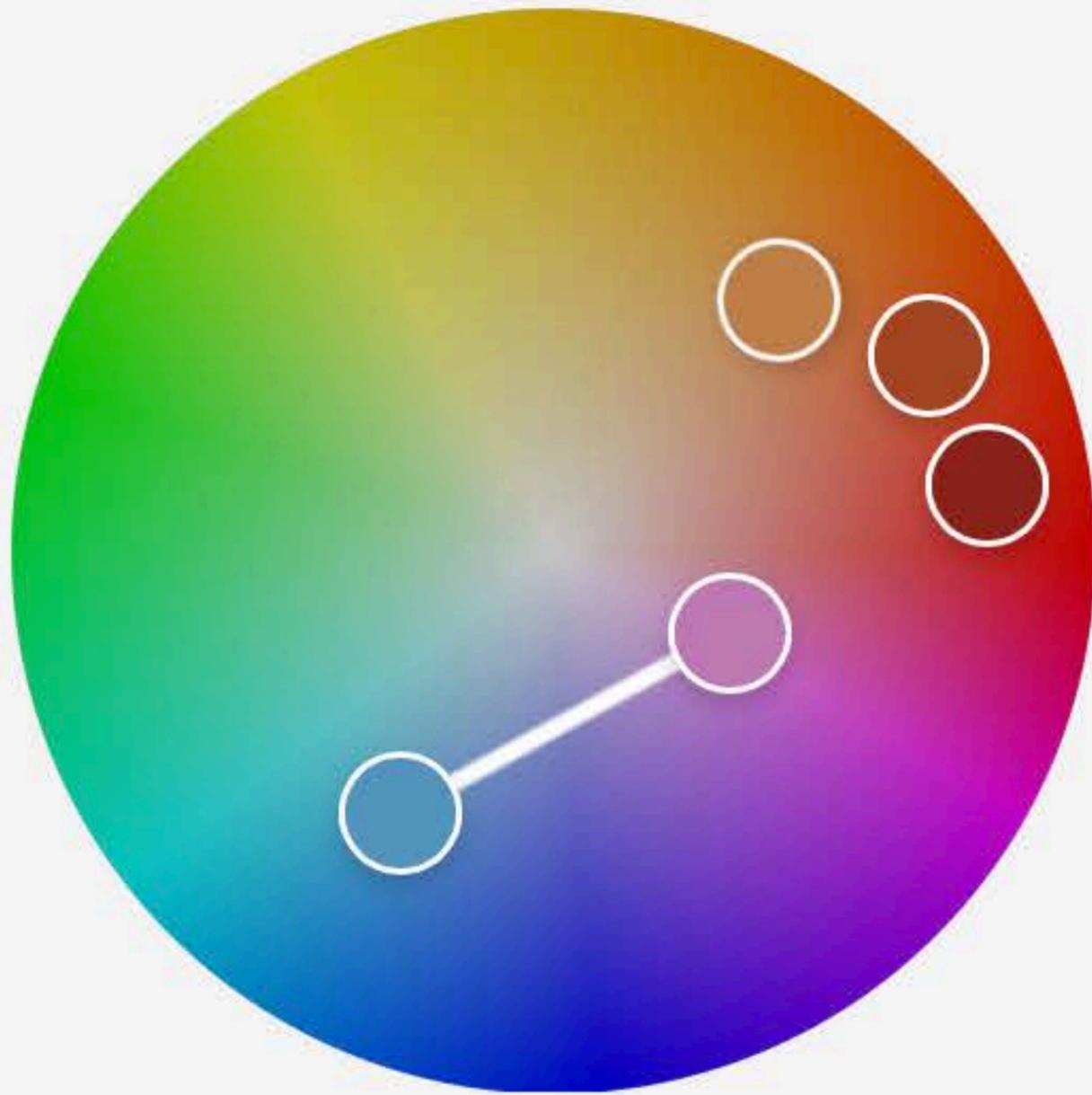
Black

Publish to Color



— Potential Color Conflict (?)

! A and B are in conflict. Move the swatches on color wheel to make colors distinct and color blind safe.



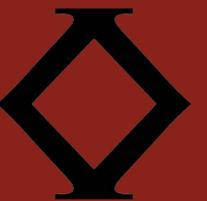
A

B

C

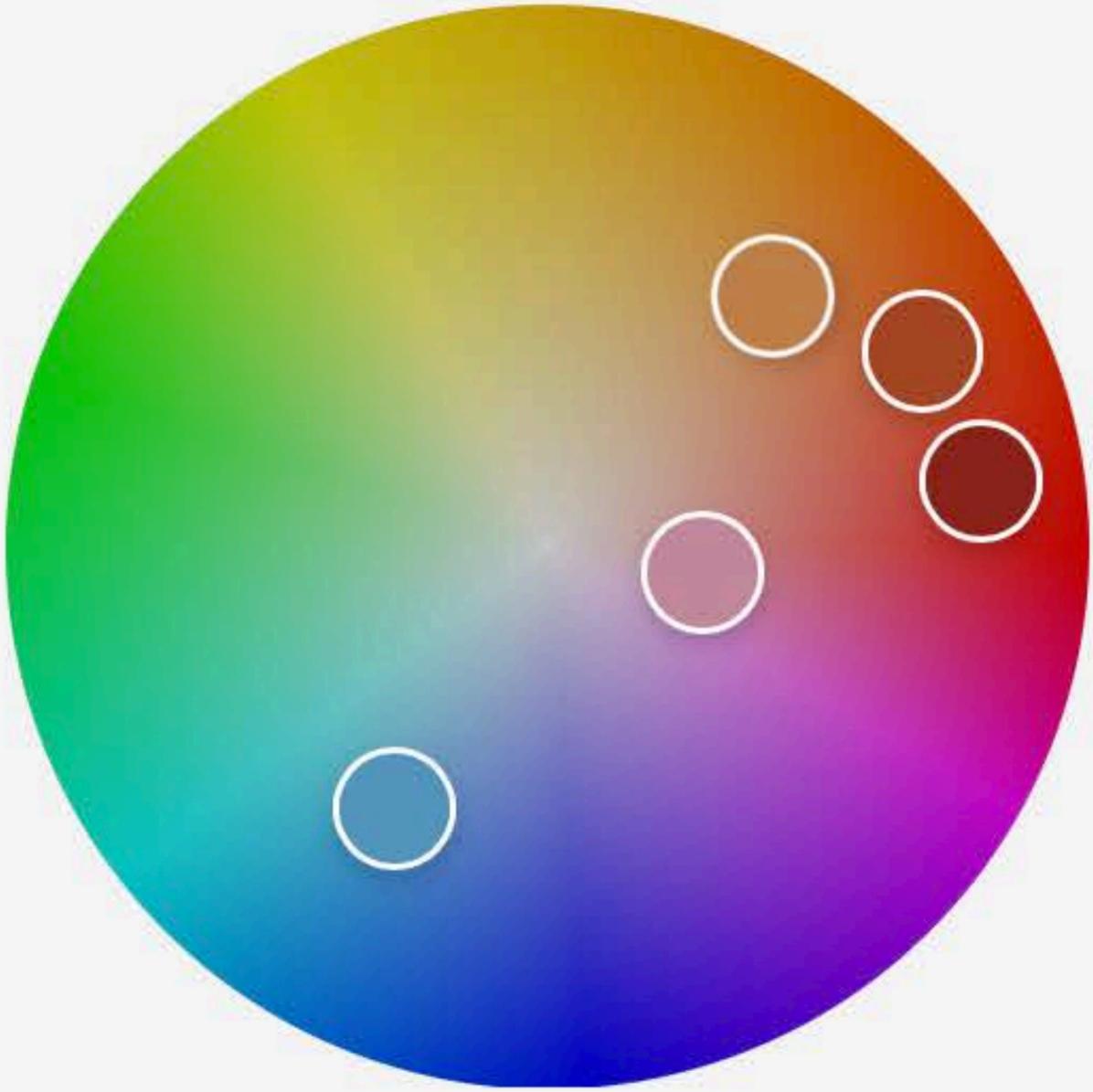
D

E



— Potential Color Conflict (?)

✓ No conflicts found. Swatches are color blind safe.



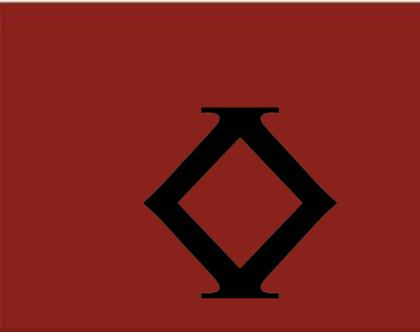
A

B

C

D

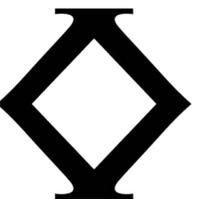
E



COLOUR

<https://color.adobe.com>

5 min exercise: Creating a colour palette

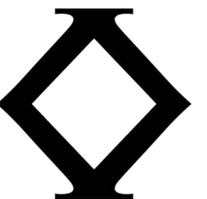


FONTS & TYPOGRAPHY

- DaFont
- FontSquirrel
- Adobe Fonts
- Google Fonts
- You Work For Them

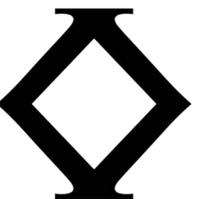
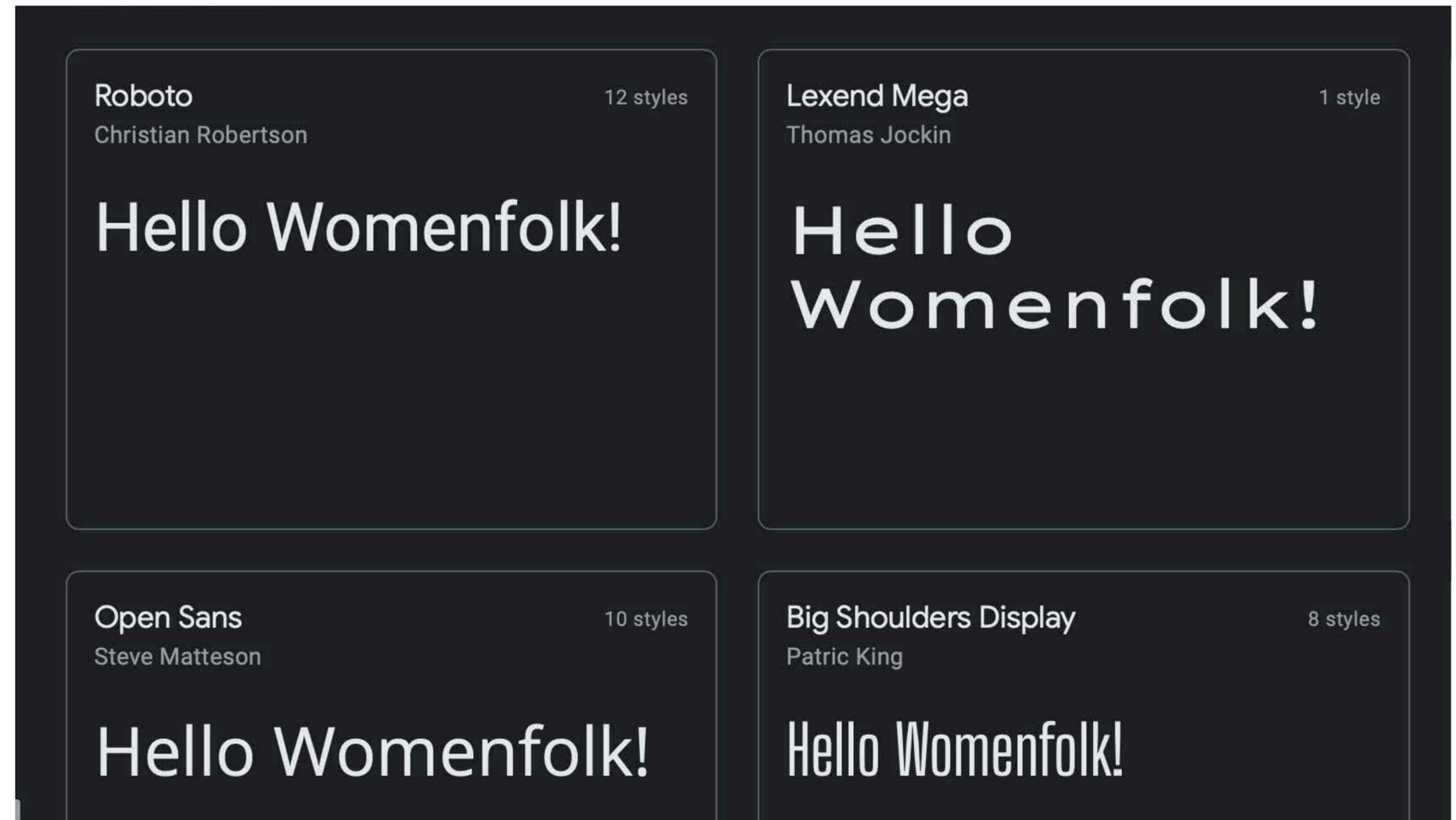


Image via Adobe Fonts



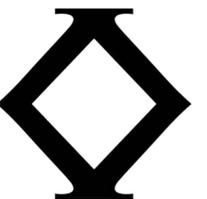
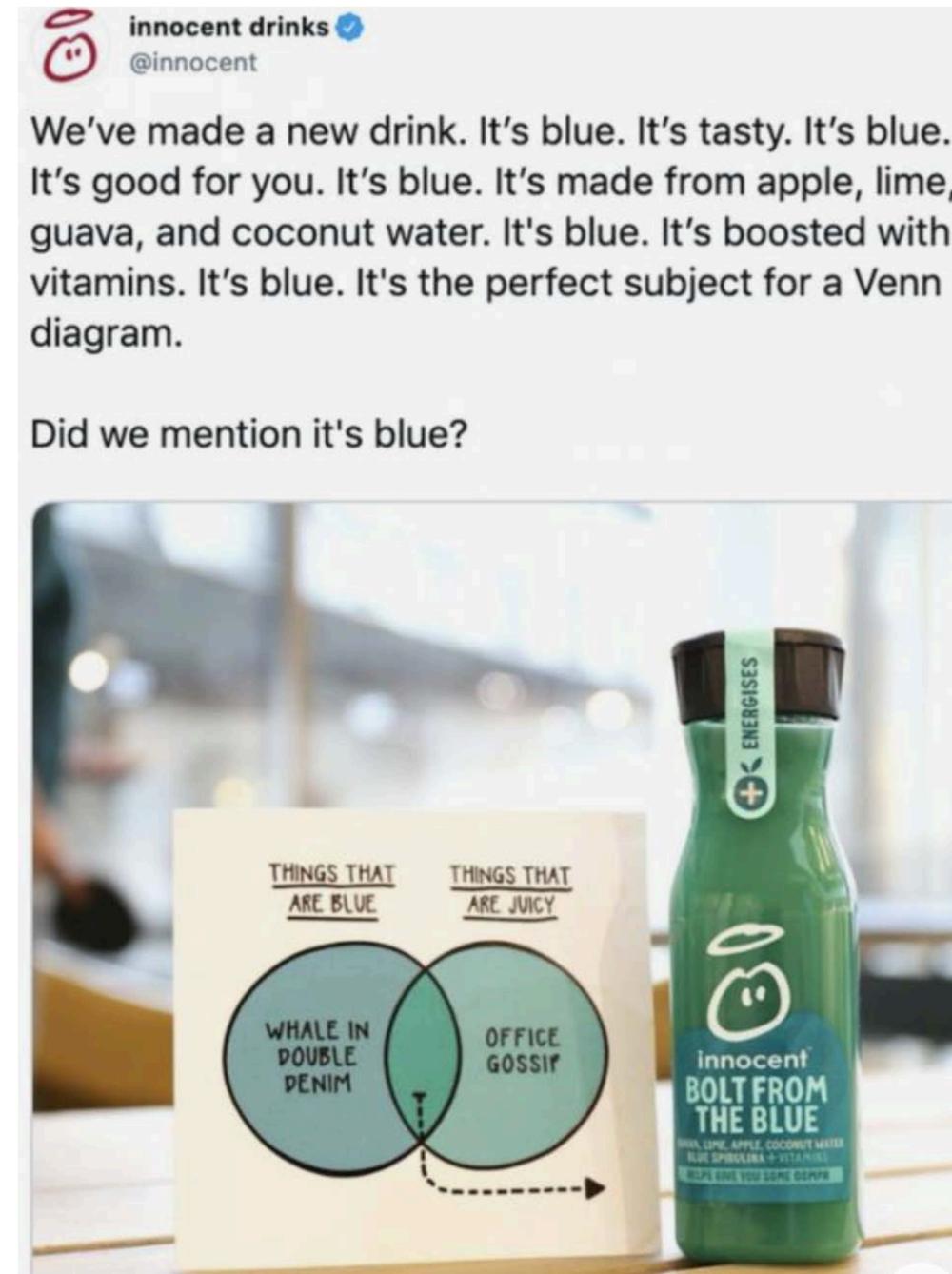
FONTS & TYPOGRAPHY

- Title / Body / Social etc.
- Serif **T**
or
Sans Serif **T**
- Font size & Colour
- Scalability

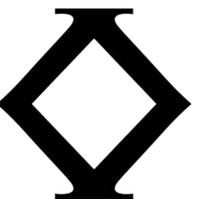
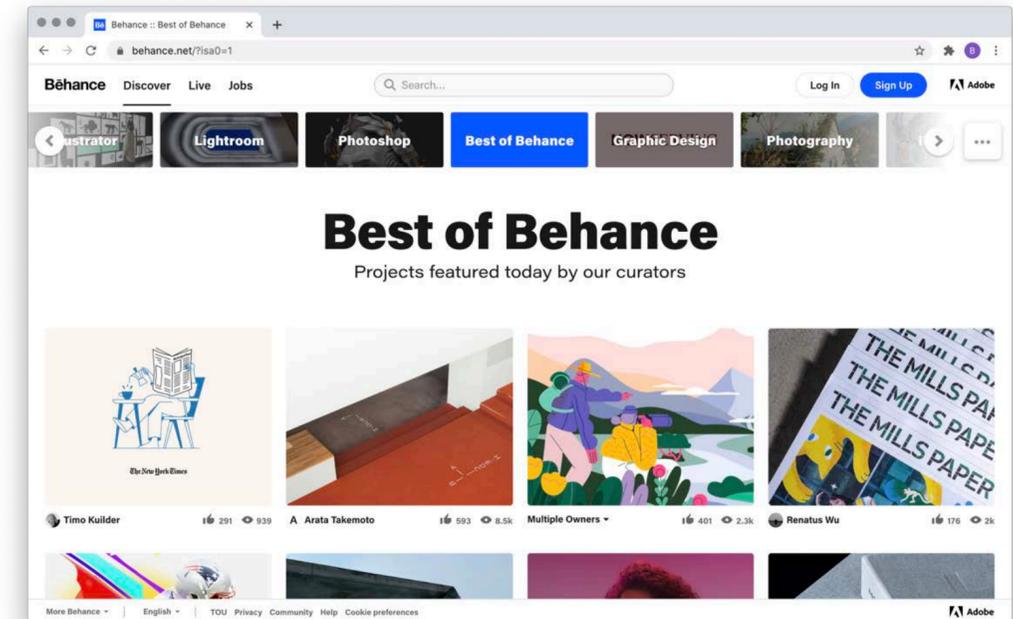
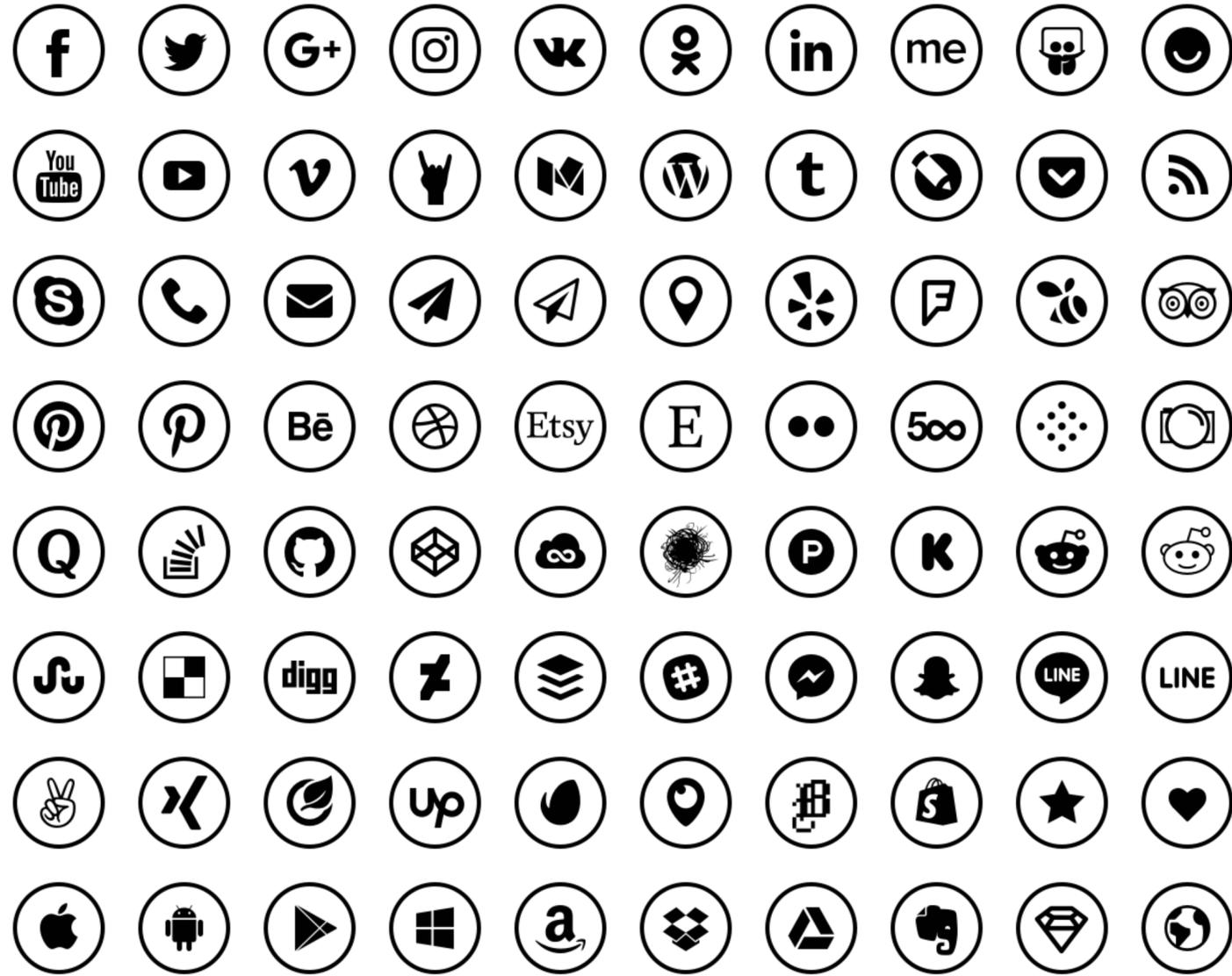


LANGUAGE

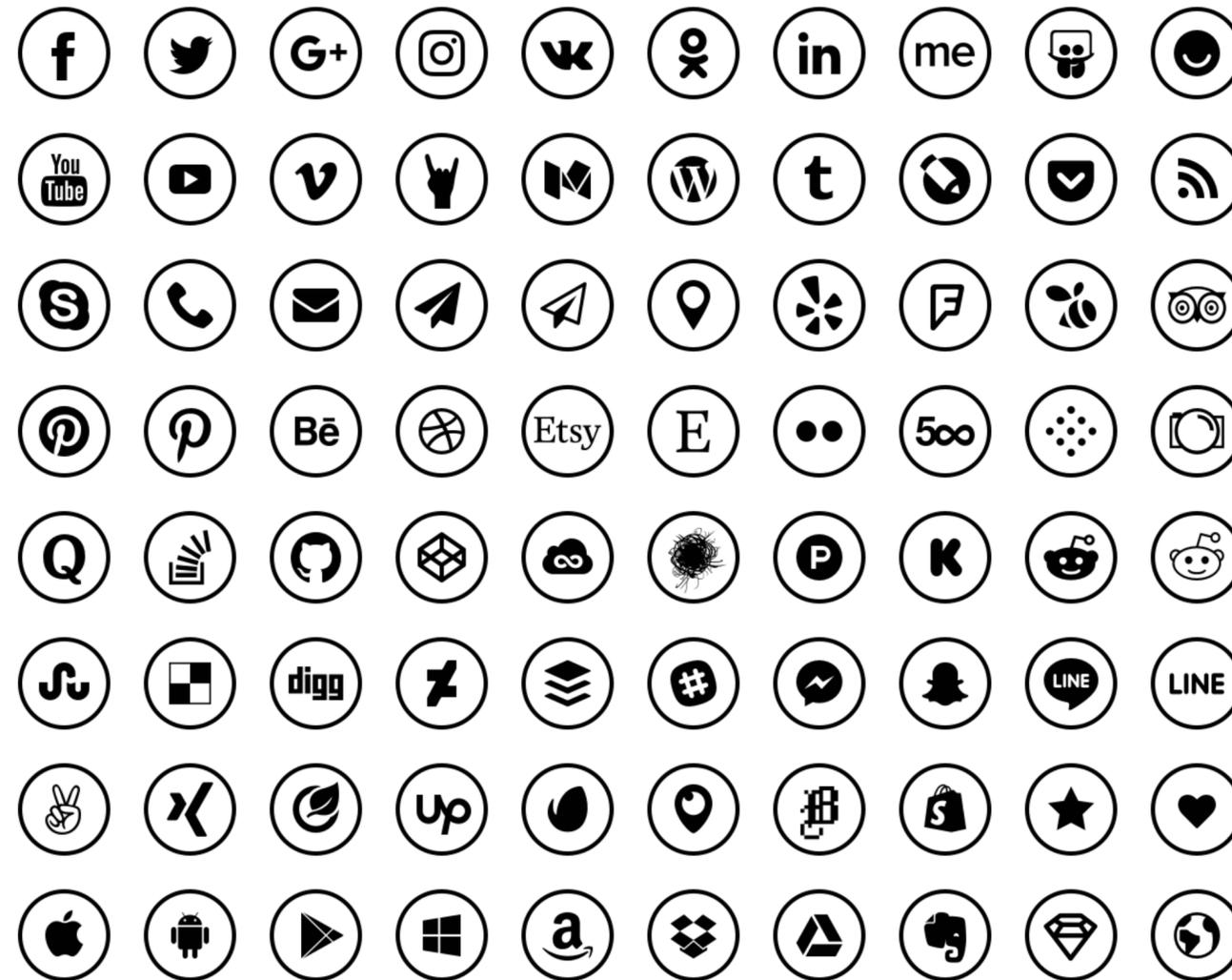
- Formal or informal
- Personal or Company
(I or we)
- Simple and understandable
(always wins)



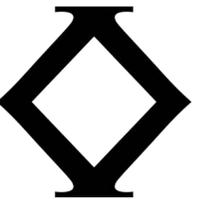
CHANNELS



CHANNELS



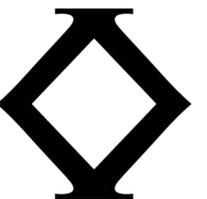
2 min exercise: Which 3 channels suit you best?



STORYTELLING



Image via Mowgli





mowglistreetfood • [Follow](#)



mowglistreetfood So heavenly today.

I grew up hating beaches or at least not understanding them at all. As a family we would go to sunny beach holidays but spend the day time reading in apartments with the shades down or in museums learning about the ancient Greeks to the sound of splashing and laughter outside- the evenings were around markets then back to cook what we found with our own spices secreted away in ma's handbag - Indians like my parents you see, thought it really was mad dogs and and English men who went out in the midday sun...And swimming in a teeny two



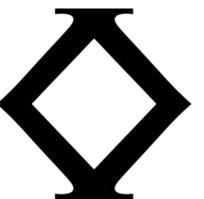
Liked by **karishmakusurkar** and **1,531 others**

FEBRUARY 1



Add a comment...

[Post](#)





mowglstreetfood • [Follow](#)



mowglstreetfood My "Little Sparrows" Dumpling soup - timed recipe testing for the 30 Minute Mowgli book. I make these super simple little playful dumplings through a colander for ease. They are called spaetzle German meaning little sparrows. This simple soup with these cute knobby curls is delicious and children love them.

2w



bev_hodson Looks fab. When will your book be back in stock xxx



2w 4 likes Reply

[View replies \(2\)](#)



10,243 views

JANUARY 20



Add a comment...

[Post](#)

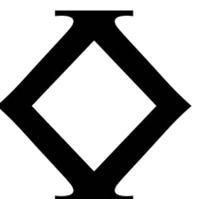
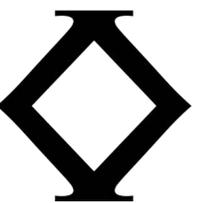




Image via Mowgli



COMMON GOOD ADVICE

- Clear visuals
- Avoid typos
- Original
- Sustainable
- Ethical
- Accessible



Your writing,
at its best.

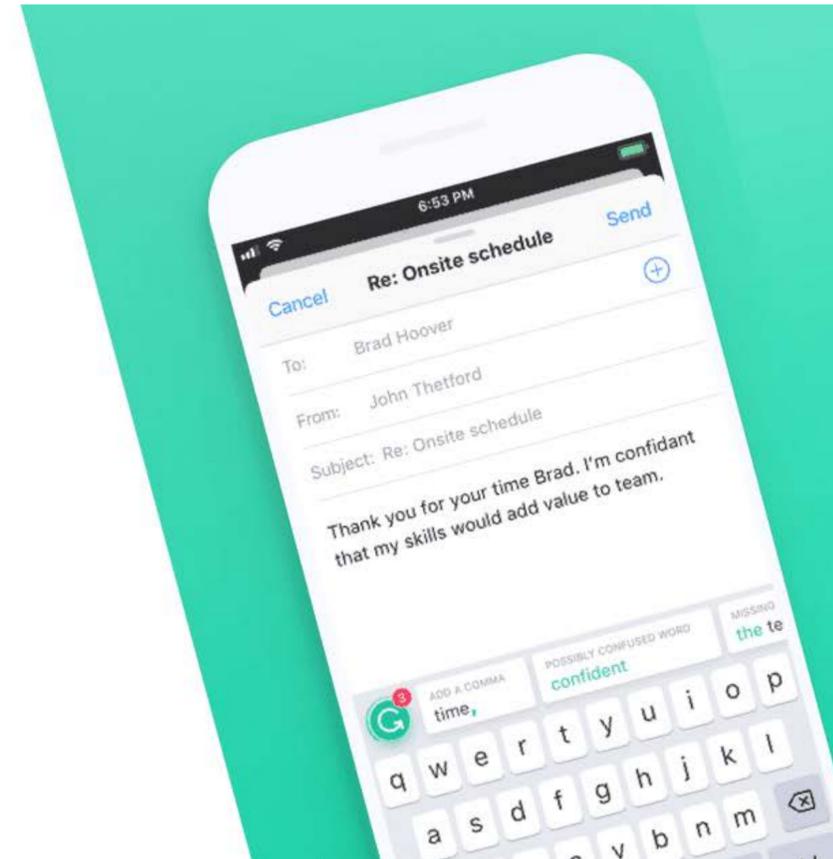
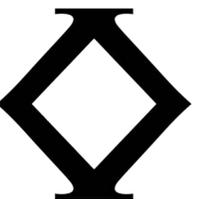


Image via Grammarly

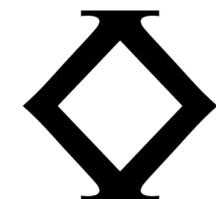




Before



After



FREE TOOLS



Noun Project



(Gimpshop)

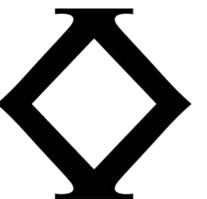


(Inkscape)

 **Unsplash**

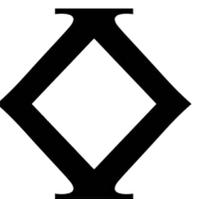



(WeTransfer)



D-I-Y GUIDELINE CHECKLIST

- Brand Values
- Logo (Type & Mark)
- Colour
- Fonts & Typography
- Language
- Visuals (Photography, Illustration, Video etc.)
- Channels (Digital, Physical, Immersive etc.)

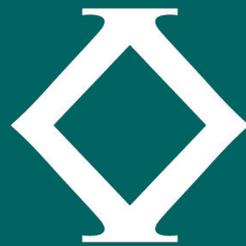


“To be a good artist / letterer / designer /
guitar player, it takes **practice**. A lot of it.
More than you can even fathom when
you’re starting out.”

Jessica Hische (Typographer)

@karishmasworld

A DIY GUIDE ON CREATING YOUR OWN BRAND



KARISHMA KUSURKAR