

# BRANDING

PAAPER STUDIO

It's who you are, who you want to be, your goals, your voice, how you make a memorable impact and build authenticity.



*personal*

vs.

PROFESSIONAL

**WHAT IT IS**

YOU! Your voice, lifestyle, personality traits, skills + experiences.

Your products, services, vision, goals + the promise of what to expect.



**LOGO STYLE**

Font pairings + colour palette.

Graphic, fonts + colour palette.



**PROMOTION FOCUS**

Headshots, videos, quotes, commentary.

Photos, graphics, social templates.



**EFFORT**

Show your true colours.

You create it.



**STORYTELLING**

Lived experiences + views.

Craft, create , tweak + evolve.

**NOTES TO MAKE MY BRAND ROCK**

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