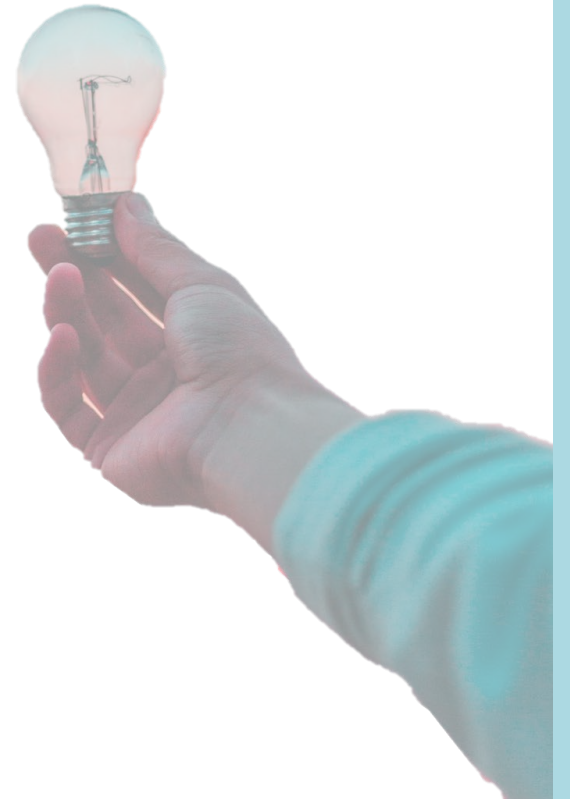


# BRAND BUILDING BOOTCAMP

---

Marisa Hoff, M.Ed.

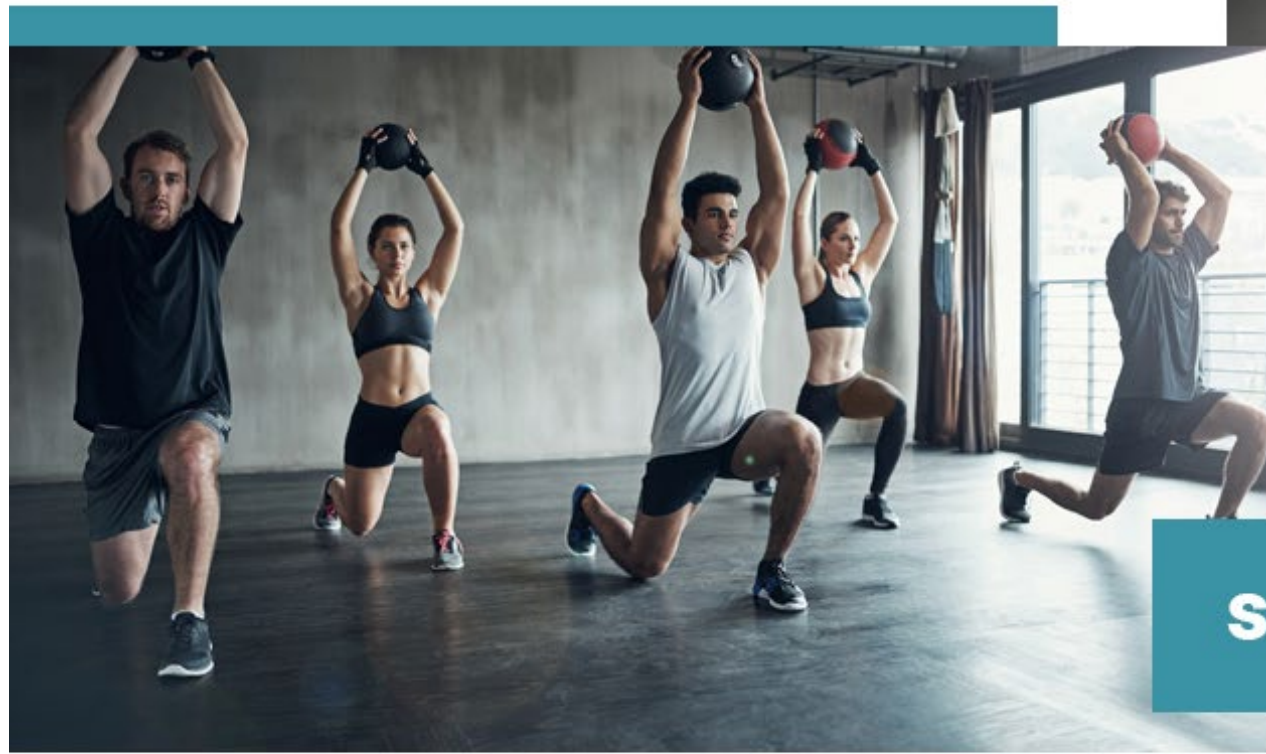
Director of Operations, *Stevenson Consulting*  
Owner, *Be Military Fit California*



SCW

# MANIA<sup>®</sup>

## Fitness Pro Conventions



[scwfit.com/MANIA](https://scwfit.com/MANIA)

# Live Stream MANIA® Sponsor Discounts

Exclusive Deals from the Best Sponsors



Watch Video ▶

Exclusive Offer →



Watch Video ▶

Coupon SCWLIGHT →



Watch Video ▶

Coupon MANIA10 →



Watch Video ▶

Redeem Offer →



Watch Video ▶

Coupon PRENATAL25 →



Watch Video ▶

\$50 Off →



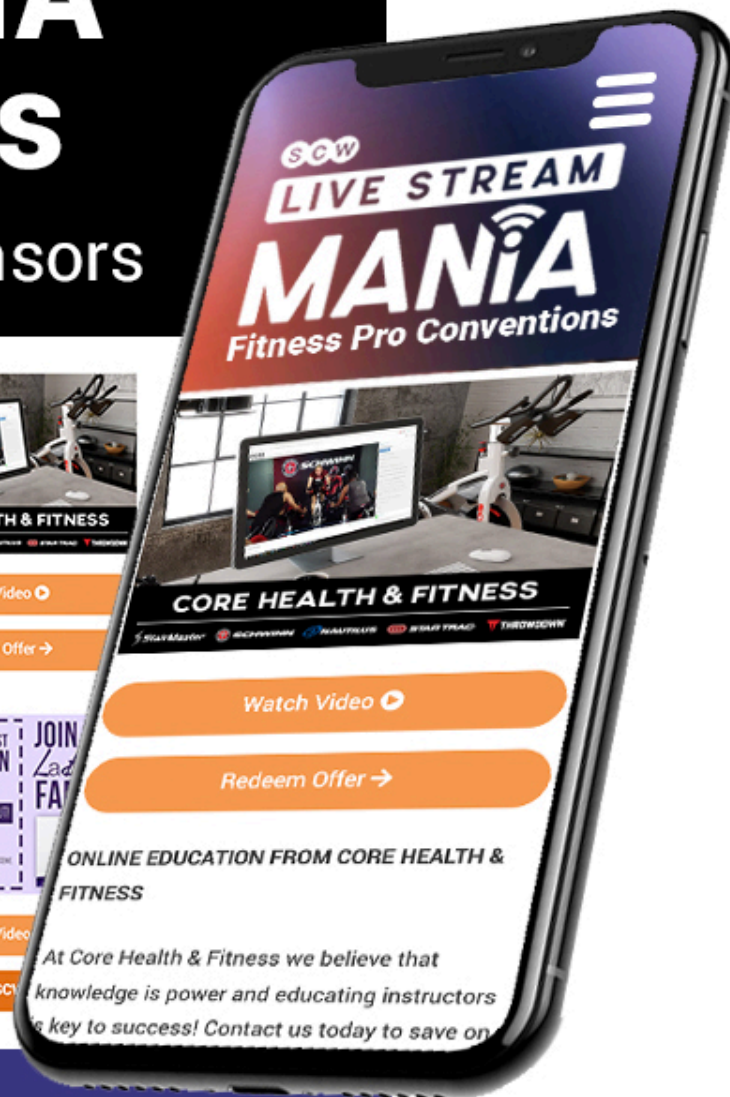
Watch Video ▶

Coupon SCWFITNESS →



Watch Video ▶

Coupon SC



Watch Video ▶

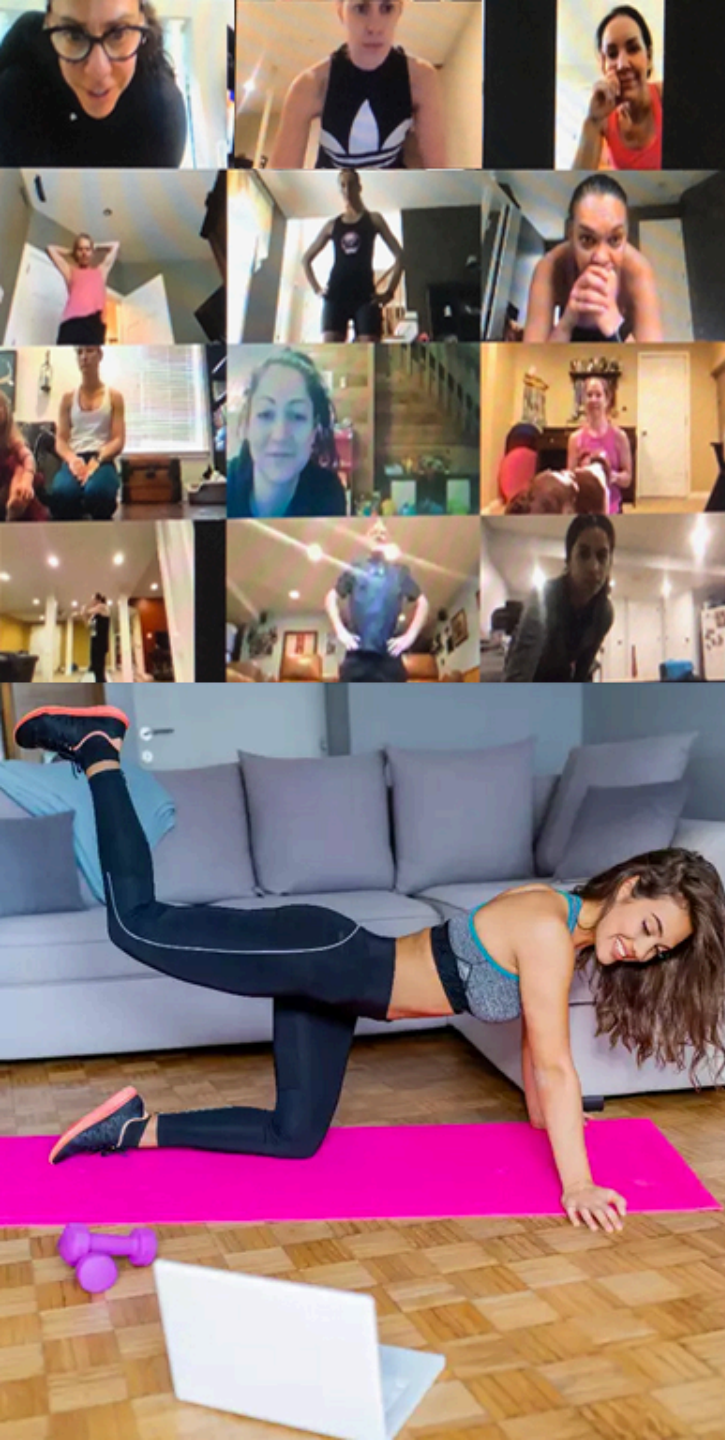
Redeem Offer →

ONLINE EDUCATION FROM CORE HEALTH & FITNESS

At Core Health & Fitness we believe that knowledge is power and educating instructors is key to success! Contact us today to save on

## LiveStreamMANIA.com/Coupons





# #SCWMANIA

## @SCWfitness



[facebook.com/scwfitness](https://facebook.com/scwfitness)



[twitter.com/scwfitness](https://twitter.com/scwfitness)



[instagram.com/scwmania](https://instagram.com/scwmania)

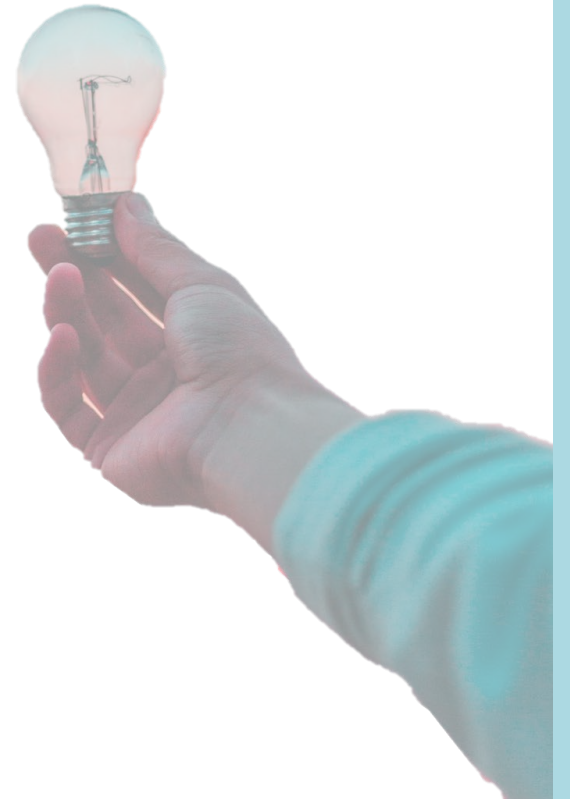


# BRAND BUILDING BOOTCAMP

---

Marisa Hoff, M.Ed.

Director of Operations, *Stevenson Consulting*  
Owner, *Be Military Fit California*







★★★★★ 5/1/2018

1 check-in

I'm going to start my review with this is not a place to buy cupcakes!! We thought it was the first time we came here! They sell unique clothing items, stickers, and other items. It's a really cool place to look around.

Items are a little pricey - I saw a rain jacket that I liked but I saw the price tag - \$100. Everything is one of a kind and it's definitely worth a stop if you're near Newbury Street.



4:27

Safari

Reviews



Katherine G.

0 1 0



2 months ago

THIS IS NOT A BAKERY AND DOES NOT SELL ACTUAL CUPCAKES. Wish I could give 0 stars but that was not an option. I was very disappointed. Probably very good cloths but I literally do not care because I feel tricked. It smelled and looked like a bakery along with having a confusing name. Not satisfied and would not recommend to anybody who is even remotely hungry. Clothing is not edible. Change your name.



Useful 1



Funny 4



Cool 0

Austin S. and 4 others voted for this review

What  
would  
make this a  
success?





# AGENDA

- Review the Definition of Branding
- Find Out Why Branding is Important
- Discover Key Elements of Branding
- Understand Various Applications for Branding
- Explore the Use of a Branding Tool Box
- Q & A



- 10 years in the Fitness Industry
- Group Fitness Instructor
- General Manager at Stevenson Fitness
- International Fitness Business Speaker
- 2019 Women Who Inspire - (CBI, IHRSA)
- Ambassador, Women In Fitness Association
- Fitness Business Consultant
- Owner Be Military Fit California

# Marisa Hoff

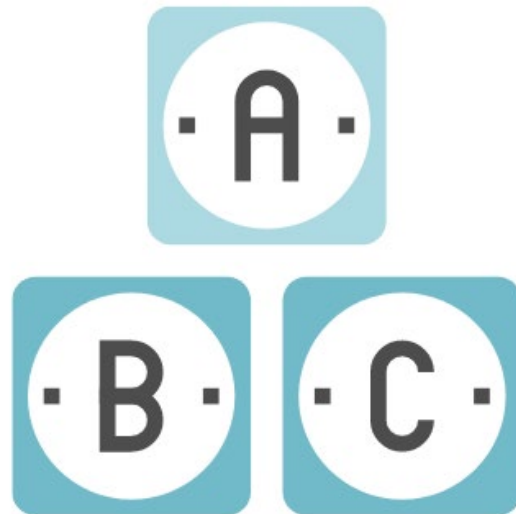




# BRANDING

## *Basics*

---



# What Is Branding?

- Branding is a marketing technique that helps companies establish a unique presence in the marketplace while differentiating from their competitors.
- It helps you define a unique name, story, strategy and visual identity.







“

Your brand is what other people say about you when you're not in the room.

”

*Jeff Bezos, founder of Amazon.com*



# Why Is It Important?

- Your brand is the personality of your business.
- It what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company.

# Your Personal Brand

## What Is a Personal Brand?

~

Your personal brand is the image people see of you. How you promote yourself and the story you want to tell.

## Why Have a Personal Brand?

~

Consumers buy from people (and brands) they know, like and trust.

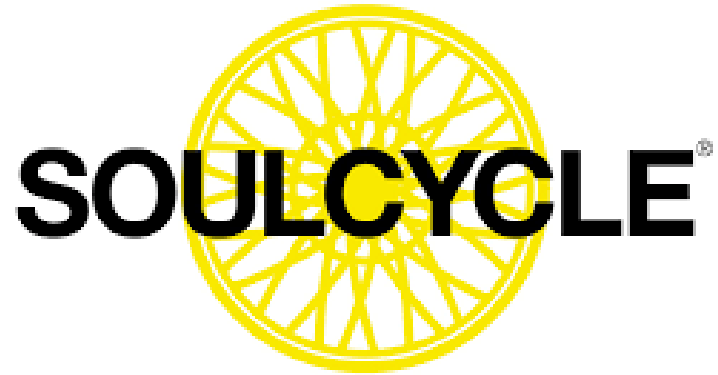
## How to Use a Personal Brand?

~

Use a personal brand to connect directly to your audience, speak to them, and get to know them.



# Business Meets Personal






“

Having a personal brand is important for an entrepreneur because now more than ever, it's important for CEOs and founders of companies/brands to come out to the forefront and connect with their audiences. People connect with people.”

”

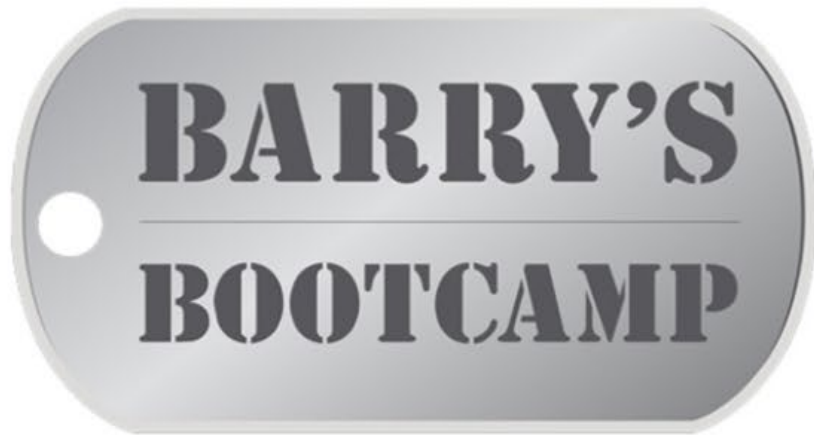
*Kevin Stimpson    Entrepreneur, Speaker, Branding Expert*

# Opportunities to Rebrand

- 
- Your existing brand identity looks old and dated.
  - You've recently refurbished your physical premises.
  - You recently suffered a PR disaster.
  - You're experiencing a period of growth and your brand feels lacking.



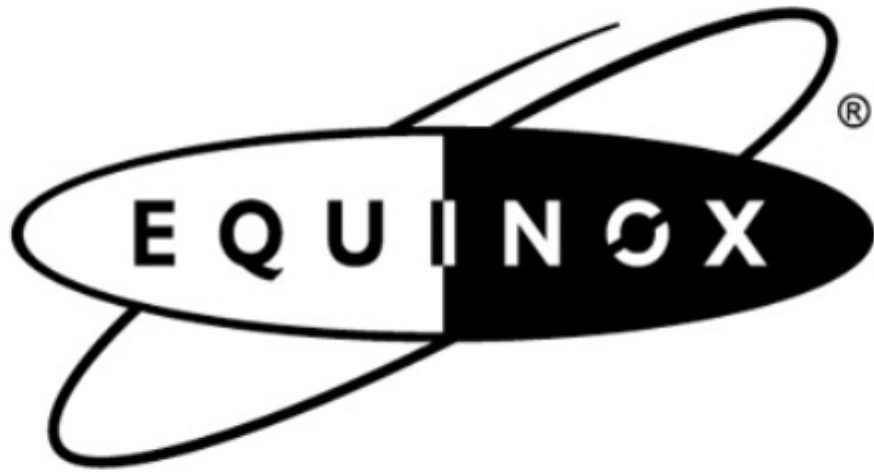
# Rebrand Examples



**THE BEST WORKOUT IN THE WORLD®**



# Rebrand Examples



**EQUINOX**

# Rebrand Examples



**stevenson**  
**FITNESS**

Your community. Your gym.



**STEVENSON**  
**FITNESS**

Your community. Your club.



# Rebrand Examples



**Kentucky  
Fried  
Chicken**



# Branding Options



Do it yourself



Hire a student



Hire a freelancer



Contract a small design agency

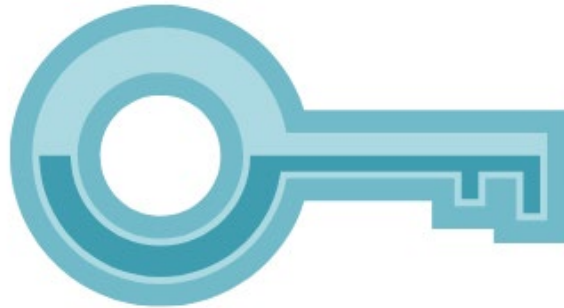


Work with a large branding firm

# BRANDING

*Key Elements*

---

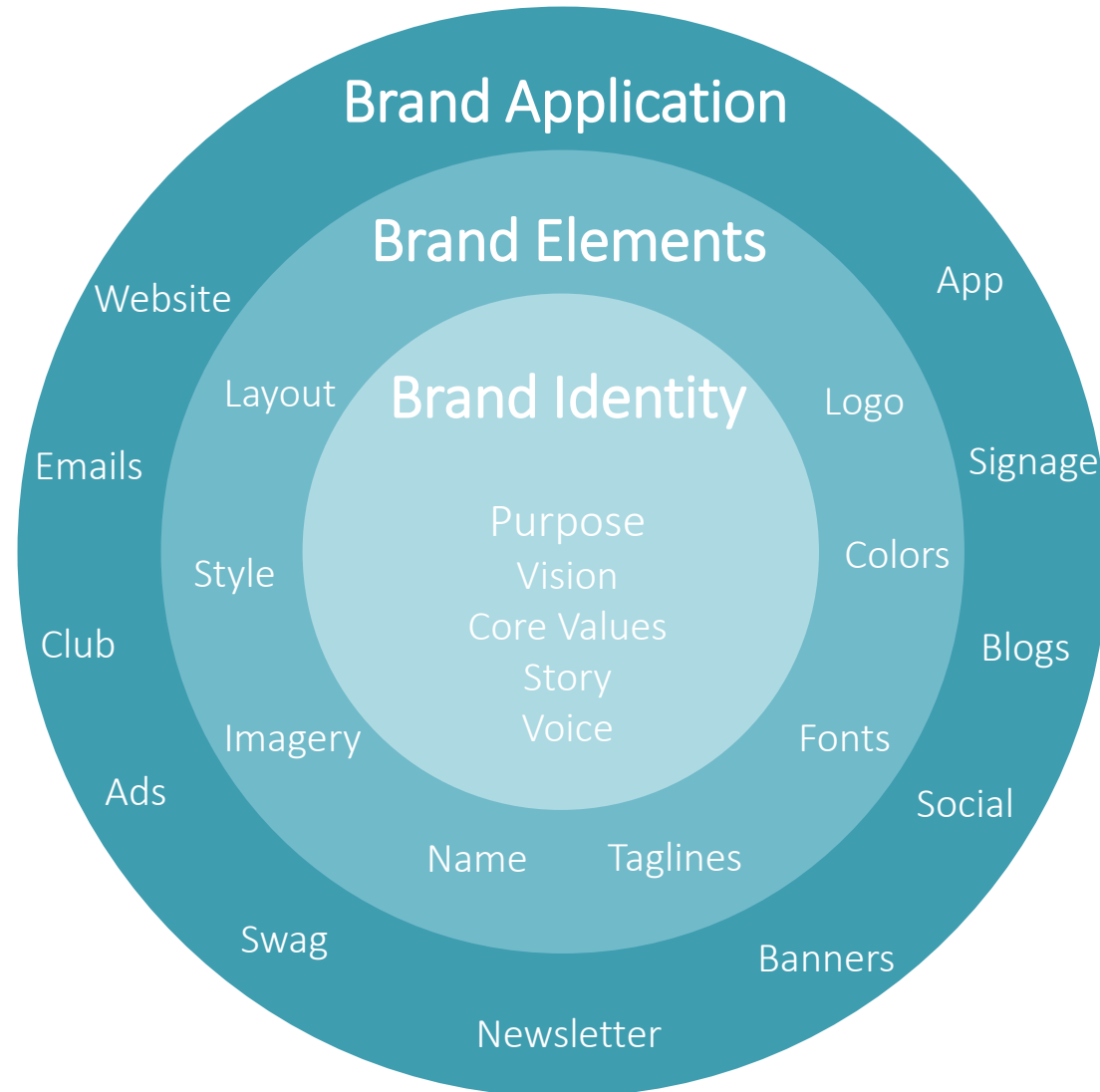




# Guidelines to Building a Brand



# Building a Brand



# BRAND IDENTITY

*Who You Are*

---



# Start with Brand Identity







# Your Brand Identity

- What emotions you want your customers to feel when they interact with your business?
- What purpose and vision do you have for your company?
- What are your company core values?
- How you communicate your company's values and concepts?

# Your Core Purpose

## *Why do you do what you do?*

Core Purpose Defined: An organization's most fundamental reason for being

- Guides and inspires
- Is broad, fundamental and enduring
- Is a journey, not an end result or goal



# Company Core Purpose Examples

- [Stevenson Fitness](#) - Empowering people to live healthier lives
- [Disney](#) - To make people happy
- [Core Power of Yoga](#) - To show the world the incredible life-changing things that happen when you root an intensely physical workout in the mindfulness of yoga.
- [Soul Cycle...](#)



**AT SOULCYCLE... WE ASPIRE TO INSPIRE.**  
**WE INHALE INTENTION AND EXHALE EXPECTATION.**

WE COMMIT TO OUR CLIMBS AND FIND FREEDOM IN OUR SPRINTS. WE ARE A FITNESS COMMUNITY RAISING  
THE ROOF AT OUR OWN **CARDIO PARTY.** THE **RHYTHM** PUSHES US HARDER THAN WE EVER THOUGHT POSSIBLE.

**OUR OWN STRENGTH SURPRISES US EVERY TIME.**

**ADDICTED, OBSESSED,**

UNNATURALLY ATTACHED TO OUR BIKES. HIGH ON SWEAT AND THE HUM OF THE WHEEL.  
**CORE ENGAGED, WE RESHAPE OUR ENTIRE BODIES, ONE RIDE AT A TIME.**

**CHANGE YOUR BODY TAKE YOUR JOURNEY**

**FIND YOUR SOUL.**



# Your Core Values

## *How do you do what you do?*

Core values inform, inspire and instruct the day to day mindset and behaviors

### At Stevenson Fitness

- Build real relationships.
- Do what others won't.
- Play like a championship team.
- Make our community better.
- Grow through constant learning.



# Your Core Values

*How do you do what you do?*

Core values inform, inspire and instruct the day to day mindset and behaviors

## At Barry's Bootcamp

- **Family** - We support, trust, and respect each other.
- **Work Hard** - We are tenacious in our pursuits to create value.
- **Honesty** - We speak, live, and fearlessly pursue the truth.
- **Fun** - We are joyful, positive, and humorous in how we think and what we do.
- **Fearless** - We are courageous and optimistic in our thinking and actions.
- **Innovation** - We are open to learning, improving, and evolving.



# Brand Voice & Tone

- Brand voice refers to the personality and emotion infused into a company's communications. It's **consistent** and unchanging.
- Tone is the emotional inflection applied to your voice. It adjusts to what's suitable for a particular piece or message.



Play  
with  
yourself.

9-inch private seatback screens. 300 hours of audio/video on demand. 60 movies, over 100 hours of TV, 120 full-length CD albums and 18 video games. All playing on non-stop flights to London and Sydney. Nobody entertains you better in the sky than Virgin Atlantic.

[www.virginatlantic.com.hk](http://www.virginatlantic.com.hk)

 **atlantic** Enjoy.

9 inches  
of  
pleasure.

9-inch private seatback screens. 300 hours of audio/video on demand. 60 movies, over 100 hours of TV, 120 full-length CD albums and 18 video games. All playing on non-stop flights to London and Sydney. Nobody entertains you better in the sky than Virgin Atlantic.

[www.virginatlantic.com.hk](http://www.virginatlantic.com.hk)

 **atlantic** Enjoy.

# Understanding Voice & Tone

- What are your brand values?
- Ask your current members or clients how they would describe your brand (survey).
- Get to really know your audience (Customer Avatar).
- Is your tone usually formal or informal?

(This should then adapt to your current message. i.e. a social media post about a sale or promotion would have a more light-hearted tone than one breaking news or sad news about your business or a person).



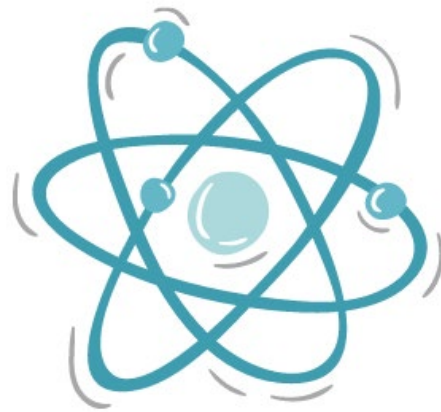
# Build your brand. Sell more stuff.

Sign Up Free

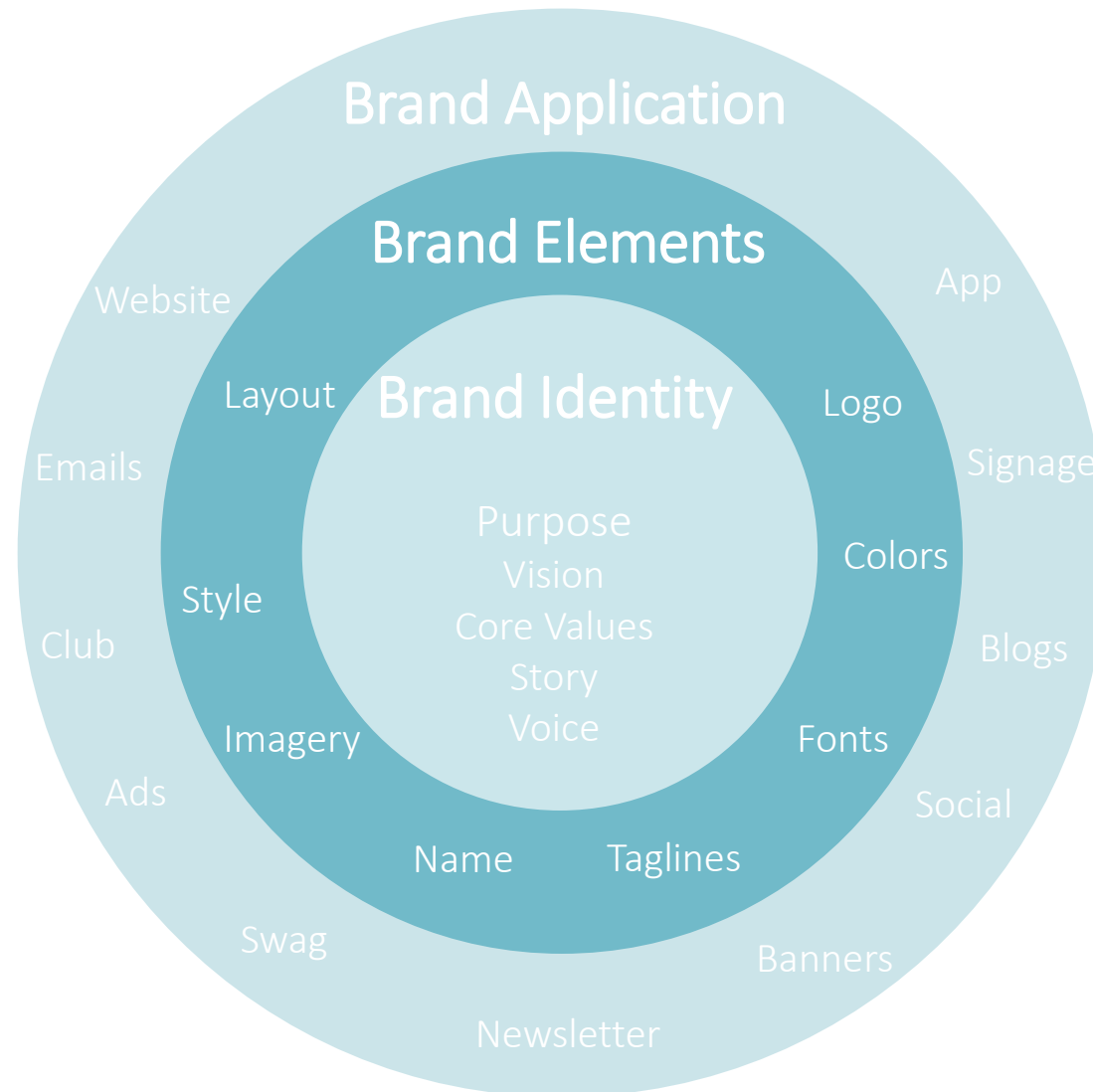
MailChimp is the world's largest **marketing automation platform**. It's like a **second brain** that helps millions of customers—from small e-commerce shops to big online retailers—find their audience, engage their customers, and build their brand.

# BRAND ELEMENTS

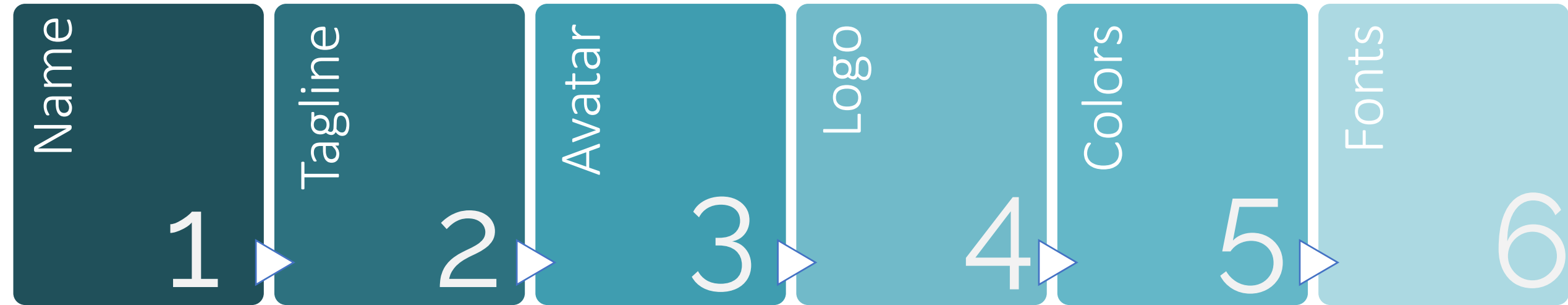
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# Brand Elements



# Brand Elements





# Brand Name

- Picking the right name for your business is one of the tasks that small business owners struggle with the most.
- How do you pick the “right” brand name for your small business?
- Brand names, should be easy to say, read, spell, and remember.



# Brand Tagline

- A tagline is usually a short phrase that captures a company's brand essence, personality, and positioning, and distinguishes the company from its competitors.



# Brand Tagline Examples

energie

Where You  
Belong

Nike

Just Do It

L'Oreal

Because  
You're  
Worth It

Skittles

Taste the  
Rainbow

Crunch

No  
Judgements

# Tips for Writing a Good Brand Tagline

- Keep it short and on point
- Set yourself apart
- Highlight a key benefit
- Explain your commitment
- Evokes an emotional response
- No negative connotations (know your audience)

Source: ebaq design



# Customer Avatar

- A customer avatar is a detailed profile of your ideal customer to help you position your brand and tell your brand story.
- It starts with determining the characteristics of your Avatar, researching them and understanding as much information as possible.







# Dan Smith

- 44 years old
- Married with two Children (5 and 8)
- Accountant
- Works in the area
- Sits all day at work
- Hasn't exercised in a few years
- Enjoys running
- Has lifted weights in the past
- Has some low back pain

Would love to lose a few pounds and build muscle

# Jenny Donovan

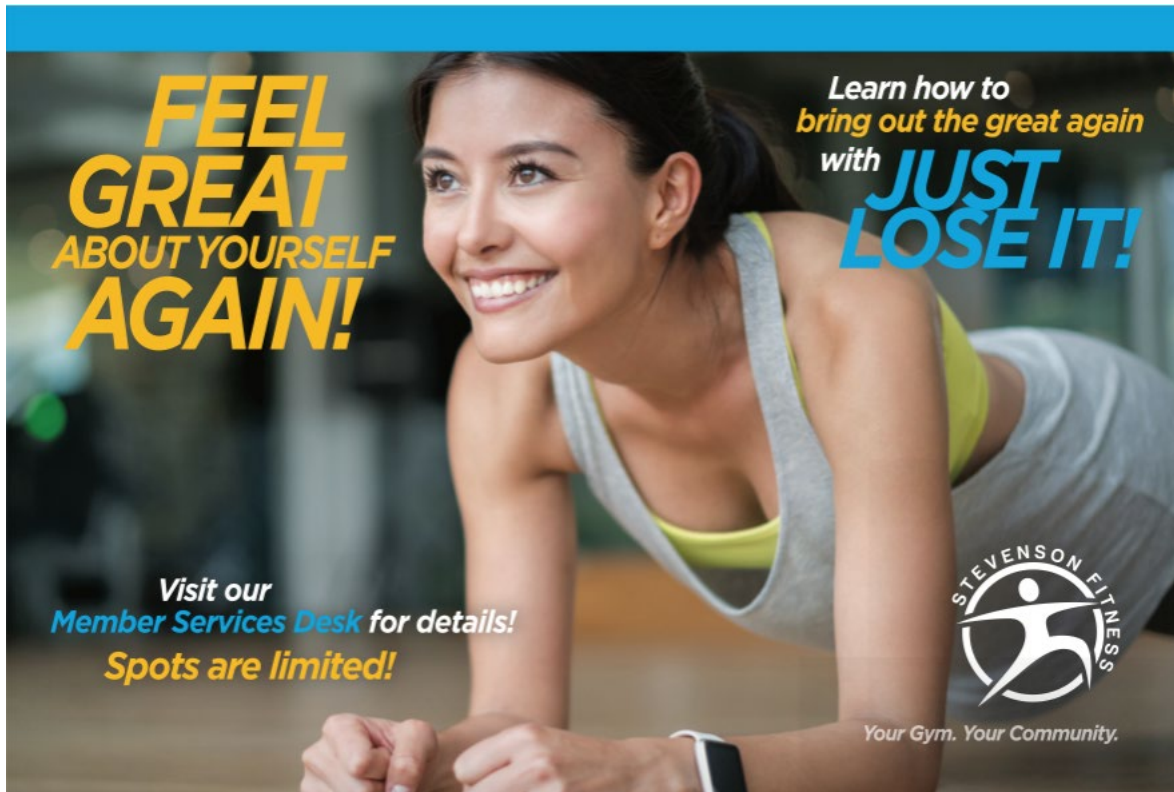


- 49 years old
- Stay at home mother
- Has teenage children
- Lives in the area
- Loves group X classes
- Enjoys the gym environment
- Loves to workout with friends
- Doesn't use other area of the gym

**Wants to be lean, toned and have fun**



# Know Your Avatar



**FEEL GREAT ABOUT YOURSELF AGAIN!**

Learn how to bring out the great again with **JUST LOSE IT!**

Visit our **Member Services Desk** for details!  
**Spots are limited!**

**STEVENSON FITNESS**  
Your Gym. Your Community.



**STEVENSON FITNESS** Your Community. Your Gym.

**FEEL GREAT ABOUT YOURSELF AGAIN!**

Learn how to bring out the great again with **JUST LOSE IT!**

**This six week program includes:**

- Guided training 3x's per week
- Daily exercise journal
- Nutritional guidance
- Motivation & support

Visit our **Member Services Desk** for details!  
**Spots are limited!**

# Your Brand Avatar

## DIY Brand Bootcamp Customer Avatar Template

Hi! My name is

\_\_\_\_\_

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Relationship status: \_\_\_\_\_

Work status: \_\_\_\_\_

Income: \_\_\_\_\_

Lives: \_\_\_\_\_

Activity Levels: \_\_\_\_\_

Health: \_\_\_\_\_

Fitness Experience: \_\_\_\_\_

Other considerations (Major health issues) : \_\_\_\_\_

\_\_\_\_\_

GOAL: \_\_\_\_\_

# Why Are Logos Important?

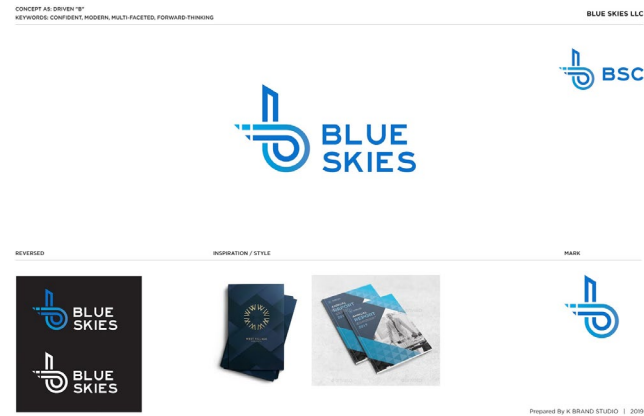
- After your company name, your logo is the most important part of your brand.
- It's the one thing you want everyone to immediately recognize as belonging to your company and *only* to your company.
- Standing out in the marketplace is one of the main reasons you are creating a visual brand in the first place.





# Brand Logo Variations

- A full color version
- An alternative color version
- A black and white version
- A vertical lockup
- A horizontal lockup



circleonly.jpg



CircleOnly\_StevFit\_2019\_Vert\_Logo\_NoTag.jpg



StevFit\_2019\_FINAL\_Fitman\_Logo.jpg



StevFit\_2019\_Hor\_Logo\_NoTag.jpg



StevFit\_2019\_Hor\_Logo\_Tag.jpg

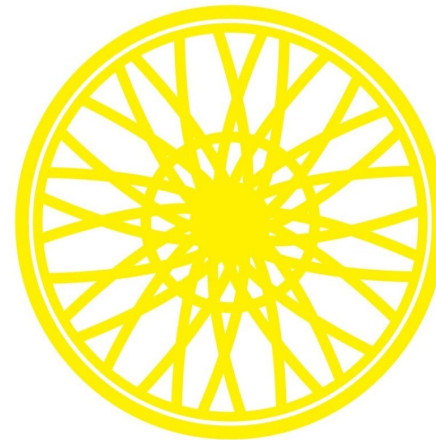
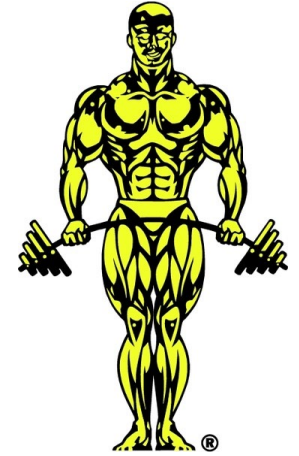


StevFit\_2019\_Vert\_Logo\_NoTag.jpg



StevFit\_2019\_Vert\_Logo\_Tag.jpg

# Name That Brand



# Brand Colors

- A recognizable color palette that's applied consistently over time can be a powerful asset.
- When you pick colors, start with obvious choices. Research the industry and the competition.
- Colors are flexible and should reproduce well in a variety of mediums.
- Colors should be classic to stand the test of time.

RED

MEANS:

passionate  
**active**  
EXCITING  
**bold** energy  
youthful  
**physical**  
PIONEERING  
leader willpower  
confidence  
ambition  
**POWER**

BRANDS:



PINK

MEANS:

love **calm**  
**respect**  
**WARMTH**  
longterm  
**feminine**  
intuitive **care**  
assertive  
**sensitive**  
NURTURE  
**possibilities**  
UNCONDITIONAL

BRANDS:



PURPLE

MEANS:

**DEEP**  
creativity  
unconventional  
original  
**stimulation**  
individual  
WEALTHmodesty  
**compassion**  
DISTINGUISHED  
respectable  
**fantasy**

BRANDS:



NAVY

MEANS:

trust order  
**LOYALTY**  
**sincere**  
authority  
communication  
confidence  
**PEACE** integrity  
control  
responsible  
**success**  
CALM masculine

BRANDS:



GREEN

MEANS:

BALANCE  
**growth**  
**restore**  
sanctuary  
EQUILIBRIUM  
positivityNATURE  
**generous**  
clarity  
prosperity  
good judgement  
safetystable

BRANDS:



BLUE

MEANS:

**spirit**  
perspective  
**CONTENT**  
control  
**rescue**  
determination  
self-sufficient  
modern goals  
awarePURPOSE  
**OPEN**  
ambition

BRANDS:



ORANGE

MEANS:

**INSTINCT**  
WARMTH  
gut reaction  
**optimistic**  
spontaneity  
**extrovert**  
socialNEW IDEAS  
**FREEDOM**  
impulse  
motivation

BRANDS:



boutique



# Brand Color Examples

## Stevenson Fitness



**PMS**  
Cool Gray C

**RGB**  
167 | 168 | 170

**CMYK**  
16 | 11 | 11 | 27

**HEX**  
A7A8AA



**PMS**  
2226 C

**RGB**  
60 | 203 | 218

**CMYK**  
60 | 0 | 23 | 0

**HEX**  
3CCBDA



**PMS**  
285 C

**RGB**  
0 | 114 | 206

**CMYK**  
90 | 48 | 0 | 0

**HEX**  
0072CE

## Soul Cycle



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#%&'()\*+,-./:;<=>?[]^\_`{|}~

6

# Brand Font

- It isn't just the font that you use for your logo, it should also include the fonts you choose to use on your website, blog and other marketing materials.
- Font choices often set the tone for the whole design and can influence viewers' feelings toward and interactions with your design.
- The font should match your message, should be legible and easy to read and versatile.



# What Fonts Can Convey

Source: designmantic.com

**Slab**

SERIF

IMPORTANT  
EVIDENT  
BOLD  
IMPACTFUL

**Sans**

SERIF

SIMPLE  
SENSIBLE  
EASY TO READ  
NEUTRAL

**Serif**

STABLE  
TIMELESS  
FORMAL  
TRADITIONAL

MODERN  
**SERIF**

GLAMOUR  
CLEAN  
LUXURIOUS  
EXQUISITE

**Bold or**  
**Black**

DOMINANT  
SIGNIFICANT  
GALLANT  
REPUTABLE

Condensed  
or  
**Ultrat**

BUSY  
AUTHORATIVE  
DECORATIVE  
DISTINCT

**Display**

PROMINENT  
QUIRKY  
FRIENDLY  
ECCENTRIC

*Script*

FEMININE  
PERSONAL  
FANCY  
ELEGANT

**Vintag**

e

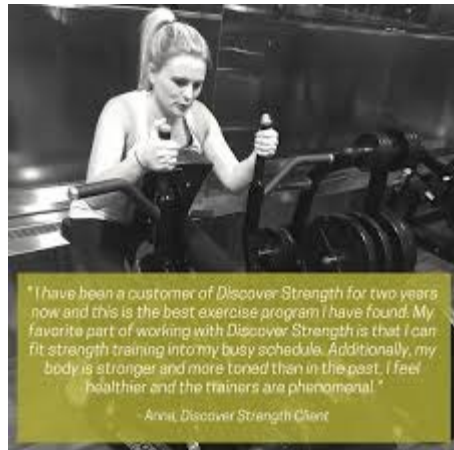
OLD SCHOOL  
RETRO  
STYLISH  
REMARKABLE

# Branding Consistency

- Consistency is a key rule in branding.
- It will help you build trust and a connection with your members and clients.
- The more consistent your messaging, the more they will start to feel familiar and comfortable with you and your brand.



# Brand Consistency Examples



# Brand Consistency

## Examples

### EQUINOX





# Brand Consistency Examples

## Stevenson Fitness

Join Us Saturday, May 11th



### Moms & Mimosas

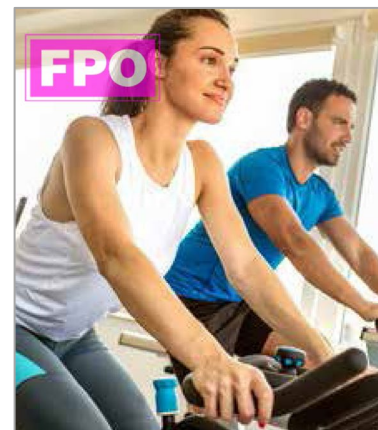
8am to 12pm

- Free to Members and Non-Members
- PiBarre Boot Camp  
8 - 9:30am with Lisa, Julia and Randee
- Super Kick It  
9:30 - 11am with Bobby and Chris
- Vendors including Lorna Jane, Nutrishop and Stella & Dot
- And of course...mimosas!

stevensonfitness.com



818.707.0123







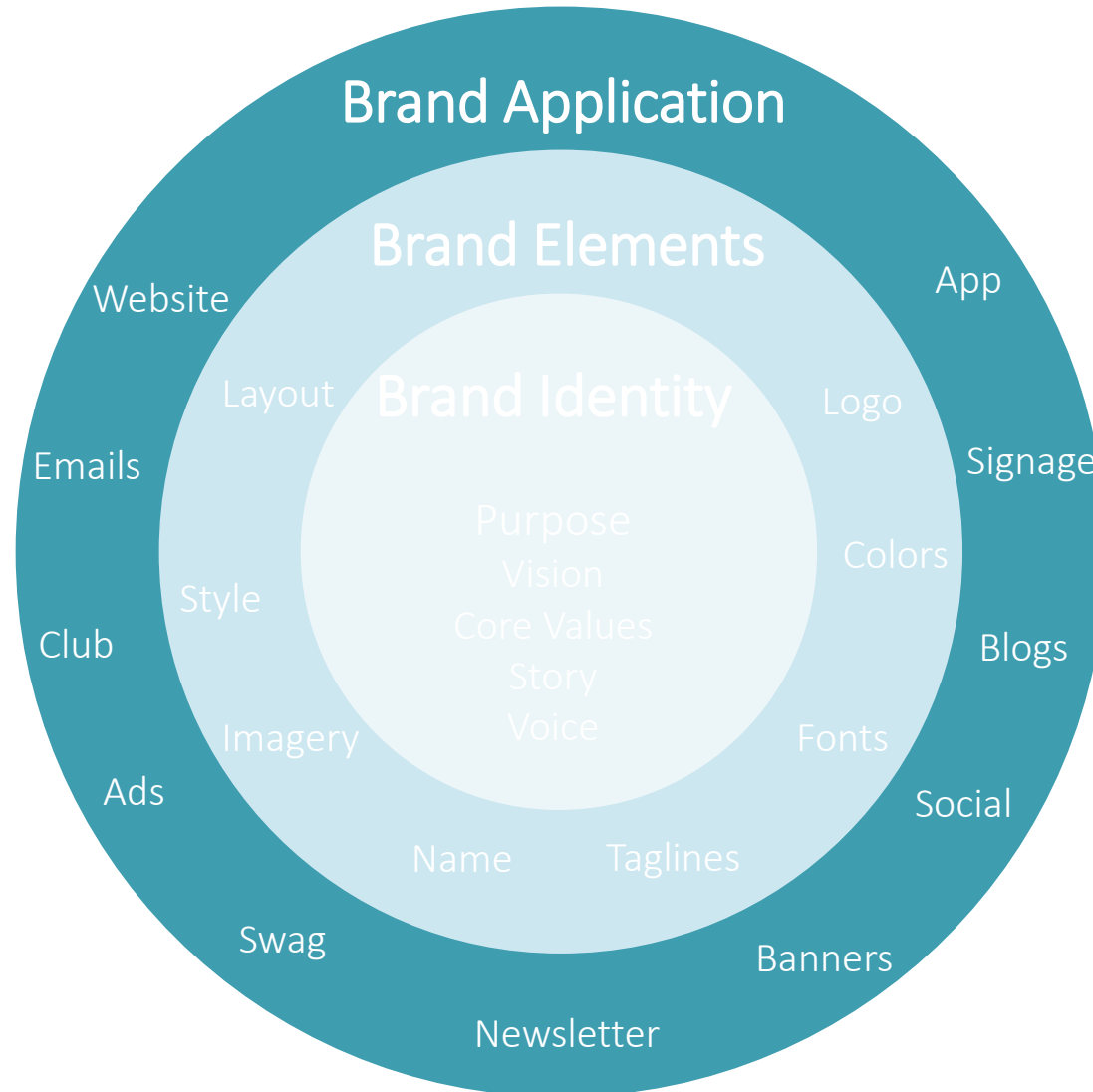


# BRAND APPLICATION

---



# Brand Application



# WHERE?

- Website
- Signage
- Marketing materials
- Stationary
- Biz Cards
- Apparel
- Newsletter
- Social
- Mats
- Equipment
- Paint/Wall Covering
- Even Garbage bags







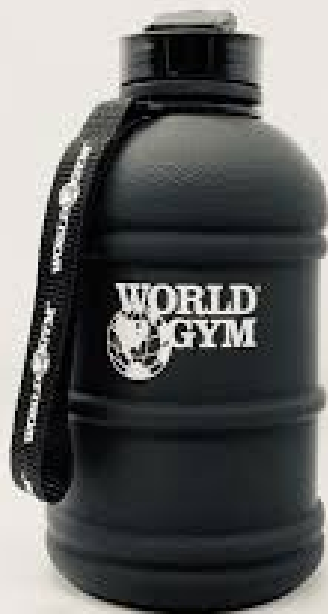




**OBJECTS IN THE MIRROR ARE  
STRONGER THAN THEY APPEAR.**

**BARRY'S**





# BRANDING TOOLBOX

---



# Brand Tools



Brand Style Guideline



Canva



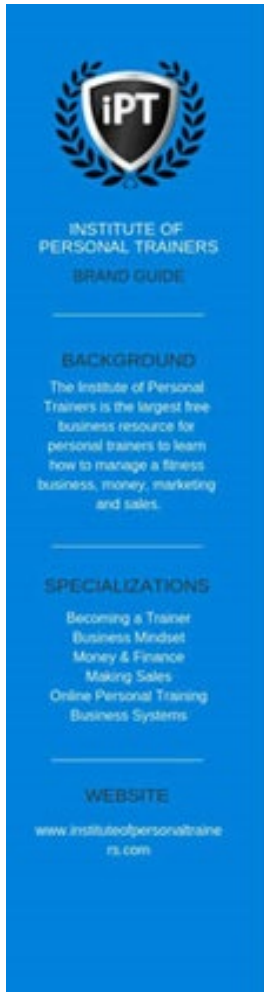
Resource Center



# Brand Style Guideline

- A document that includes all the design styles for your visual content.
- Your brand style guide is the collection of specifications that help you present a consistent visual brand to the world.
- Share both externally and internally that help you say who and what your brand is.

# Brand Style Guideline Examples



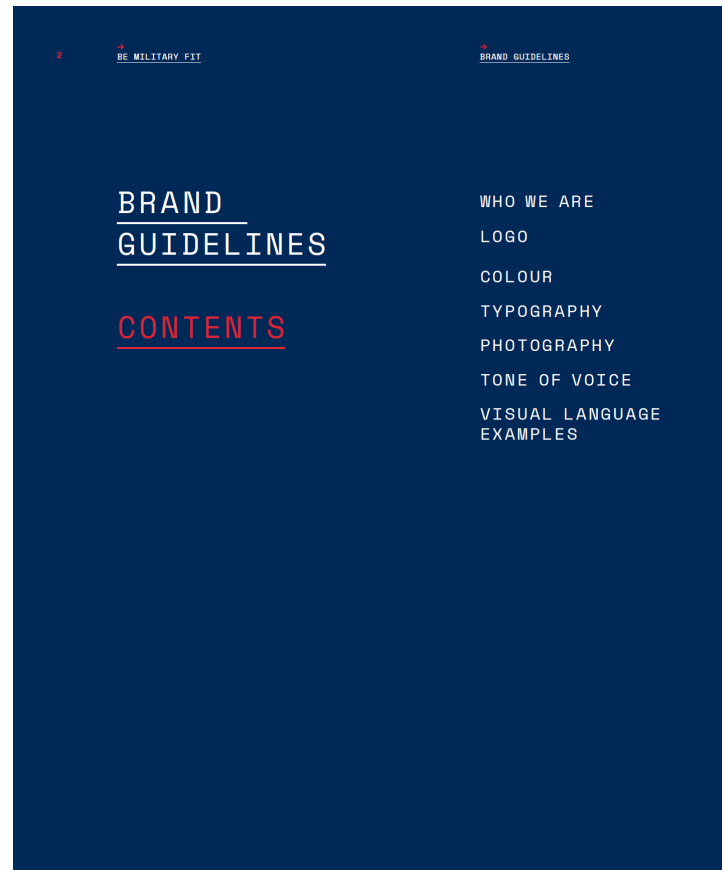
## COLOURS



## FONTS

HEADER	<b>Aileron Heavy</b>
SUB HEADER	<b>Aileron</b>
BODY	Arialle

## LOGO



## Colors



## Fonts

Header	DinPro Medium
Sub Header	DinPro Regular
Body	Calibri Light

## Logo





# Your Brand Style Guideline

Logo

Company Name  
Brand Guide

Story

## Colors

---



Color  
Hex #  
RGB



Color  
Hex #  
RGB



Color  
Hex #  
RGB



Color  
Hex #  
RGB

## Fonts

---

Header

Sub Header

Body

## Logo

---

Primary

Secondary

# Canva

- Canva is a graphic design app that has a variety of templates from which to choose.
- Templates are sized for various uses including social, newsletters, fliers, etc.



MH

Marisa Hoff

▼

Create a design

Home

All your designs

Photos

Brand Kit

Design School

Create a team

 Folders

 Shared with you

 Uploads

 Trash

# Design anything.

 Search templates and your designs

Celebrate friends and family with a birthday card

Create a design >

Custom dimensions



Canva Print >



Instagram Post



Facebook Cover



Poster



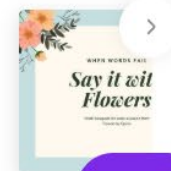
Email Header



Days & Events Social Graphic



Social Media



Facebook

Help ?

# Canva

- Canva is a graphic design app that has a variety of templates from which to choose.
- Templates are sized for various uses including social, newsletters, fliers, etc.
- Canva has a BRAND KIT that allows you to upload all your brand elements.



## Be Military Fit

# Heading, Space Mono

Sub Heading, Space Mono

### Core Colour Palette




### Secondary Colour Palette



#### Color palettes


[Color palette inspiration ↗](#)

Brand colors ✎




+ Add new palette


#### Logos




CirclePNGWhite.p...




circleonly.jpg




CircleOnly\_StevFit...



StevFit\_2019\_Hort...



StevFit\_2019\_Hort...



StevFit\_2019\_Vert...

#### Fonts

[Suggested font combinations ↗](#)

### Headings are Aileron Regular, size 42 ✎

Sub-headings are Aileron Regular, size 24 ✎

Body text is Aileron Thin, size 16. It should be comfortably readable for long passages. Serif fonts are widely used for body text because they are considered easier to read than sans-serif fonts in print. Sans-serif fonts are considered to be more legible on low-resolution computer screens. ✎

#### Uploaded fonts

+ Upload new font

[Help ?](#)

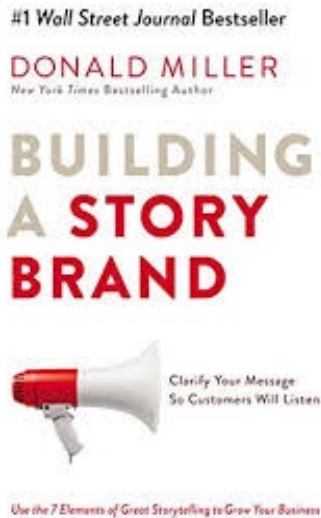
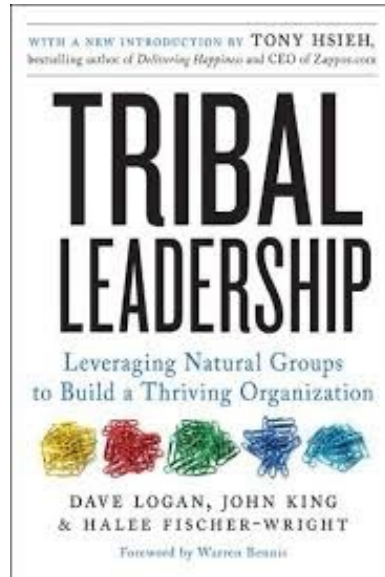
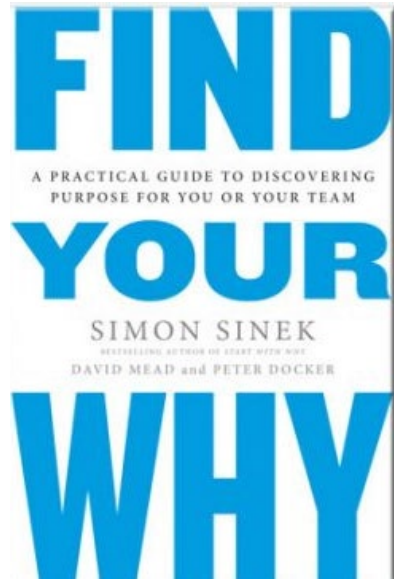


# Canva

- Canva is a graphic design app that has a variety of templates from which to choose.
- Templates are sized for various uses including social, newsletters, fliers, etc.
- Canva has a BRAND KIT that allows you to upload all your brand elements.
- Canva also allows you to create templates that can lock specific features so that only some elements are interchangeable. This allows multiple people to collaborate on projects.



# Your Resource Center



Logo Design

Fiverr.com

99designs.com.au

Graphic Design

Canva.com

Animoto.com

# Building a Brand





Questions?

# THANK YOU!

## *Let's Connect!*



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  - BARRE
  - BOXING
  - CORE TRAINING
  - FLOWING YOGA
  - FOAM ROLLING
  - FUNCTIONAL FLEXIBILITY
  - FUNCTIONAL PILATES
  - GROUP EXERCISE
  - GROUP FITNESS DIRECTOR/STUDIO OWNER
  - GROUP STEP
  - GROUP STRENGTH
  - HIIT
  - KETTLEBELL
  - KIDS IN MOTION
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