



BusinessUnboxed



Branding Basics: How to Build a Brand That Sticks

Your brand is more than just a logo—it's the soul of your business. Whether you're starting from scratch or looking for a rebrand, **Jas** and **Jude** will show you how to create a brand that stands out in a crowded market.

From your visual identity to the way you communicate with customers, this workshop dives into everything you need to know to make your brand stick in people's minds—and more importantly, their hearts.

What to Expect:

- **Building Brand Personality:** What does your brand say about you?
- **Designing a Visual Identity:** Colours, fonts, and logos that represent your business.
- **Creating Consistency:** How to ensure your branding flows across every platform and customer touchpoint.
- **Real-Life Branding Wins and Fails:** Learn from brands that nailed it—and some that didn't.

Walk away with a clear brand vision, and a brand that reflects you and resonates with your audience.

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Why You Should Attend: Branding Basics: How to Build a Brand That Sticks

Think your brand is just a logo and some colours? Think again. Your brand is the heartbeat of your business—it's how your customers feel, think, and talk about you. If your brand isn't memorable, your business won't be either. In our "**Branding Basics: How to Build a Brand That Sticks**" workshop, we'll take you beyond the visuals and help you craft a brand identity that stands out, connects with your audience, and drives loyalty.

Whether you're starting from scratch or looking to refine your existing brand, this workshop will give you the tools to build a brand that truly resonates with your customers and keeps them coming back for more.

Sign Up Now!

Sign up now for our "**Branding Basics**" workshop and discover the secrets to creating a brand that not only looks good but connects with your customers on a deeper level. Don't get lost in the sea of sameness—learn how to craft a brand that sticks and sets your business apart from the competition.

Join us and build a brand with purpose.

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