

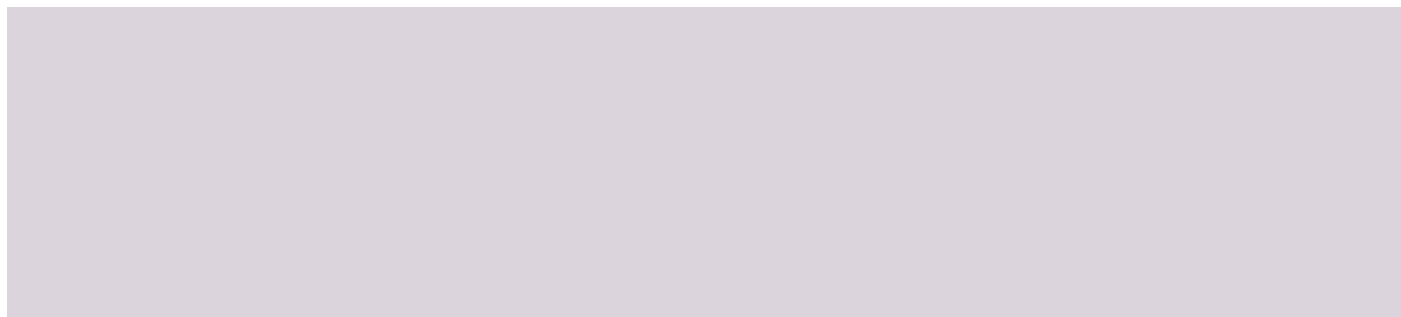


YOUR BRAND STYLE GUIDE

a.k.a Your Brand Memo : All of Your Brand,
All in One Place

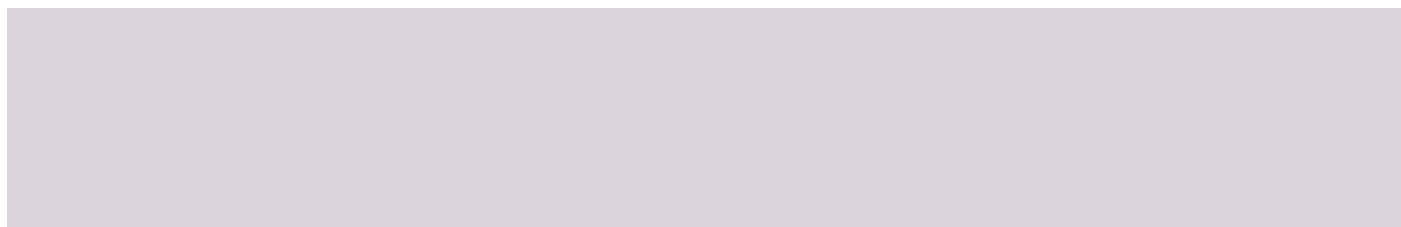
BRAND MEMO

MISSION STATEMENT / POSITIONING

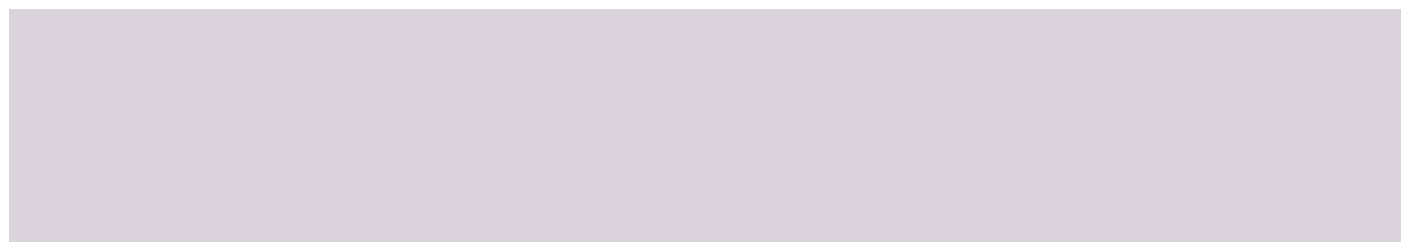


IDEAL AUDIENCE

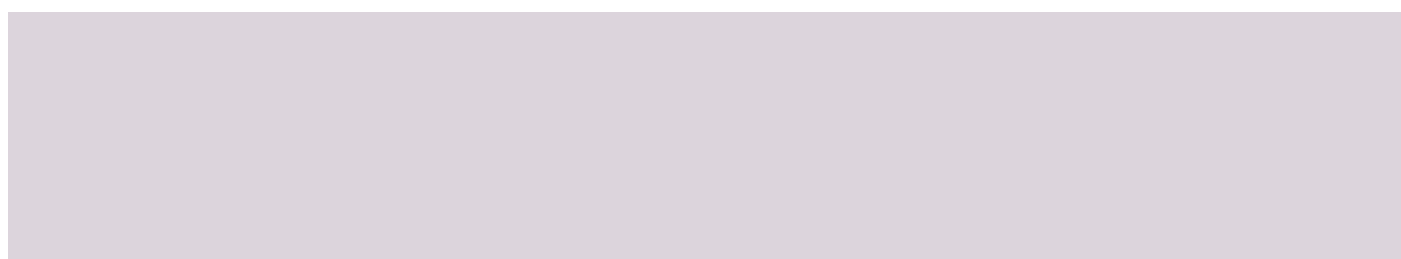
Demographics



Psychographics: Behavior + Values + Interests + Lifestyle



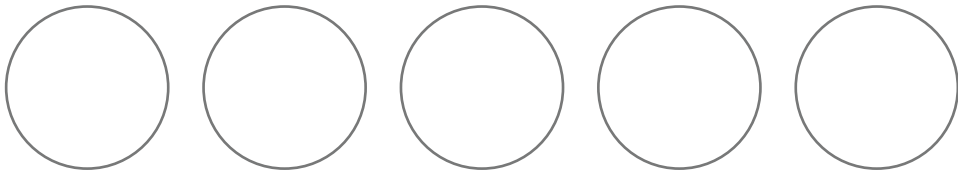
TONE OF VOICE



BRAND MEMO

primary logo

color palette



secondary logo

brand mark

fonts

graphic elements

THANK YOU!

For further help, support and training to help you start, grow and profit from your handmade shop, check out Tizzit HQ



- 4-STEP MAKER'S ROADMAP SYSTEM
- LIBRARY OF IN-DEPTH COURSES AND TRAINING
- LIVE MONTHLY COACHING SESSIONS
- A SUPPORTIVE ONLINE COMMUNITY

learn more

