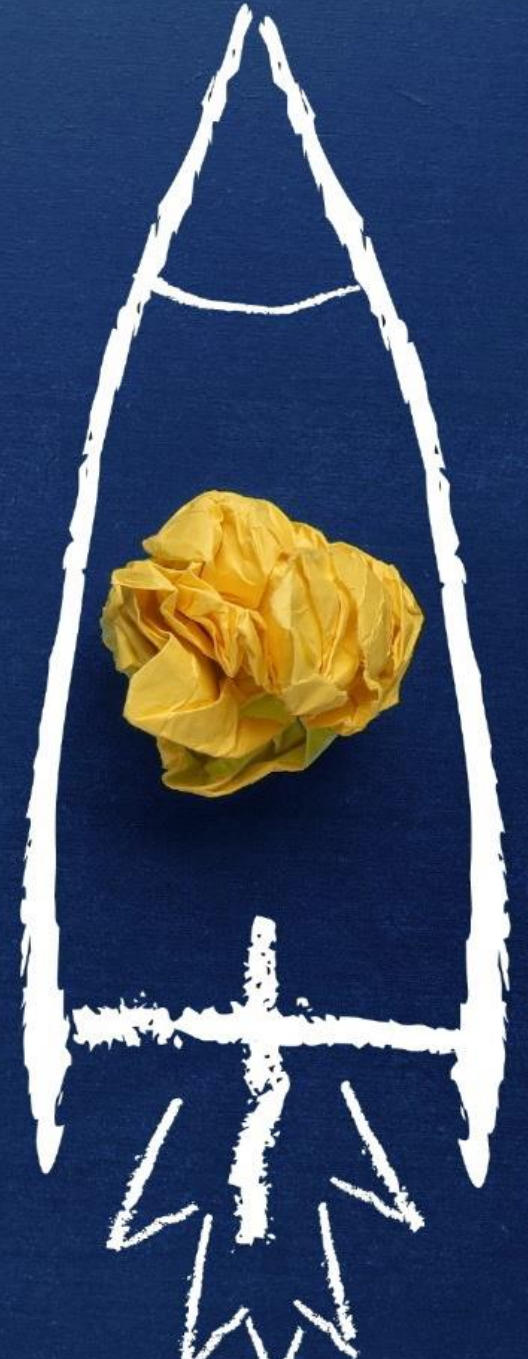




STARTUP BRAND ON A BUDGET





WHO THIS IS FOR

- New entrepreneurs
- Students
- Dreamers
- Builders
- People with ideas
- Crazy people
- Curious business people
- Those with limited or no business/startup experience



WHO'S THIS GUY

- Occupied many roles from retail sales to VP since 1995
- Worked in small organizations to global enterprises
- Had own startup (Walk Today) and grew one (Elfiq Networks)
- Learned many things along the way (the hard way)
- Try not to be boring





SO YOU NEED A BRAND

- Image matters
 - Perception
 - Credibility / trust
- No need to look like a startup, look like the big players!
- Budget? Existent?
- Will it all change down the road? Many times.

7lbs Startup



135lbs Competitor





KEY BRAND STUFF

1. Audience & competition
2. Your organizational focus, uniqueness & personality
3. Clarity for your logo, slogan, vision, mission & values
4. Consistency across all aspects of the organization



1. Audience is “Intense individuals”, competition is caffeinated drinks, sports drinks
2. Uniqueness: logo, company name, high-impact personality
3. Clarity: 2 colors, slogan “Red Bull Gives You Wings”
 1. Vision: GIVING WINGS TO PEOPLE AND IDEAS
 2. **Mission:** Red Bull GmbH are dedicated to upholding Red Bull standards, while maintaining the leadership position in the energy drinks category when delivering superior customer service in a highly efficient and profitable manner. We create a culture where employees share best practices, dedicated to coaching and developing our organization as an employer of choice.
 3. Values: People, ideas, culture
4. Consistency: high level of discipline from corner store to Formula 1 team



0 - HOMEWORK

- Did you validate your business project?

Validating
A Startup
With 0\$

ROCK & FUEL

The graphic features a large blue circle on the left containing the text 'Validating A Startup With 0\$'. To the right is an illustration of three people in a meeting, one pointing at a whiteboard. The Rock & Fuel logo is at the bottom right.

www.rock&fuel.com/validatingstartups





1- COMPANY NAME

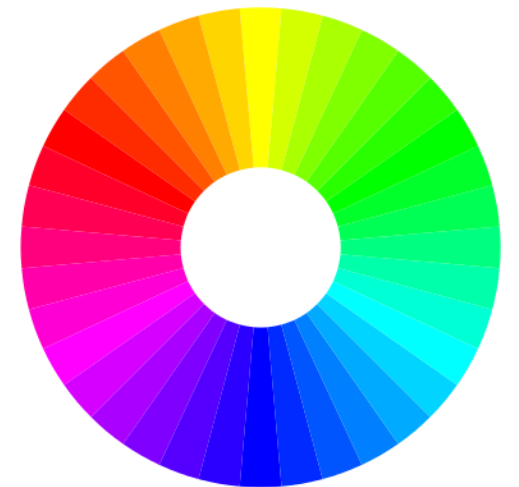
- Significant, unique, memorable, short
- Made up is ok (Google, Facebook, Twitter, Vitamix, etc.)
- Use online word association tools, online thesaurus
- Need help? AI Generators!
 - Namelix.com
 - Looka.com
- Look for a .com or appropriate domain extension(s)
(.co, .foundation, .store, .pizza, .training, .tech, .app, etc.)





2 - BRAND COLORS

- Psychology of colors = win
- Infographic: blog.hubspot.com/agency/psychology-logo-design-infographic
- Your competitors are a guide!
- Examples:
 - Blue: trust, loyalty, dependable, logic, security
 - Green: health, hope, freshness, nature, growth prosperity
 - Yellow: Optimism, warmth, creativity, happiness
 - Red: Power, passion, energy, fearlessness, strength (also hunger, look at fast food brands)





3- LOGO TIME!

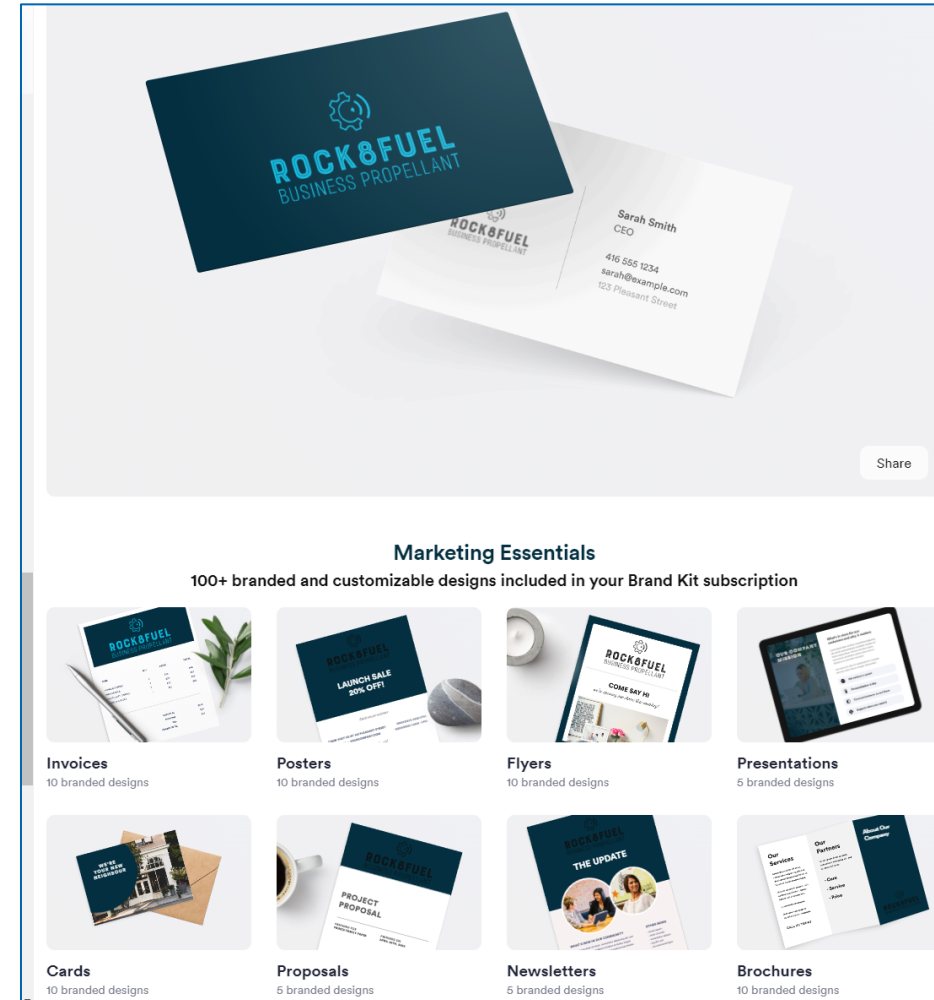
- Your competitors are a guide!
- Design time
 - Free tool: Canva
 - Beer-level costs: friends & family
 - Need a human? Fiverr
 - AI Tools: Brandmark.io & Looka.com





4 - BRAND KIT

- Guidelines
- Logo(s)
- Colors used (hex codes for website)
- Fonts: 2
- Other artwork
- Designs & templates:
 - Business cards
 - Slide deck
 - Business documents
 - Email signatures
 - Social posts





5 - WEBSITE

- Select a platform YOU can manage
www.rock8fuel.com/cms



- Templates are key, free ones are ok!
 - Shopify: start with free ones, paid ones at Themeforest.net
 - Wix & Square Space: supplied ones are quite good
 - WordPress: <https://wpforms.com/best-free-wordpress-themes/>



5 - WEBSITE

- Mock-up templates = pro-grade
 - www.freepik.com (free ones)
 - www.mockupworld.co (free!)
 - www.placeit.net (\$ but worth the look)
- Clear, concise information and navigation
- Lead capture (to CRM, email newsletter, etc.)





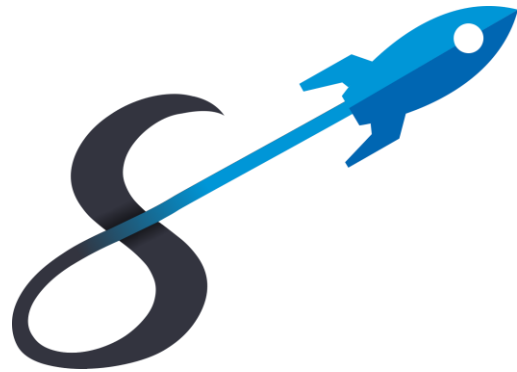
6 - BONUS: VOICE

- B2B: YOU NEED A BUSINESS PHONE NUMBER
 - Decision makers are more inclined to reach out
- B2C: it depends!
- No, your mobile is not sufficient
- PBX = good!
- Key low-cost players:
 - Google Voice
 - Microsoft Teams
 - Voip.ms
- Tutorial at: www.rock8fuel.com/telephony
- Fiverr for professional voice artists





THANK YOU



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