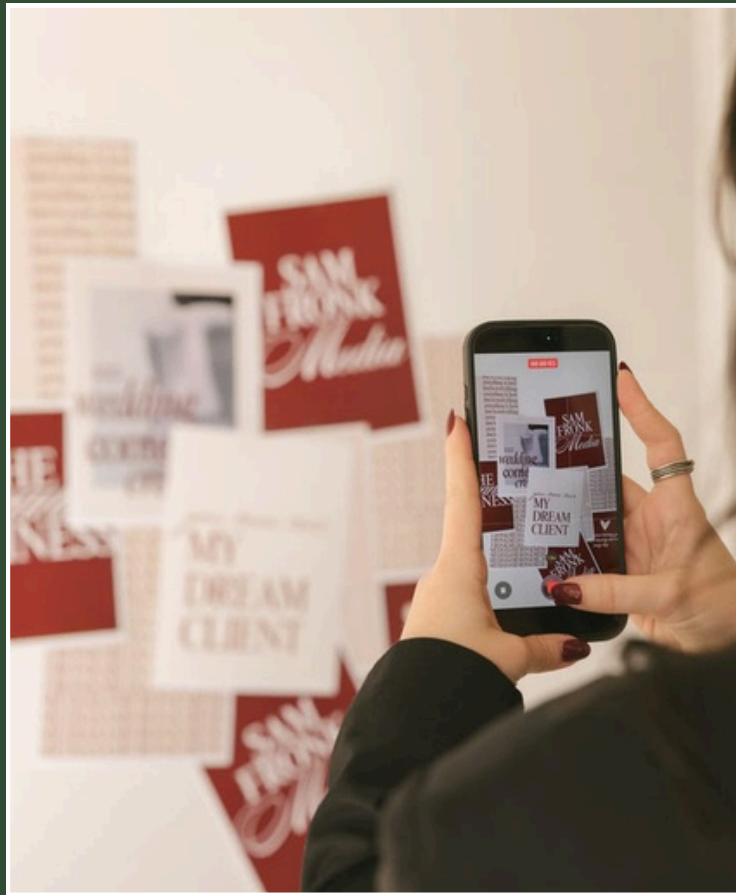


HOW TO BRAND *like a Pro.*



A simple guide to building a brand that feels intentional, recognizable, and so fetch.

PURPOSE
of this Guide

TO HELP YOU
UNDERSTAND WHAT
BRANDING REALLY
MEANS AND HOW TO
BUILD A BRAND THAT
FEELS CLEAR,
CONSISTENT, AND
MEMORABLE.

Because cute is great. But cute with strategy? That is
where the *magic* happens.

YOUR BRAND IS MORE THAN A CUTE LOGO.

Let's be real: branding is not just picking pretty colors, choosing a font, and calling it a day.

A strong brand is the reason people recognize you, trust you, remember you, and eventually choose you over everyone else. Whether you are building a personal brand, a small business, or a full-on company, branding helps you show up with intention instead of just hoping people “get the vibe.”

And Spoiler:

THE BRANDS THAT LOOK EFFORTLESS
USUALLY HAVE THE STRONGEST STRATEGY
BEHIND THEM.

1.

BRAND FOUNDATION

KNOW WHO YOU ARE

Before your brand can show up well, you need to know what it stands for. Your brand foundation is the “why” behind your business. It helps guide your content, visuals, messaging, and overall direction.

Ask Yourself:

- What does my brand do?
- Who is it for?
- What problem does it solve?
- What makes it different?
- What do I want people to feel?

When your foundation is clear, your brand becomes easier to understand and easier to remember.

SO FETCH TIP

BEFORE YOU FOCUS
ON LOOKING LIKE A
BRAND, MAKE SURE
YOU KNOW WHAT
YOUR BRAND IS
SAYING.



2. BRAND VOICE

SOUND LIKE YOU

Your brand voice is how your brand talks.

It shows up in your captions, website, emails, ads, packaging, and customer messages. Your voice can be fun, bold, soft, polished, cheeky, educational, or anything that feels true to your brand.

People should quickly understand:

- What are you offering?
- Why should they care?
- What should they do next?

Clear does not mean boring. You can still sound fun and creative while making your message easy to understand.

SO FETCH TIP

SAY IT LIKE A HUMAN.
YOUR AUDIENCE
SHOULD NOT NEED A
MARKETING DEGREE
TO GET IT.



3. VISUAL IDENTITY

MAKE IT LOOK LIKE YOU

Your visual identity is what people see first. This includes your logo, colors, fonts, photos, graphics, and overall aesthetic. Your visuals should match your brand personality.

CONSISTENCY HELPS PEOPLE
RECOGNIZE YOUR BRAND FASTER.
EVERYTHING DOES NOT HAVE TO
LOOK EXACTLY THE SAME, BUT IT
SHOULD FEEL *connected.*

SO FETCH TIP

AESTHETIC GETS
THEM TO LOOK.
CONSISTENCY GETS
THEM TO REMEMBER.



Your Brand Check-In *List*

- Does this sound like my brand?
- Does this look like my brand?
- Does this match the way I want my brand to be seen?
- Is the message clear and easy to understand?
- Is the message clear and easy to understand?
- Would my audience care about this?
- Does this feel connected to the rest of my brand?
- Would someone remember this later?
- Does this feel like us?

THE FETCHIN' FINAL CHECK

A strong brand is not built from random ideas. It is built from clear, consistent, and intentional choices.

BEFORE YOU CREATE ANYTHING,
Ask Yourself: DOES THIS
FEEL LIKE US?

If this guide helped you see branding a little differently, follow So Fetch Media for more marketing tips, brand breakdowns, and simple strategy that actually makes sense.

