# BRAND YOUR ETSY SHOP LIKE A PRO

A BEAUTIFUL, COHESIVE SHOP
MAKES MORE MONEY AND GIVES YOU MORE FREE TIME

# COPYRIGHT NOTICE

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# WELCOME!

Welcome to the ultimate guide on mastering the art of branding your Etsy shop like a pro. This book is specifically crafted to empower you in creating a cohesive and compelling brand design that truly connects with your Etsy business.

No matter, if you specialize in knitwear, furniture making, feminine cosmetics, playful party decorations, or any unique niche within the Etsy business, my strategic and purposeful approach, will position your brand effectively.

By following the methods outlined in this book, you will gain the confidence, simplicity, and clarity needed to build a strong and distinctive Etsy brand identity. This, in turn, will enable you to maintain a consistent and captivating social media presence, making your daily visual marketing tasks more streamlined.

One powerful way to highlight the excellence of your products is through captivating visuals. It's important to remember that customers often form their initial impression of your brand at the very first point of contact. Unfortunately, a lackluster visual presentation can cause many Etsy shops to lose potential customers.

On the other hand, a well-designed graphic presentation invites interaction, nurtures brand loyalty, and cultivates a dedicated customer base in the competitive Etsy market. This guide serves as your key to achieving exactly that.

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The visual appearance of an Etsy shop is the first thing potential buyers see.

It plays a crucial role in creating a positive and enticing first impression. A visually appealing shop can grab the attention of visitors, increase their interest, and encourage them to explore further.

# BRANDING AND IDENTITY

The visual look of an Etsy shop contributes to its branding and identity.

It allows sellers to showcase their unique style, creativity, and professionalism. Consistent branding elements, such as logos, color schemes, and imagery, help create a memorable and recognizable shop, which can strengthen customer trust and loyalty.

# PRODUCT SHOWCASE

The visual presentation of products within an Etsy shop is vital.

High-quality product photos, appealing product descriptions, and well-organized product listings can significantly impact a buyer's decision-making process.

A visually pleasing and well-curated shop can enhance the perceived value of the products and increase the likelihood of making a sale.

There are around 43 different Etsy product categories on the platform.

These include knitted ware and cosmetics. Shoppers will notice, however, that the popularity of each category will change depending on the season. Etsy has at least 2.1 million sellers and gets around 40 million buyers.

Source: Venture Beat

# WHO ARE YOU?

**1. Etsy Shop Owner:** This book is primarily targeted toward Etsy shop owners who want to enhance their branding efforts and establish a strong presence on the platform.

**2. New Etsy Seller**: If you're a new seller on Etsy, this chapter will guide you in understanding the importance of branding and help you lay a solid foundation for your shop right from the start.

**3. Established Etsy Seller**: Even if you already have an established Etsy shop, this book can provide valuable insights and techniques to refine and elevate your brand identity, attracting a wider audience and increasing sales.

**4. Artists and Artisans**: Creative individuals who design and create handmade products, such as artists, artisans, crafters, and designers, will find this book useful in branding their unique creations effectively on Etsy.

**5. Small Business Owner**: Entrepreneurs who run small businesses, especially those in the beauty, fashion, home decor, or personalized gifts industry, will gain valuable knowledge on how to brand their products and maximize their presence on Etsy.

**6. Solopreneur**: Independent sellers who manage their Etsy shops single-handedly will discover practical strategies to develop a professional brand image and create a cohesive identity that resonates with their target market.

**7. Creatives Seeking Income**: Individuals who are looking to generate income from their creative endeavors, whether as a full-time business or a side hustle, will find guidance in this book to establish a strong brand presence and monetize their talent on Etsy.

**8. Hobbyists Turned Entrepreneurs**: Those who have turned their passion or hobby into a business on Etsy can use this chapter to understand the importance of branding and learn how to transform their creative outlet into a successful brand.

**9. Online Sellers Transitioning to Etsy**: If you currently sell products online through other platforms or your own website and are considering expanding your reach by joining Etsy, this chapter will help you understand how to establish a compelling brand presence on the platform.

**10. Seeking Branding Knowledge**: Individual interested in learning about branding principles, techniques, and strategies specific to the Etsy platform will find this chapter insightful, even if you don't currently own an Etsy shop.

# CLARITY

## chapter 1

# BIG MESSAGE ANALYSIS

**Your big goal:** What do you want your Etsy shop to bring you? Lifestyle change? Income rise? Archiving your dreams?

**Vision**: What is the vision of your Etsy business? Who and what does it serve?

**Brand**: What is the nature and the story of the shop being created?

**Products**: What is it you are offering?

**Keywords**: Write down 5-10 keywords that describe your Etsy shop and its products.

**Features**: What is the style of your Etsy shop and the products you create?

# YOUR GOALS

**What is your big goal?** What do you want to gain with your Etsy shop? Who's life do you want to change, and how? How should your shop change your lifestyle? How big should your business grow? Whom do you intend to work with, and how? What impression should your business leave on people?

**Who are you?** What are you offering, and why are you doing it? What part of your personality do you want to transfer to your Etsy shop?

**What value do you offer?** What makes your Etsy shop special? Why is your product/service the number one choice for your best customer?

**What would you change?** Would you make some changes to your existing Etsy shop? Does your current customer see your offer as you would like it to be seen?

**Do you leave the right first impression for your audience?** Do your customers understand and value your skills?
If you're just starting, what obstacles are on your way now, and how can you overcome them? Where is your place in the market?

**Does your product/service's price reflect where you would like to be?** Do you need to improve your skills to get there? How do you differentiate yourself from your competitors, and what should you do to be the only possible choice for your ideal customer?

**What is your creative style?** Your customers want to buy your creative style. They prefer you to your competitors due to your unique perspective and innovative approach. Highlight your own style on your web and social media. Write down the keywords that describe your favorite work style.

# YOUR IDEAL CUSTOMER

What drives your patrons to choose your Etsy products? Who are the clients that bring the most value to your business?

Can you elaborate on your target demographic for your products? Who are the loyal customers that continually patronize your business and endorse your products to their networks?

These are the clients that you should strive to engage and to do so, you must comprehend what they cherish the most about your Etsy shop.

Provide detailed insights into the ideal customers who are naturally drawn to your shop, and explain why these individuals or businesses would find your offerings most valuable.

**Who is your ideal client?**

It is important to gather information about your target audience to tailor your branding and marketing efforts effectively.

To do this, you should consider factors such as age, gender, location, education level, marital status, and income. Additionally, think about their interests, hobbies, and travel destinations to gain a better understanding of their lifestyle and preferences.

Conducting surveys, focus groups, or analyzing data from your website or social media can help you gather this information. The more detailed your understanding of your target audience, the better you can craft your branding and messaging to appeal to them.

**Create 2-5 ideal customer profiles.**

Create a few fictional personas and give them names, ages, education, professions, and places of residence. Find photos from magazines or catalogs that closely reflect each persona and add pictures of clothing, accessories, and associated areas. Write down each persona's personality traits, preferences, values, and anything else relevant to your product/service.
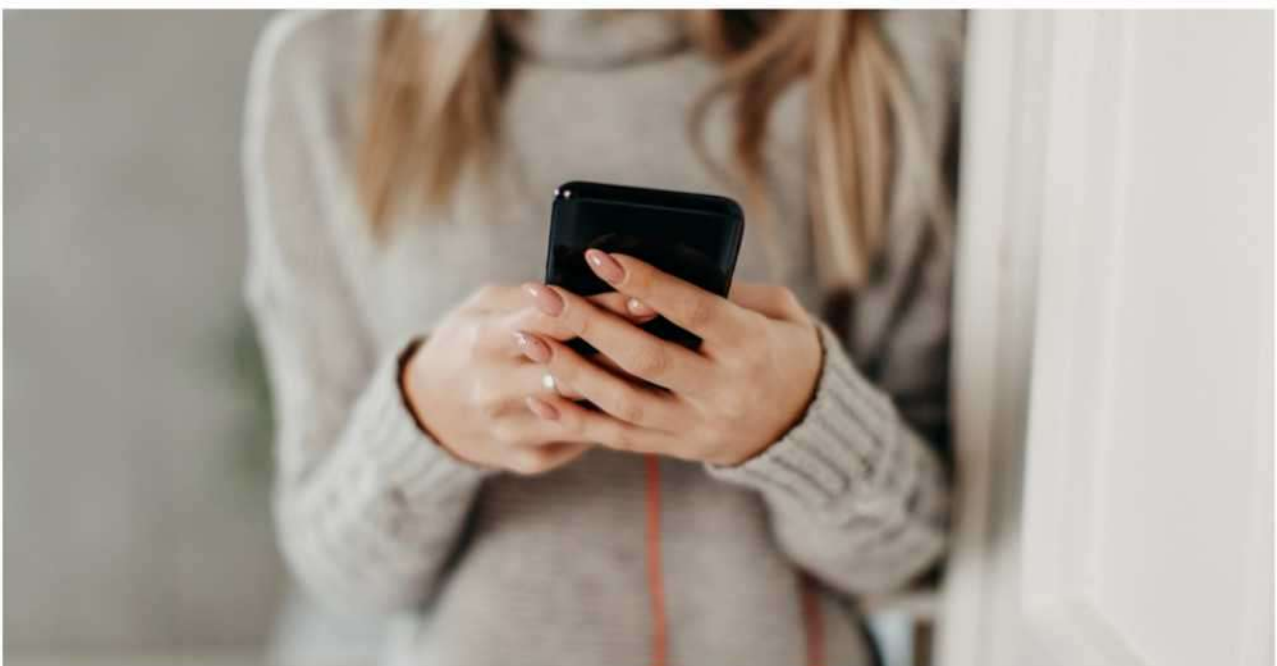
# YOUR MESSAGE

What kind of first impression should your business leave for your first-time visitors?

**Write down 5-7 keywords that describe your business/product/service.**

These keywords may include open, reserved, lively, earthy, trendy, nostalgic, romantic, playful, mystical, simple, natural, specific, friendly, innovative, classic, environmentally friendly, global, warm, engaging, luxurious, ethnic, cozy, etc.

Please choose from the words you put on your paper the three most intriguing keywords that describe your business and highlight them. These words describe you and the nature of your business - your creative style, goals, and values.

Furthermore, write down the ten keywords that indicate how you do not want to appear. It's an excellent way to clarify your true values and bring out the nuances that might otherwise be lost: maybe you want to look elegant but not overly feminine; perhaps concrete but not inflexible, etc.

# KEYWORDS

Mark the keywords that reflect your brand best. Now choose 3-5 most vital keywords that will function as your guidelines throughout the brand's styling process.

| GROUP 1 | GROUP 2 | GROUP 3 | GROUP 4 |
|---|---|---|---|
| friendly | detailed | abundant | self-assured |
| light | balanced | ambitious | cutting-edge |
| bright | beautiful | authentic | decisive |
| bubbly | creative | fighter | disciplined |
| clear | trustworthy | comforting | dramatic |
| communicative | effective | community | expensive |
| creative | elegant | earthy | expert |
| jumpy | gracious | effective | focused |
| lively | flowing | energetic | down to earth |
| open | gentle | enthusiastic | doer |
| fun | subconscious | fun | high-end |
| emotional | logical | spirited | luxury |
| innovative | organized | spiritual | market leader |
| improvising | attentive | focused | objective |
| free-style | perfectionist | friendly | over-flowing |
| inspiring | quality | focused on growth | precise |
| enthusiastic | calm | learning | realistic |
| youthful | cool | unusual | trustworthy |
| optimistic | responsible | historical | confident |
| positive | romantic | intense | serious |
| quick | sensible | fair | simple |
| simple | serious | learning | cohesive |
| emphatic | calming | nostalgic | specialist |
| spontaneous | supporting | organic | outstanding |
| warm | timeless | practical | strong |
| inviting | traditional | productive | inflexible |
| catchy | understated | strong | goal-minded |
| approachable | chic | warm | visionary |

# BRING YOUR MESSAGE TOGETHER

Refer back to what makes your business unique, distinctive, and engaging. Remember the words you've highlighted and your top-performing keywords for your business.

Condense your best words into one powerful sentence, your ultimate message from your business, and use it as the foundation for everything you will learn from this book.

Take your final message and the three keywords you wrote down earlier, and use them to guide the aesthetic side of your business.

Our visual psychology theory applies to every visual aspect of your business, including product appearance, packaging, website, photos, social media, and marketing materials. It also applies to the design of the selling space and the appearance of service staff.

# CRAFT A COHESIVE BRANDING STRATEGY THAT ALIGNS WITH YOUR BUSINESS GOALS

## 1.

### Define your brand

Before you can create a branding strategy, you need to have a clear understanding of your brand's personality, values, and unique value proposition. This will help you create a clear and consistent message that resonates with your target audience.

## 2.

### Understand your audience

You need to have a deep understanding of your target audience, including their demographics, psychographics, and behavior. This will help you tailor your branding strategy to their needs and preferences.

## 3.

### Research your competitors

It's important to understand what your competitors are doing in terms of branding and messaging so that you can differentiate your brand and create a unique value proposition.

## 4.

### Choose your branding style

Based on your brand's personality and target audience, choose a branding style that resonates with them and reflects your brand's values.

Develop your visual identity: Create a cohesive and consistent visual identity for your brand, including your logo design, color palette, typography, and other visual elements.

# 5.

## Craft your messaging

Develop a messaging strategy that is consistent with your brand's personality and values and resonates with your target audience.

# 6.

## Implement your branding strategy

Ensure that your branding strategy is consistently applied across all touchpoints, including your website, social media, advertising, and customer service. Measure and adjust: Monitor the effectiveness of your branding strategy and make adjustments as needed to ensure that it is achieving your business goals.

# THE ELEMENTS THAT YOU NEED TO BRAND

When branding your Etsy shop, you should consider several elements to create a cohesive and memorable brand identity. These elements include:

**Logo and Visual Identity:** Develop a visually appealing logo that represents your brand's personality and aesthetic. Consistency in colors, typography, and graphic elements across your shop, packaging, and promotional materials helps establish a recognizable visual identity.

**Shop Banner and Cover Image:** Create an eye-catching shop banner and cover image that showcases your brand's style and sets the tone for the shopping experience. Incorporate your logo, relevant visuals, and attractive design elements to make a strong first impression.

**Product Photography:** High-quality product photography is crucial for capturing customers' attention. Present your products appealingly and consistently, highlighting their unique features, textures, and colors. Use natural lighting, attractive backgrounds, and props that align with your brand's aesthetics.

**Packaging and Unboxing Experience:** Create a memorable unboxing experience by using branded packaging materials, such as boxes, tissue paper, stickers, or personalized thank-you notes. Pay attention to the details and ensure that your packaging reflects the overall aesthetic of your brand.

**Social Media Presence:** Extend your brand's reach and engage with your audience through social media platforms. Maintain a consistent visual style and brand voice across your social media profiles, sharing behind-the-scenes content, product updates, and customer testimonials.

# BRANDING PERSONALITIES

chapter 2

# THE FOUR PERSONALITIES OF VISUAL PSYCHOLOGY

Now, I am going to introduce you to four different branding styles - let's call them Group 1, Group 2, Group 3, and Group 4.

When choosing a personality group for your Etsy shop, it's crucial to create a cohesive and unified visual image. Ideally, you should align your brand with one primary group and, at most, incorporate elements from one additional group.

It's important to note that each personality group and photographic style has both positive and negative features. By selecting one personality group as the primary focus for your brand, you can highlight and leverage its positive elements while avoiding potential negative aspects.

For instance, if you opt for Group 2 with its elegant and feminine characteristics, you can emphasize its positive attributes like sophistication, softness, and grace. At the same time, you can be mindful of any negative associations or limitations that may be less relevant to your brand identity.

By narrowing your focus to one personality group, you can create a strong and consistent visual identity that resonates with your target audience, enabling you to convey a clear brand message and establish a memorable presence in the Etsy market.

But first, let's learn a bit about colors!

## COLOR PALETTE

Learn how to distinguish tints, tones, and shades: https://youtu.be/D0Wod-Nle2E
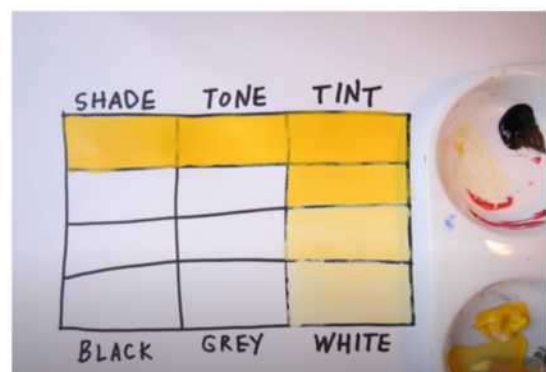
# COLOR THEORY

- **Tints**
- **Tones**
- **Shades**
- **Pure colors/ hues**

Color theory is the study of how colors can be combined and used to create effective designs. Tints, tones, shades, and pure colors (also known as hues) are important concepts in color theory:

- **Tints** are created by adding white to a pure color, resulting in a lighter version of the original color.
- **Tones** are created by adding gray to a pure color, resulting in a muted version of the original color.
- **Shades** are created by adding black to a pure color, resulting in a darker version of the original color.
- **Pure colors, also known as hues**, are the basic colors of the spectrum without any white, black, or gray added.

Comprehending these concepts is instrumental in crafting harmonious color palettes that effectively convey the brand's message and elicit desired emotions or responses from the audience.

By skillfully employing tints, tones, shades, and pure colors, designers can masterfully create an array of visual effects.

These effects can range from gentle and soothing to vibrant and striking, aligning with the brand's desired aesthetic and personality.

# COLOR BLACK IN BRANDING

In any industry, black holds significant potential for creating impactful and meaningful brand identities. While the color black is widely loved in branding, think carefully before using it yourself.

**1. Luxury Etsy Shops:** Black is synonymous with sophistication and elegance, making it an ideal choice for luxury Etsy shops. By incorporating black into their branding, high-end businesses can convey a sense of exclusivity, indulgence, and timeless beauty.

**2. Minimalist and Modern Etsy Shops:** The sleek and refined nature of black lends itself well to minimalist and modern Etsy shops. These brands focus on clean aesthetics and simplicity, creating a sense of sophistication and contemporary appeal. Black can be used in packaging, logos, and marketing materials to convey a sense of simplicity, effectiveness, and modernity.

**3. Edgy and Alternative Etsy Shops:** For Etsy shops targeting a more rebellious or alternative audience, black can be a powerful choice. This includes brands specializing in alternative styles, edgy products, or unconventional products. Black can represent individuality, mystery, and a sense of breaking the norms in the crafting industry.

**4. Professional Etsy Shops:** Black is often associated with professionalism and authority, making it suitable for Etsy businesses offering luxury items. This includes Etsy stores that prioritize expertise, quality, and a sophisticated ambiance. Black can be incorporated into branding elements such as logos, product photos, and packaging design to establish a sense of trust, professionalism, and luxury.

While black can be a powerful color in branding, it's important to consider how it aligns with the personality and target audience of your specific Etsy shop.

# GROUP 1

# A YOUTHFUL ETSY SHOP

The products, services, and branding aesthetics of your Etsy shop invoke the **freshness, vitality, and openness of spring**. The visual branding, customer targeting, and product nature embody positivity, approachability, and occasionally, a dash of wit.

Group 1 aesthetics are designed to appeal to a broad customer base, ranging from the young to the more mature. Generally, the products are set at a mid-tier price point (unless you've opted to align with the personality of Group 4).

# PLAYFUL AND COLORFUL ETSY SHOPS:

**Beauty-Oriented Artisans:** Etsy shops run by talented artisans who create unique products like handmade soaps, bath bombs, and scented candles that specifically target younger demographics. Their products combine delightful fragrances, vibrant colors, and whimsical designs to make bath time and self-care a fun and enjoyable experience for children and adolescents.

**Fashion Accessory Designers:** Etsy shops specializing in crafting vibrant and youthful fashion accessories, such as colorful hair clips, statement jewelry, or playful handbags. These shops offer unique and eye-catching designs that appeal to fashion-forward individuals seeking accessories that express their vibrant personality.

**Party Supplies and Decor:** Etsy shops dedicated to providing a wide range of party goodies, including colorful and playful decorations, party favors, and themed supplies. These shops create a joyful atmosphere for celebrations, particularly targeted towards younger audiences.

**Skincare and Makeup Artists:** Talented makeup artists or skincare experts who run their Etsy shops, offering innovative and age-appropriate products specifically designed for children and adolescents. Their items feature playful packaging, colorful formulations, and gentle ingredients that cater to the unique needs of youthful skin.

**Graphic Design and Prints:** Etsy shops that specialize in vibrant and whimsical graphic design, producing colorful prints, posters, and illustrations that resonate with a younger demographic. These shops offer wall art, stationery, and home decor items that bring an energetic and playful touch to any space.

**Unique Clothing and Accessories:** Etsy shops showcasing one-of-a-kind clothing and accessories that embrace youthful and vibrant aesthetics. From quirky t-shirts with colorful designs to hand-painted sneakers or vibrant socks, these shops offer fashion items that make a statement and appeal to the young and young at heart.

# GROUP 1 - YOUTHFUL ETSY BRAND

**Optimistic, lively, and moving.**

Positive, youthful, surprising, personal, welcoming, informal, enthusiastic, warm, soft, fun, cute, fresh, clean, clear, simple.

**Strengths**: The youthful branding style is energetic, fun, and playful, making it ideal for Etsy shops targeting a younger demographic. It can be used to create a sense of excitement and enthusiasm around a brand.

**Weaknesses**: One of the main weaknesses of the youthful branding style is that it may not be appropriate for all types of businesses. Brands in more serious or professional industries may struggle to convey a sense of credibility and authority with a youthful branding style. Additionally, if not executed properly, the youthful branding style can come across as unprofessional or immature.

**Ideal business types:** Brands targeting Gen Z and millennials, particularly in the entertainment, fashion, and beauty industries.

# STYLE

Non-formal, bright, clear, soft, fun, simple, fresh, lively, warm, open, creative.

**Shapes and textures**

Circles, dots, asymmetrical patterns. Clean textures. Sparkle and shine. Fine lines, and patterns have movement in them.

**Typefaces and fonts**

The fonts are clear, and their shapes are round, moving, and "light." The texts are predominantly in sans serif type, which is quick and easy to read.

**Design style**

Soft and friendly, flowing italic fonts, sans serifs. Soft colors, fun, cute, and happy. White space, simplicity, lively patterns, fine lines, simple shapes, and illustrative styles are almost naive.

# COLORS

Tints are colors with plenty of white, creating a more pastel or lighter version of color than a tone. Warm and vibrant.

## Color palette

The colors are warm and light. Clear and bright basic colors. Here are the colors we call: coral, watermelon, peach, sky blue, violet, apple, aquamarine, turquoise, and cobalt blue. Supportive neutrals are cream, camel beige, and light gray.

In principle, there are no dark colors in this palette. There are gray tones here, but warmth is in them, making them fit with the delicate and pure colors.

The group 1 palette is vibrant, bright, and straightforward.

## stephanie creekmur

A Paper Boutique Specializing in Personalization & Southern Charm

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### BRAND TYPOGRAPHY

**HEAVENS TO BETSY**

GOODNESS GRACIOUS

Well, Thank You Kindly

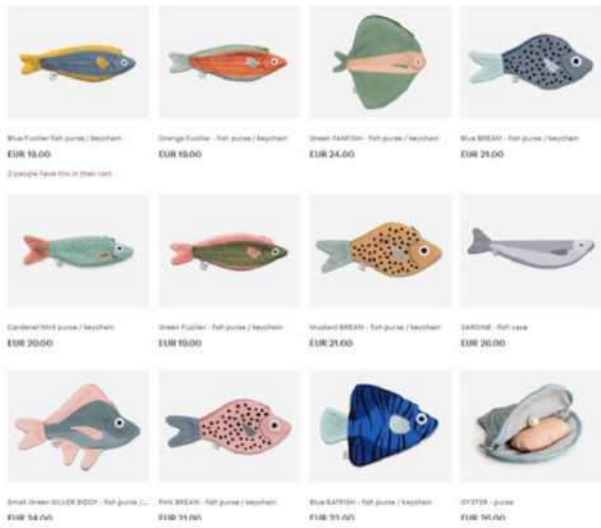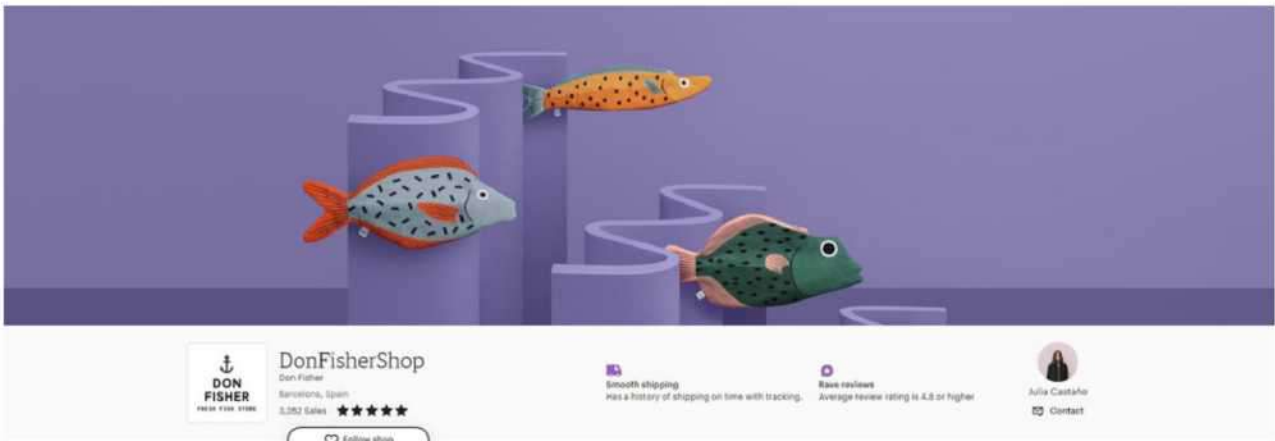### COLOR PALETTE

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### ALTERNATE MARKS

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### GRAPHIC ELEMENTS

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### PATTERNS & TEXTURES

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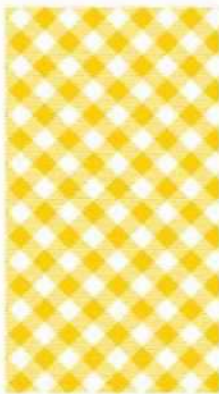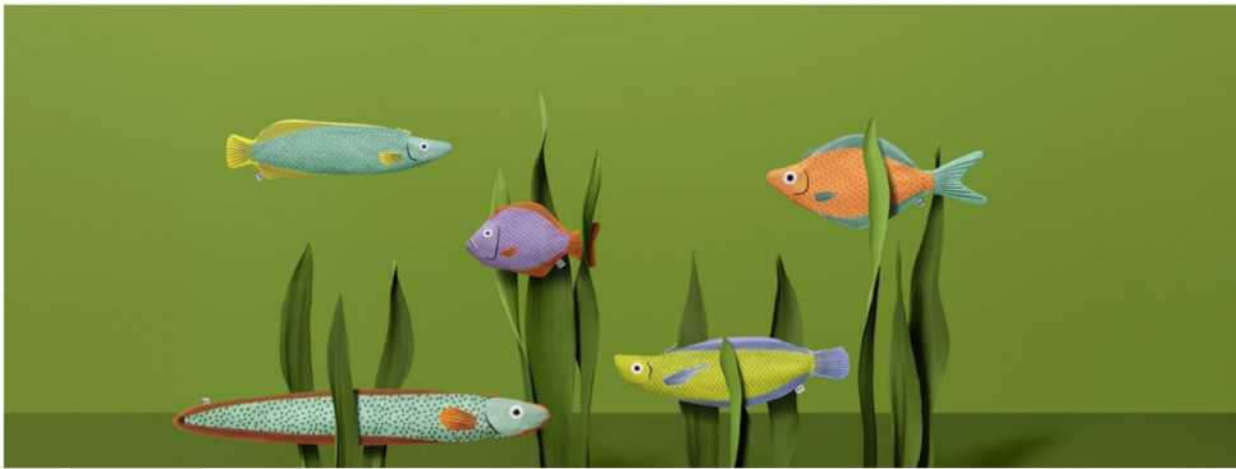
DonFisherShop Etsy shop

# EXAMPLES OF GROUP 1 ETSY SHOPS

lilleliis Etsy shop

SugarHippoDesign Etsy shop

Woolexperts Etsy shop

# SPRING

Bright and colorful, youthful, and fresh.
In the air, you will feel a new life, the return of light and heat. Nature is full of life.

The birds sing, the snow has gone, and the earth breathes deeply. The trees remind us of bright green leafy clouds. The flowers shine in their yellow, blue, and purple shades.

The tonalities and the mood of group 1 personality correspond to nature seen in the Springtime.

# GROUP 2

# AN ELEGANT
# ETSY SHOP

The character of a Group 2 Etsy brand and its offerings exude an aura of refinement and subtlety.

The color palette echoes the soft, muted tones found in a summer landscape, embodying tranquility and mirrored in the brand's marketing efforts.

Group 2 caters predominantly to a female demographic, and with astutely crafted branding, it subtly prepares the consumer for a premium pricing category, indicative of the high quality of the products.

# FASHION AND ACCESSORIES

- **Elegant and minimalist clothing:** Etsy shops offering feminine and understated clothing options with clean lines, muted colors, and simple silhouettes. These shops focus on providing timeless and versatile pieces that exude a sense of refinement and sophistication.

- **Delicate and dainty jewelry:** Etsy shops specializing in delicate and understated jewelry, featuring minimalist designs, fine chains, and subtle gemstone accents. These shops cater to customers who appreciate the understated elegance and subtle beauty of minimalist jewelry.

- **Handmade accessories with a touch of femininity:** Etsy shops showcasing handmade accessories, such as hair accessories, scarves, and bags, with delicate floral patterns, soft colors, and feminine details. These shops offer subtle and refined accessories that add a touch of femininity to everyday outfits.

# HOME DECOR AND FURNISHINGS

- **Soft and muted home decor:** Etsy shops featuring home decor items with a soft and muted color palette, understated patterns, and minimalist designs. These shops focus on providing decor pieces that create a serene and calming atmosphere in living spaces.

- **Nature-inspired art and decor:** Etsy shops specializing in nature-inspired art, botanical prints, and natural materials for home decor. These shops offer subtle and refined pieces that bring a sense of tranquility and organic beauty to the home environment.

- **Textiles and linens with a feminine touch:** Etsy shops offering soft and luxurious textiles, such as linen bedding, delicate lace curtains, and embroidered cushions. These shops provide understated and feminine options to enhance the comfort and aesthetics of living spaces.

# HANDCRAFTED AND ARTISANAL PRODUCTS

- **Handmade ceramics and pottery:** Etsy shops featuring handmade ceramics and pottery with organic shapes, soft hues, and delicate textures. These shops offer artisanal pieces that showcase the beauty of imperfections and celebrate the craftsmanship behind each creation.

- **Subtle and elegant stationery:** Etsy shops specializing in elegant and understated stationery, including minimalistic greeting cards, refined notebooks, and subtle watercolor prints. These shops cater to customers seeking stationery that embodies a sense of grace and simplicity.

- **Natural and organic beauty products:** Etsy shops offering natural and organic beauty products with gentle formulas, subtle scents, and minimalist packaging. These shops focus on providing skincare and beauty options that prioritize simplicity, purity, and the overall well-being of the skin.

- **Handcrafted candles and fragrances:** Etsy shops showcasing handcrafted candles and fragrances with soft and delicate scents, minimalist packaging, and understated designs. These shops offer refined and subtle aromas that create a soothing and comforting ambiance.

# GROUP 2 - ELEGANT AND FEMININE ETSY SHOPS

**Calm, efficient, elegant.**

Punctual, practical, relaxed. Elegant, romantic, graceful, delicate, soft.

**Strengths:** The elegant branding style is sophisticated, refined, and luxurious, making it ideal for high-end brands targeting an affluent demographic. It can create a sense of exclusivity and status around a brand and can be particularly effective for brands in the fashion, jewelry, and hospitality industries.

**Weaknesses:** One of the main weaknesses of the elegant branding style is that it can come across as elitist or snobbish if not executed properly. It may also be difficult for some brands to effectively convey their values and personality with an elegant branding style.

**Ideal business types:** High-end luxury brands targeting affluent consumers, particularly in the fashion, jewelry, and hospitality industries.

# STYLE

Understated, soft, timeless, delicate, romantic, graceful, elegant, and traditional.

**Shapes and textures**

Flowing and elegant lines, delicate flower patterns, watercolors, scattered flowers, vintage style. High-quality fine textured paper or fabric. All sorts of sparkling and shiny textures should be left out.

**Typefaces and fonts**

Elegant calligraphic scripts and traditional serif fonts with grace. The formality of serif style typefaces and their cursive fonts emphasize the flow and elegance of group 2 personality.

**Design style**

Detailed illustrations – botanical styles, fine lines. Even the dark and formal tones are calm and confident. Colors are delicate, cool, and reserved, formal in style with a good sense of grace and elegance.

# COLORS

Tones. The tone of a color is based on the amount of gray added, creating a more pure or subtle result. Cool and formal.

## Color palette

The colors in this palette are cool and pastel.

They have a high percentage of gray in them - and there are no primary colors here. The keyword is muteness. You can find maroon, old pink, plum, bottle green, powder green, and lavender tones. Supportive neutrals are, for example, oysters, cool navy, and medium gray.

There are no extremes in the palette of group 2. The tones are light in their weight. There are also dark tones, but they are rather delicate and understated.
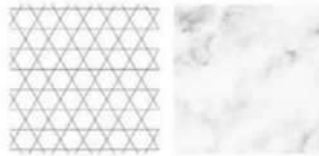
# olive & oak

## CREATIVE STUDIO

## OLIVE & OAK
### CREATIVE STUDIO

BRAND TYPOGRAPHY

OSWALD | ALL CAPS
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO
PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

Lora | Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
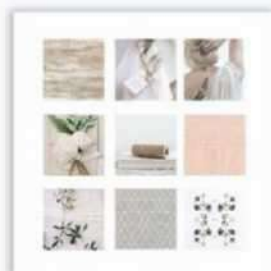Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Josefin Sans | Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

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Exfoliating Soap Bar | Natural Body and...

EUR 10.87

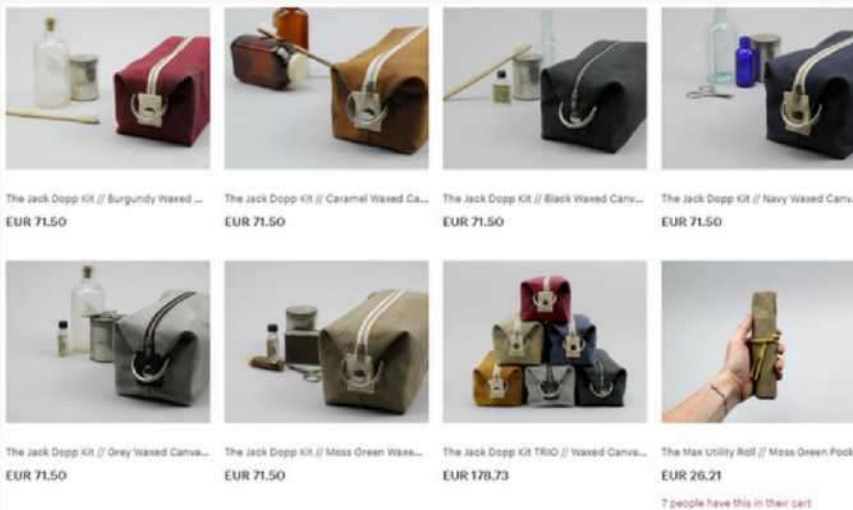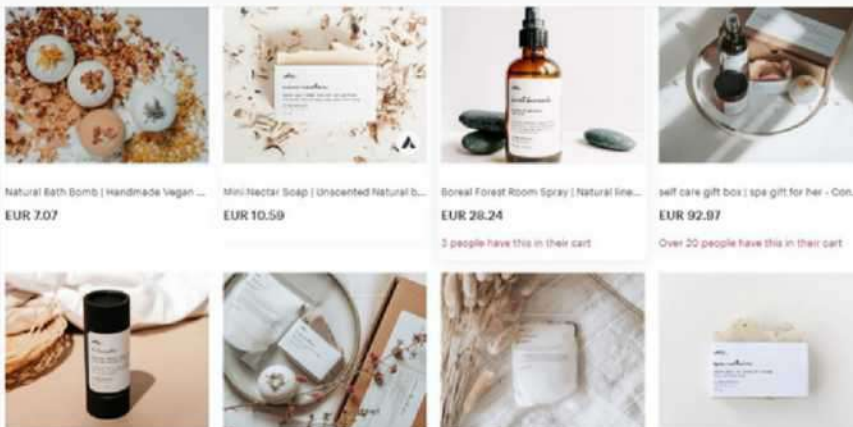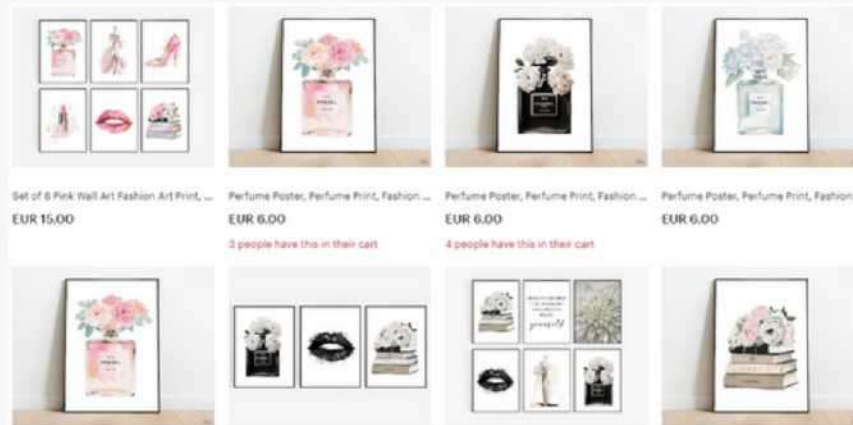Bath bombs set | self care gift box - spa...

EUR 47.81

[LaMarcotterie](#) Etsy shop

# EXAMPLES OF GROUP 2 ETSY SHOPS

<u>JolieWallArt</u> Etsy shop

<u>LaMarcotterie</u> Etsy shop

<u>ItalicHome</u> Etsy shop



| | | | |
|---|---|---|---|
| Set of 6 Pink Wall Art Fashion Art Print, ... | Perfume Poster, Perfume Print, Fashion ... | Perfume Poster, Perfume Print, Fashion ... | Perfume Poster, Perfume Print, Fashion ... |
| EUR 15.00 | EUR 6.00 | EUR 6.00 | EUR 6.00 |
| | 3 people have this in their cart | 4 people have this in their cart | |



| | | | |
|---|---|---|---|
| Natural Bath Bomb \| Handmade Vegan ... | Mini Nectar Soap \| Unscented Natural b... | Boreal Forest Room Spray \| Natural line... | self care gift box \| spa gift for her - Con... |
| EUR 7.07 | EUR 10.59 | EUR 28.24 | EUR 92.97 |
| | | 3 people have this in their cart | Over 20 people have this in their cart |



| | | | |
|---|---|---|---|
| The Jack Dopp Kit // Burgundy Waxed ... | The Jack Dopp Kit // Caramel Waxed Ca... | The Jack Dopp Kit // Black Waxed Canv... | The Jack Dopp Kit // Navy Waxed Canv... |
| EUR 71.50 | EUR 71.50 | EUR 71.50 | EUR 71.50 |
| The Jack Dopp Kit // Grey Waxed Canva... | The Jack Dopp Kit // Moss Green Waxe... | The Jack Dopp Kit TRIO // Waxed Canva... | The Max Utility Roll // Moss Green Pock... |
| EUR 71.50 | EUR 71.50 | EUR 178.73 | EUR 26.21 |
| | | | 7 people have this in their cart |

# SUMMER

Summer in its muted and understated elegance.

The earth begins to dry, and the atmosphere changes. Everything gets softer, and nature calms down and lets the spring go.

The greenery of trees loses its brightness, and it becomes diminished, along with the colors of the summer flowers. Roses and lupines differ in their gentle tonality from the spring energy bombs, such as daffodils.
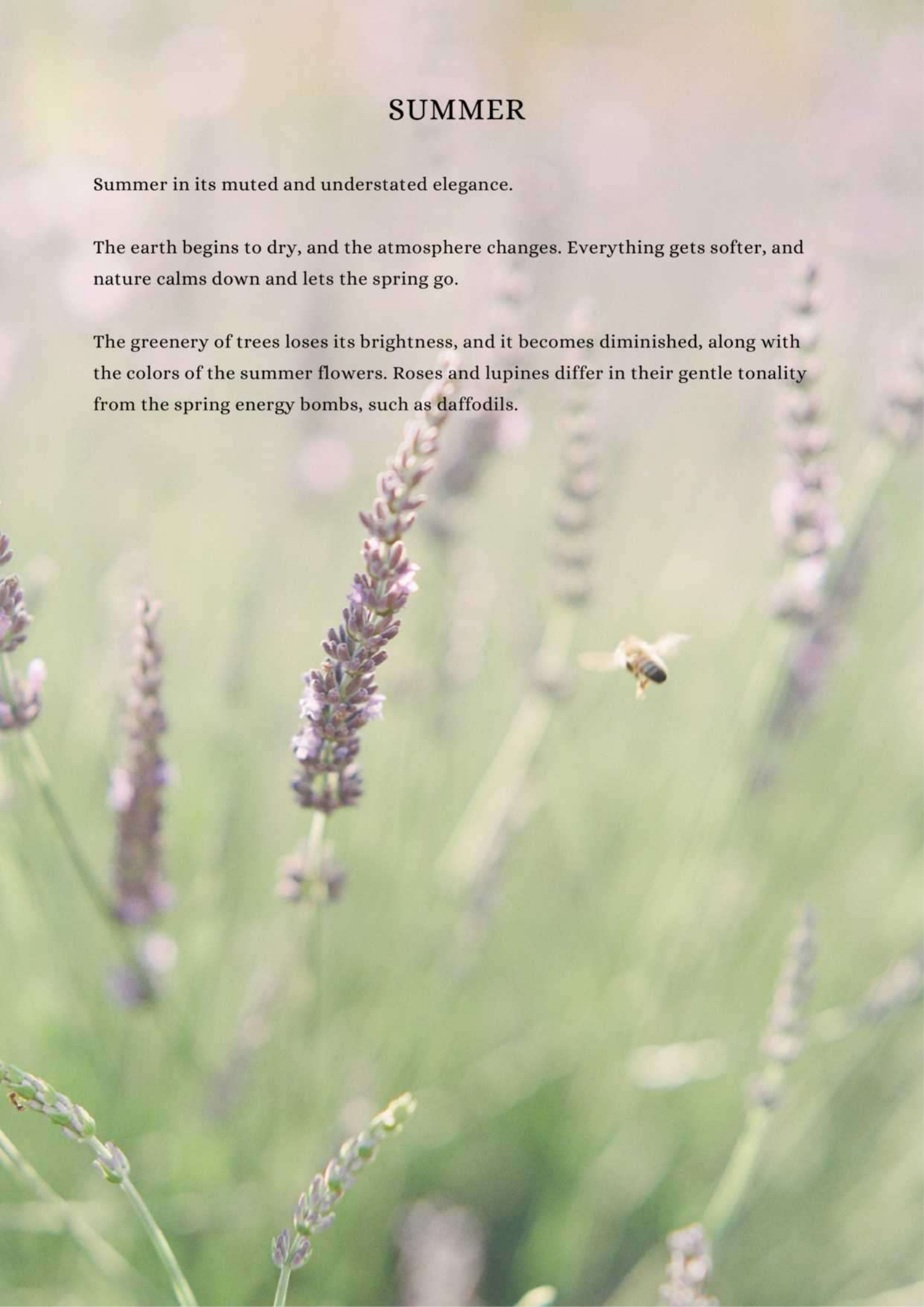
# GROUP 3

# AN EARTHY,ORGANIC ETSY SHOP

The persona of a Group 3 Etsy shop evokes the richness, subtlety, and warmth of autumn.

The brand visuals embody intense hues, reminiscent of the autumnal landscape, spanning from vibrant purples to deep browns. The brand's marketing strategy exudes warmth, openness, and a strong emphasis on proficiency and quality. Group 3's visual identity resonates with both female and male audiences.

The visual strategy of Group 3 sets the expectation for a mid to slightly above-average price range, unless it's coupled with the characteristics of another group to target a different pricing segment.

# FASHION AND ACCESSORIES:

**- Cozy knitwear and scarves:** Etsy shops offering handmade knit sweaters, cardigans, and scarves in rich autumnal colors, embracing the warmth and comfort of the season. These shops provide clothing items that evoke the cozy and inviting feeling of fall.

**- Rustic leather accessories**: Etsy shops specializing in handcrafted leather bags, wallets, and accessories with earthy tones and textured finishes. These shops capture the rustic charm and timeless appeal of autumn, adding a touch of warmth to any ensemble.

**- Nature-inspired jewelry:** Etsy shops featuring jewelry inspired by the beauty of autumn leaves, acorns, and woodland elements. These shops offer intricate designs crafted from metals, gemstones, or natural materials, celebrating the richness and organic beauty of the season.

# HOME DECOR AND FURNISHINGS:

**- Autumnal-themed decor:** Etsy shops showcasing home decor items that capture the essence of autumn, such as fall wreaths, rustic candle holders, and cozy throw blankets. These shops create a warm and inviting atmosphere with their selection of seasonal decor.

**- Nature-inspired artwork:** Etsy shops specializing in autumn-inspired art, including landscape paintings, botanical prints, and nature photography. These shops bring the colors, textures, and serenity of the fall season into homes, adding a touch of natural beauty to the walls.

**- Warm and earthy textiles:** Etsy shops offering pillows, blankets, and table linens in warm hues like deep reds, burnt oranges, and golden yellows. These shops provide textiles that evoke the richness and warmth of autumn, creating a cozy and inviting ambiance.

# HANDCRAFTED AND ARTISANAL PRODUCTS

**- Hand-poured soy candles:** Etsy shops showcasing handmade soy candles with fragrances reminiscent of autumn, such as spiced apple, pumpkin, and cinnamon. These shops offer scents that evoke the cozy and comforting atmosphere of the season.

**- Harvest-inspired bath and body products:** Etsy shops specializing in bath and body products infused with natural ingredients like pumpkin, cranberry, and spices. These shops provide luxurious self-care options that indulge the senses and evoke the richness of autumn.

**- Rustic pottery and ceramics:** Etsy shops featuring handcrafted pottery and ceramics in warm earth tones and rustic textures. These shops offer functional and decorative pieces that bring the natural beauty and warmth of autumn to everyday life.

# GROUP 3 - DOWN-TO-EARTH ETSY SHOPS

**Earthy, organic, natural.**

Ambitious, authentic, friendly, nostalgic, nature-focused, organic, energetic.

**Strengths**: The earthy branding style is natural, organic, and eco-friendly, making it ideal for brands that value sustainability and environmentalism. It can create a sense of authenticity and transparency around a brand, and can be particularly effective for brands in the natural beauty industries targeting men and boys.

**Weaknesses**: One of the main weaknesses of the earthy branding style is that it may not be suitable for all types of businesses. Brands in more traditional or corporate industries may struggle to effectively communicate their values and personality with an earthy branding style.

**Ideal business types:** Brands that value sustainability and environmentalism, particularly in the natural beauty, health, and wellness industries.

# STYLE

Warm, nature, spirituality, arts, craft, ethnic, history, antique, robust.

## Shapes and textures

Squares with rounded corners, patterns of natural texture and nature, and informal illustrative styles. Acrylic or gouache paints, natural surfaces, and preferably recycled or textured paper. Linen cord and textiles, brown paper, handmade paper, and wood.

## Typefaces and fonts

Fonts have non-formality over them. Slab serifs and sans serifs as long as they have a degree of heaviness. Headlines in thick lettering and scripts that remind handwriting, giving an impression of openness and a friendly approach.

## Design style

Intensive but subtle shades, natural and rustic textures. Natural materials. Friendly and warm, rounded corners and edges. Illustrations are robust and earthy.

# COLORS

Shades. The hues have some black added. The more black is added, the darker and less intense the result is. Warm, subtle colors.

## Color palette

The group 3 palette is again warm, but it is intense and rich this time - definitely not the primary colors.

The shades here are varied between very strong and, at the same time, quenched tonalities, for example, burnt orange, mustard yellow, butter yellow, olive green, forest green, peacock, petrol, aubergine, and warm burgundy.

Supported neutrals are warm browns in any shade.
The colors of this group have a strong bond with the countryside and naturalness.
The palette has depth, substance, and maturity.
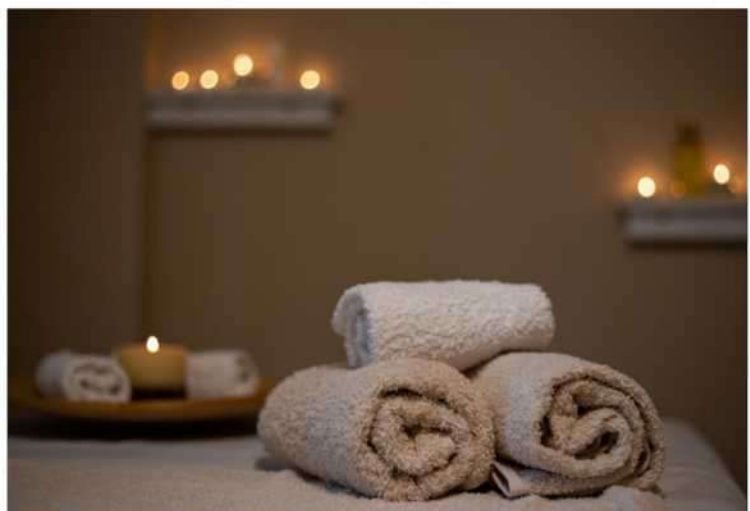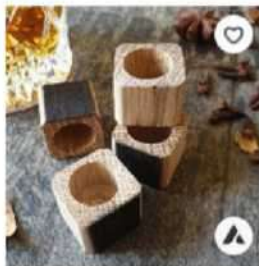
Ice Blocks made from Recycle...

53

have this in their cart

Cufflinks & Tie Clip Set-Handmade fro...

EUR 43.85

5 people have this in their cart

Irish whiskey barrel wooden cufflinks - ...

EUR 29.23

Square Irish Whiskey Barrel Woo...

EUR 29.23

13 people have this in their cart

WhiskeyWoodCraft Etsy shop

# EXAMPLES OF GROUP 3 ETSY SHOPS

KitchenCarvings Etsy shop

WhiskeyWoodCraft Etsy shop

TheRawLinen Etsy shop

| | | | |
|---|---|---|---|
| medium handmade wooden spatula for... | Medium hand made slotted wooden sp... | 1 tablespoon coffee measuring spoon h... | Handmade wooden mixing spoon carv... |
| EUR 37.24 | EUR 49.26 | EUR 36.05 | EUR 44.46 |
| 4 people have this in their cart | | 3 people have this in their cart | |

| | | | |
|---|---|---|---|
| Whiskey Ice Blocks made from Recycle... | Cufflinks & Tie Clip Set-Handmade fro... | Irish whiskey barrel wooden cufflinks - ... | Square Irish Whiskey Barrel Wooden Cu... |
| EUR 17.53 | EUR 43.85 | EUR 29.23 | EUR 29.23 |
| 6 people have this in their cart | 5 people have this in their cart | | 13 people have this in their cart |

| | | | |
|---|---|---|---|
| Checked linen kitchen towel, natural w... | Natural linen tote bag, black mint white... | Rustic linen table runner "Burlap" style, ... | Linen tote bag, shopper bag with cats, ... |
| EUR 9.00 | EUR 25.00 | EUR 24.00 | EUR 15.00 |
| 9 people have this in their cart | Over 20 people have this in their cart | Over 20 people have this in their cart | |

# AUTUMN

Autumn in its intense colors and abundance.

We see a lot of colors in nature, and again are they in perfect harmony. But now, the shades of colors are entirely different from the previous two seasons.

This time, the northern part of the world is not very flowery.

Still, the colors are everywhere - in falling leaves that turn yellow, red, purple, and eventually brown, in ripe berries and fruits, and in red and purple branches that appear nude after the leaves have fallen off.

# GROUP 4

# A HIGH-END, LUXURIOUS ETSY SHOPS

The Group 4 Etsy brand embodies an unmistakable sense of purpose and determination, reminiscent of the stark extremes of winter.

In terms of color palettes, Group 4 chooses straightforward and distinct tones - cool, clear, and pristine. The marketing approach is assertive and bold, either gravitating towards super-minimalism or extravagantly lavish.

The Group 4 personality resonates with both female and male consumers, making it a suitable choice for Etsy shop catering to adults. While not directly targeted at children, it could appeal to parents seeking exclusive and premium products for their kids.
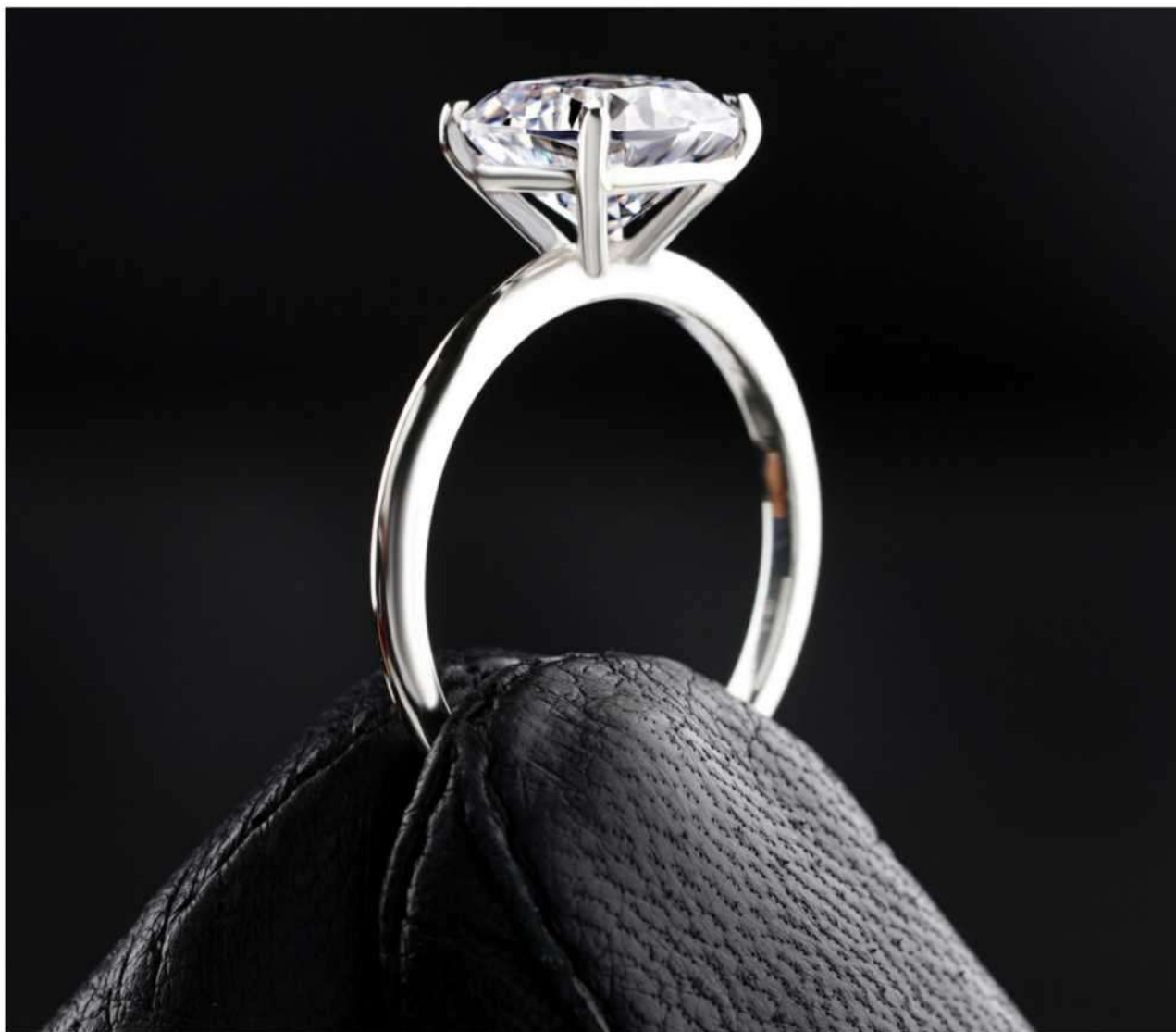
## FASHION AND ACCESSORIES

- **Luxury designer clothing and accessories:** Etsy shops offering high-end fashion items, including designer clothing, handbags, shoes, and accessories. These shops focus on providing exquisite craftsmanship, premium materials, and exclusive designs to cater to customers seeking luxury fashion.

- **Fine jewelry and luxury watches:** Etsy shops specializing in fine jewelry and luxury watches, showcasing intricate designs, high-quality gemstones, and precious metals. These shops cater to customers who appreciate the craftsmanship and elegance of luxury jewelry.

- **Bespoke and custom-made products:** Etsy shops offering bespoke and custom-made products tailored to individual customer preferences. These shops provide personalized luxury items, such as tailored clothing, custom jewelry, and handcrafted accessories, allowing customers to indulge in unique and exclusive creations.

## HOME DECOR AND FURNISHINGS

- **High-end home decor:** Etsy shops featuring high-end home decor items, including luxury furniture, elegant home accessories, and decorative accents. These shops focus on providing sophisticated and luxurious options to enhance the aesthetics and ambiance of upscale living spaces.

- **Art and collectibles:** Etsy shops specializing in high-end art and collectibles, showcasing works by renowned artists or unique and rare collectible items. These shops cater to customers who appreciate fine art and exclusive collectibles as a statement of their refined taste and style.

- **Luxury bedding and linens:** Etsy shops offering luxurious bedding sets, fine linens, and premium textiles for an indulgent sleeping experience. These shops provide high-quality and meticulously crafted bedding options to create a luxurious and comfortable atmosphere in the bedroom.

# HANDCRAFTED AND ARTISANAL PRODUCTS

**- Handmade luxury goods:** Etsy shops featuring handcrafted luxury goods, such as leather goods, ceramics, textiles, and artisanal crafts. These shops focus on providing exceptional craftsmanship, attention to detail, and exclusive designs that resonate with customers looking for unique and luxurious products.

**- Bespoke stationery and paper goods:** Etsy shops specializing in bespoke stationery and paper goods, offering custom-made invitations, luxury notebooks, high-quality journals, and exquisite paper products. These shops cater to customers seeking personalized and luxurious paper items for special occasions or everyday use.

**- Artisanal gourmet food and beverages:** Etsy shops showcasing artisanal gourmet food and beverages, including fine wines, specialty chocolates, gourmet cheeses, and unique culinary creations. These shops offer luxury culinary experiences and cater to customers who appreciate the finest flavors and exclusive gastronomic indulgences.

**- High-end pet accessories and products:** Etsy shops offering luxury pet accessories, including designer pet beds, stylish collars and leashes, and high-quality pet grooming products. These shops cater to pet owners seeking upscale and fashionable products for their beloved furry companions.

# GROUP 4 - HIGH-END ETSY SHOPS

**Specific, exclusive, self-confident.**

Outstanding, confident, luxurious, extremes, inflexible, intense, dramatic, glamorous, practical.

**Strengths**: The luxury branding style is opulent, extravagant, and indulgent, making it ideal for high-end brands targeting an affluent demographic. It can create a sense of exclusivity and status around a brand.

**Weaknesses**: One of the main weaknesses of the luxury branding style is that it can come across as ostentatious or out-of-touch if not executed properly. It may also be difficult for some brands to differentiate themselves from competitors with a luxury branding style.

**Ideal business types:** High-end luxury brands targeting affluent consumers.

# STYLE

Powerful, bold, dramatic, geometric, extremes, clean lines.

## Shapes and textures

Geometric patterns, strong and straightforward patterns. Sharp shapes and forms.

## Typefaces and fonts

The typography here can be sharp, minimalist, or overflowing calligraphy. Body texts: sans serifs or serif typefaces that are instinctive and relatively inflexible.

## Design style

The design here leaves a bold and strong impression. Intense colors and layouts are presented powerfully. Pure, intense, and cold colors and visuals are dramatic and geometric. Calligraphy and scripts are very expressive and purposeful. Illustrations can be detailed and simple, but they are impressive.

# COLORS

Pure hues with no white, gray, or black added. Cool, clear, crispy colors.

## Color palette

This palette consists mainly of very clear hues, and the overall impression is cool. There is a strong contrast between pure colors, extreme shades, and tints. Pastels are not found here. This is the only group that includes black, polar white and neon colors.

You can find magenta, shocking pink, Persian orange, pistachio, lemon yellow, cyan, royal blue, ice blue, midnight blue, indigo, and royal purple. Supporting neutrals are black, white, charcoal, and silver-gray. No beige, cream, or other subtle tones.

The group 4 palette is dramatic and powerful. Nothing subtle is found, only crystal clarity and strength.
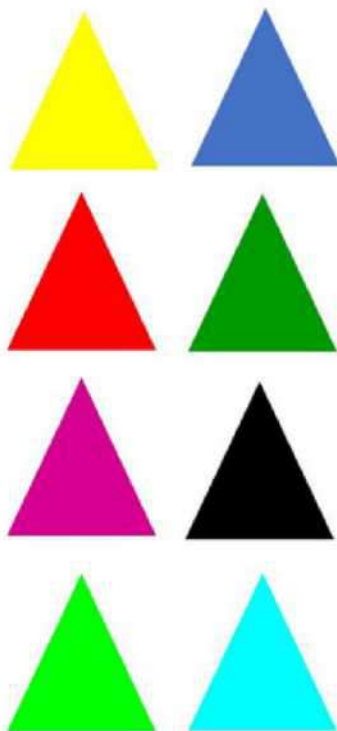
# 01

## IDENTITY

With an air of sophistication and luxury at its core, we developed a brand for the residential and commercial sections of the development. We introduced two logos for flexibility, both focused around large decorative letterforms with delicate and elegant ligatures.

Typography was kept clean and simple, with a contemporary sans serif for headlines and a serif reserved for body copy and decorative numbering.

To bring the scheme together, we developed a polished colour palette around rich navy and champagne gold with cobalt details to enhance the luxury feel.

## one
### SEYMOUR STREET
### MARYLEBONE

*Residential Development*

*Commercial Development*

## seven
### SEYMOUR STREET
### MARYLEBONE

## COLOUR SCHEME
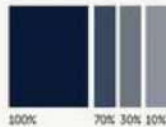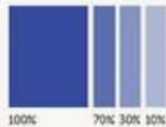
| NAVY | COBALT | CHAMPAGNE GOLD | CHARCOAL |
|---|---|---|---|
| 100%  70% 30% 10% | 100%  70% 30% 10% | 100%  70% 30% 10% | 100%  70% 30% 10% |
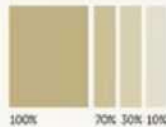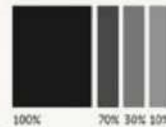
## TYPEFACES

**MUSEO**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@£$%^&*()

**Chronicle**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@£$%˜&*()

Engagement Moonstone Gold Ring Ge...
EUR 3,000.00
FREE shipping


Made to order: Aquamarine Crystal Rin...
EUR 7,000.00
FREE shipping


Bespoke: Champagne Diamond Ring G...
EUR 5,000.00
FREE shipping


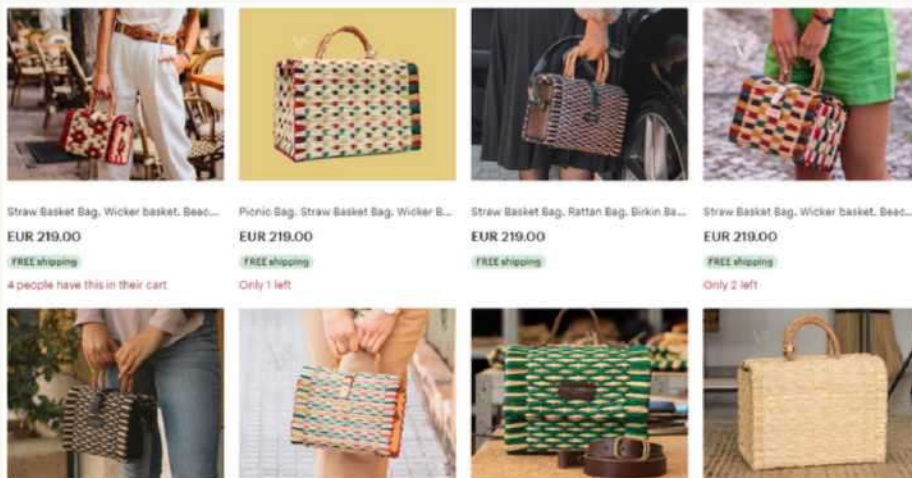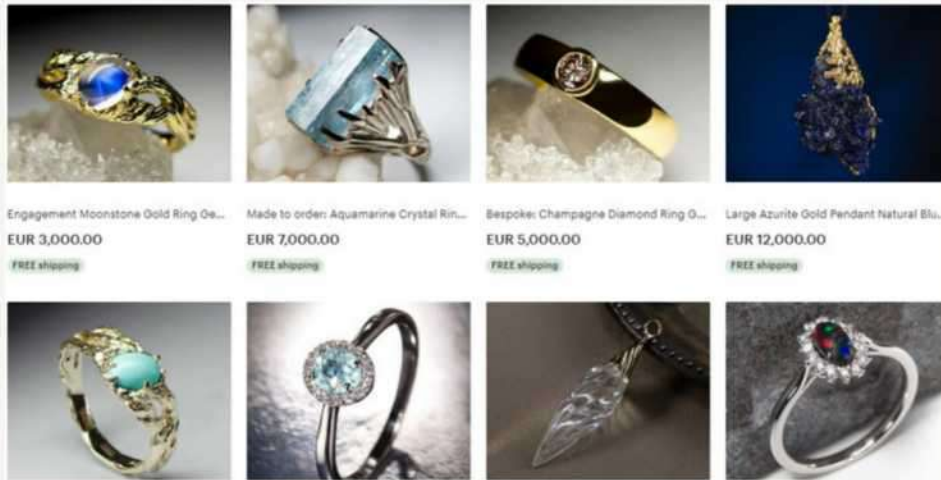Large Azurite Gold Pendant Natural Blu...
EUR 12,000.00
FREE shipping









SacredAndCoveted Etsy shop

# EXAMPLES OF GROUP 4 ETSY SHOPS

SacredAndCoveted Etsy shop

PtVictoriaHandmade Etsy shop

ShopLittleDesignCo Etsy shop

# WINTER

Group 4 is comparable with winter in its inflexibility, drama, and extremes. Suddenly, the whole color palette in nature is gone, and the winter landscape takes power.

Everything is under the layer of snow or simply frozen earth to rest and gather strength for the new season in winter.

The winter nature is quiet most of the time - until the storm clouds appear, and branches break—drama, extremes, and coolness.

# CAN YOU COMBINE DIFFERENT PERSONALITIES?

Absolutely! In fact, you see it often all around you. Feminine brands with a touch of luxury, organic brands with a feeling of elegance...

Combining different branding personalities can add depth and uniqueness to your Etsy shop. However, never combine more than two personalities (unless you are a highly skilled designer).

**GROUP 1 + GROUP 2:**
Merge the playful and carefree nature of Group 1 with the elegance and sophistication of Group 2. This combination can work wonders for Etsy shops that aim to strike a **balance between fun and sophistication, appealing to customers who appreciate both lightheartedness and refinement.**

**GROUP 2 + GROUP 3:**
Blend the refined and modest essence of Group 2 with the natural and authentic feel of Group 3. This fusion can be a great fit for Etsy shops that wish to convey a **sense of elegance while emphasizing their commitment to nature, sustainability, and organic beauty.**

**GROUP 3 + GROUP 4:**
Fuse the warmth and earthy appeal of Group 3 with the bold and assertive traits of Group 4. This combination can be ideal for Etsy shops seeking to project an image of **natural confidence and dynamism, attracting customers who appreciate both approachability and high-end quality.**

**GROUP 1 + GROUP 4:**
Combine the spirited energy of Group 1 with the powerful and self-assured nature of Group 4. This pairing can work effectively for Etsy shops that want to exude **excitement, adventure, and a touch of luxury, capturing the attention of customers seeking a bold and captivating experience.**

# SUMMARY

It's rare that an Etsy shop aligns with only one of the four personality groups. More commonly, brands will choose one primary personality group, supplemented by elements from another.

For instance, your Etsy shop may primarily align with Group 2's elegant, feminine personality, yet also incorporate elements of Group 4's luxury and assertiveness.

Imagine a high-end fashion line with upscale pricing; this positioning is communicated through your brand's visuals, such as the website and social media platforms.

Your brand might radiate the luxury, elegance, and style associated with a Group 4 personality, while still retaining the softer, more subtle essence of Group 2.

However, it's crucial to select one dominant personality to guide your brand's color scheme.

Avoid blending color tonalities from multiple personality groups, as this can create a cheap and unprofessional impression.

After determining your dominant personality, you can begin to incorporate shapes and details from your secondary personality group.

Remember, it's important not to let personal preferences overshadow what's best for your brand's visual identity.

Always choose a branding strategy that suits your business's persona and appeals to your target audience.

# BRAND ELEMENTS

chapter 3

# SHAPES

## GROUP 1

Shapes in Group 1 branding are characterized by playfulness, fluidity, and organic forms.

Curved and rounded shapes dominate, creating a sense of softness, comfort, and approachability. These shapes evoke a friendly and inviting atmosphere, conveying a sense of joy and creativity.

Geometric shapes are often simplified and stylized to maintain a whimsical and lighthearted aesthetic.

They may be asymmetrical and be placed here and there without real symmetry. It creates an open and friendly impression on people's subconsciousness and, combined with bright colors, creates a happy and uplifting result.

# GROUP 2

Shapes in Group 2 branding are characterized by a sense of calmness, elegance, and refinement.

This personality group is best suited for Etsy shops that aim to convey a serene and sophisticated image, emphasizing high-quality products and smooth, flowing visuals. Curved lines take on a gentle and subtle form, adding a touch of grace and softness to the overall design.

In Group 2 branding, rectangular shapes are often utilized to maintain a clean and structured appearance without appearing overly bulky.

These shapes contribute to a sense of order and stability, aligning with the elegant and composed nature of the brand. It is essential to keep the use of shapes simple and understated, ensuring they complement the overall aesthetic without overpowering it.

# GROUP 3

Shapes in Group 3 branding are characterized by a bold and energetic visual style.

This personality group exudes a sense of warmth, friendliness, and approachability. The shapes used in Group 3 branding feature rounded edges and corners, creating a soft and inviting aesthetic. The emphasis is on creating a comforting and nurturing environment.

In Group 3 branding, the materials and textures employed have a rough and natural quality, giving a tactile and grounded feel.

These textures add depth and authenticity to the visual elements, reflecting the group's affinity for earthy and organic characteristics. The use of heavy textures further enhances the sense of substance and reliability.

To maintain the warm and friendly nature of Group 3, it is important to avoid sharp and harsh shapes. Instead, opt for rounded and gentle forms that evoke a sense of harmony and approachability.

# GROUP 4

Shapes in Group 4 branding are characterized by a self-confident and assertive personality.

Symmetry plays a significant role in this group, with a preference for balanced and proportional designs. The use of geometric shapes and patterns is prominent, reflecting a sense of order, precision, and modernity.

In Group 4 branding, sharp corners, and angles are embraced, creating a bold and impactful visual presence.

These sharp edges convey strength and edginess, adding a touch of drama and intensity to the design. Arrows and directional elements may be incorporated to further emphasize the group's dynamic and forward-thinking nature.

Details play a crucial role in Group 4 branding, with both minimalistic and oversized elements being embraced. Attention is given to intricate and precise details that add depth and interest to the design. Whether it's small, meticulously crafted elements or gigantic, attention-grabbing elements, Group 4 branding embraces extremes and drama.

# ILLUSTRATIONS

IIlustrations offer businesses a chance to create memorable and engaging visuals.

Unlike photography, which can only capture certain moments in a particular environment, hand-drawn visuals can tell stories and depict abstract concepts, allowing businesses to create a fantasy world that is not constrained by reality.

Tiny details in illustrations can show the level of thought that goes into the finished design.

For example, an illustrated hairdresser salon for men can transport customers into a new world where everyday worries disappear. Illustrated packaging can also provide a unique experience for customers, with the outer design giving an idea of the product's nature and the inner reflective layer revealing the product upon opening.

Illustrations offer flexibility in creating unique solutions tailored to different dimensions and shapes. Budget-friendly illustrations can be found on Creative Market, such as those by Lisima:

## GROUP 1

Group 1 illustrations are playful and full of movement, expressing youthfulness and lightness. The tonality is bright and light.

## GROUP 2

Minimalistic use of group 2 illustrations is in a refined, understated style. They are detailed and usually have fine lines.

## GROUP 3

Illustrations for group 3 personality: the natural-looking product is presented by using earthy, bold, open, and warm images.

## GROUP 4

Group 4 illustrative style is a blend of minimalism and, on the other hand, drama in dominating, dramatic color splashes.

In Etsy business branding, illustrations play a vital role in creating the desired personality group for your brand and establishing a harmonious visual identity.

For instance, if your Etsy shop aims to convey a sense of amusement and playfulness, incorporating hand-drawn funny characters in your illustrations can be highly effective.

On the other hand, if your brand seeks to project a calm, self-confident, and elegantly understated image, botanical-style drawings with fine lines and watercolor coloring can help achieve that desired aesthetic.

For Etsy shops offering organic products and striving to appear serious, open, and friendly, a warm, bold, and subtle illustrative style with strong and precise lines and minimal details can be utilized.

In contrast, for brands emphasizing their high-end positioning, rich and detailed art pieces that represent traditions and classics can effectively convey a sense of sophistication and exclusivity.

# PATTERNS

In Etsy branding, it's essential to understand that different patterns have distinct effects on our subconscious. Utilizing the appropriate patterns in the right context is crucial to avoid creating a cheap or underwhelming impression of your business. It is important to choose patterns that align with your products' color palette and tonality.

Embrace the versatility of patterns by combining large and small-scale designs. Don't hesitate to explore various pattern types such as dots, stripes, squares, flowers, or geometric shapes. However, it is vital to ensure that these patterns align with the fundamental characteristics of your business's personality group.

By selecting patterns that complement your brand's overall aesthetic and personality, you can create a visually engaging and cohesive brand identity that resonates with your target audience.

You can find many great patterns in most image stock websites, but also in Creative Market, like the design, by Curly  Pat.

## GROUP 1

Patterns are often asymmetrical, bright, and full of movement. You can find symmetrical, dotted patterns here, but the dots are in different colors. Flowery patterns are abundant and full of activity. This gives a warm and open impression and a comfortable and welcoming mood.

## GROUP 2

Patterns are calm, and finely drawn. Small florals, pastel romantic, rose patterns: gentle squares, dots, calligraphic decorative text. There is gracefulness in the patterns, even for baby products. Tonality is muted and pastel. You find no brightness here.

## GROUP 3

In group 3, you find earthy, nature-reflecting patterns, and hand-drawn details with bold lines.
Large-scale botanical patterns, imitation of natural materials. The colors are subtle and warm.

## GROUP 4

Regularity, geometry, clarity. Golden and shine on a dark or white background. Crispiness, coolness.
Sharp angles, confident straight lines, overexposed details, or relatively tiny objects. Extremes, drama.

# TYPEFACES

In the realm of Etsy shop's social media branding, typefaces play a crucial role in shaping a business's visual identity.

Effective visual communication is essential, considering the overwhelming amount of information we encounter daily. Fonts, colors, and shapes serve as the initial signals that potential customers notice in a brand's presentation, and their appearance swiftly influences the subconscious perception of the product or service.

Each typeface possesses its own unique personality and can convey messages in varying ways. One typeface may convey a formal and informative tone, while another can evoke a softer, more instructive feeling. Understanding the impact of different typefaces allows Etsy shops to effectively communicate their message to their target audience.

Typefaces represent a captivating world that opens our eyes to the profound influence of letters and shapes in our daily lives. For instance, if an Etsy shop aims to convey that its product is user-friendly, it can employ easy-to-read, sans-serif fonts in its texts. On the other hand, if the goal is to create an impression of sophistication and skillfulness, fonts with serifs can be utilized, requiring a bit more focus from the reader.

By carefully selecting and utilizing appropriate typefaces, Etsy shops can shape the perception of their offerings and effectively convey their brand's essence to their audience.

## GROUP 1

Group 1 personality scripts require an open, simple and playful handwriting typeface. Fun and friendly typefaces. Sunshine, Happy Tum, Happy Dance.
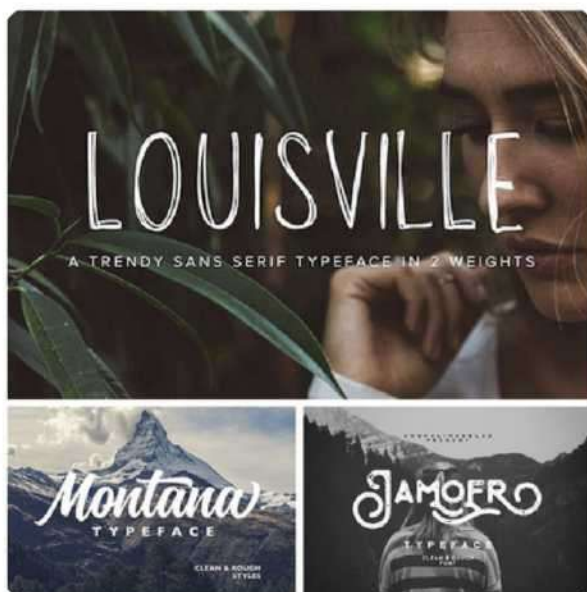


## GROUP 2

Delicate and modest group 2 personality is open for elegant calligraphy or feminine, flowing handwriting typefaces. Hunter, Coast & Co, Opulent.
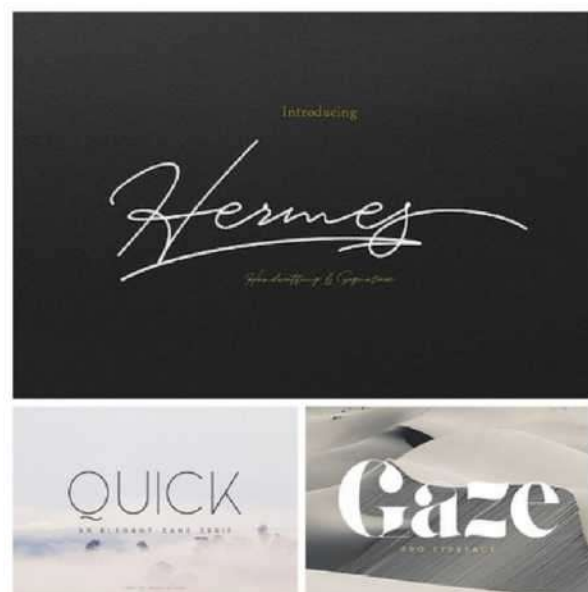


## GROUP 3

Bold, open, and friendly scripts as handwriting or a retro-style letterhead, stamp style, or other nostalgic, earthy variation. Louisville, Montana, Jamofr.



## GROUP 4

Bold and self-secure, and you need to use dramatic scripts. Oversized, minimalistic calligraphy or handwriting. Hermes, Quick, Gaze.

# HOW TO CHOOSE TYPEFACE FOR YOUR LOGO

When it comes to Etsy shop branding, your logo holds significant importance. To make it truly stand out, opt for a unique and prominent typeface that is exclusive to your logo and not used elsewhere in your business's materials. This choice ensures that your logo becomes instantly recognizable and distinctively represents your brand.

If you decide to incorporate different texts within your logo, consider playing with contrasting elements to create visual interest. For example, you can juxtapose a serif typeface for the main text, which conveys a sense of elegance and sophistication, with a sans serif typeface for the subtext, which adds a touch of modernity and simplicity. This interplay of opposites can make your logo visually captivating and memorable.

In addition to contrasting typefaces, experiment with text sizes to establish a sense of hierarchy. Make the main text sizeable and prominent to draw attention and establish a focal point. On the other hand, use a very small subtext to add a delicate touch or provide additional information. This variation in text size further enhances the visual impact of your logo.

By carefully selecting a unique typeface and skillfully combining contrasting elements, you can create a stunning logo that embodies the essence of your Etsy brand, leaving a lasting impression on your audience.

You can find many great logo templates in Creative Market, like this one by <u>Eclectic Anthropology</u>.

# GROUP 1 LOGOS

Group 1 logos in have a playful, open, and simple design style.

They feature handwritten typefaces that are easy to read and evoke a whimsical and creative vibe. These logos add a personal touch, making the brand approachable and friendly.

It's important to choose typefaces and illustrations that reflect the brand's values and ensure legibility across different sizes and media.

# GROUP 2 LOGOS

Group 2 logos are ideal for Etsy shop brands aiming to project delicacy and modesty.

They embrace elegant calligraphy, feminine handwriting typefaces, and intricate illustrations. Calligraphy and flowing typefaces bring a sense of movement, fluidity, and elegance to your brand. Detailed illustrations convey sophistication and refinement.

When creating a Group 2 logo, it's crucial to select typography and illustrations that reflect your brand's personality and values. Ensure they remain legible and distinct across different sizes and platforms. This guarantees that your logo resonates with your target audience and effectively communicates your brand's essence.

# GROUP 3 LOGOS

Group 3 logos are perfect for Etsy shop brands aiming to exude boldness, openness, and friendliness.

They embrace various styles, including handwriting or retro-inspired letterheads, stamp-like designs, and other nostalgic or earthy variations. Bold illustrations with fewer details convey energy and dynamism, ideal for brands seeking a vibrant and active image.

When creating a Group 3 logo, it's important to experiment with typography and illustrations to strike the right balance between boldness and simplicity. Remember to prioritize legibility and scalability to ensure your logo effectively captures the essence of your brand.

# GROUP 4 LOGOS

Group 4 logos are an excellent fit for Etsy shops with bold and self-assured personalities. Typography in these logos is characterized by dramatic oversized lettering or minimalistic calligraphy and handwriting.

Illustrations in Group 4 logos are bold, impactful, and full of energy or incredibly simple. These logos are ideal for businesses aiming to make a powerful statement and distinguish themselves from the competition.

If you seek a logo that exudes confidence and power, a Group 4 logo is the perfect choice for your Etsy shop.

DIOR

Aēsop.

ESTĒE LAUDER

clé de peau
BEAUTÉ

BYREDO

RH//MD

VILLAGE VERDE
SOTOGRANDE · ANDALUCÍA

LUCCARI
SPECIALTY COFFEE

# WEB AND PRINT

Choose two or three different font types for your texts, and use them in various thicknesses and sizes, if necessary. In some cases, you may need one or two different types, especially if your business has large amounts of text, and therefore you should keep a comprehensive system.

You may need one, at least two, for letterhead titles and one font for the main text. Consider the specifics of the font mentioned above for readability when selecting the font type appropriate for your business.
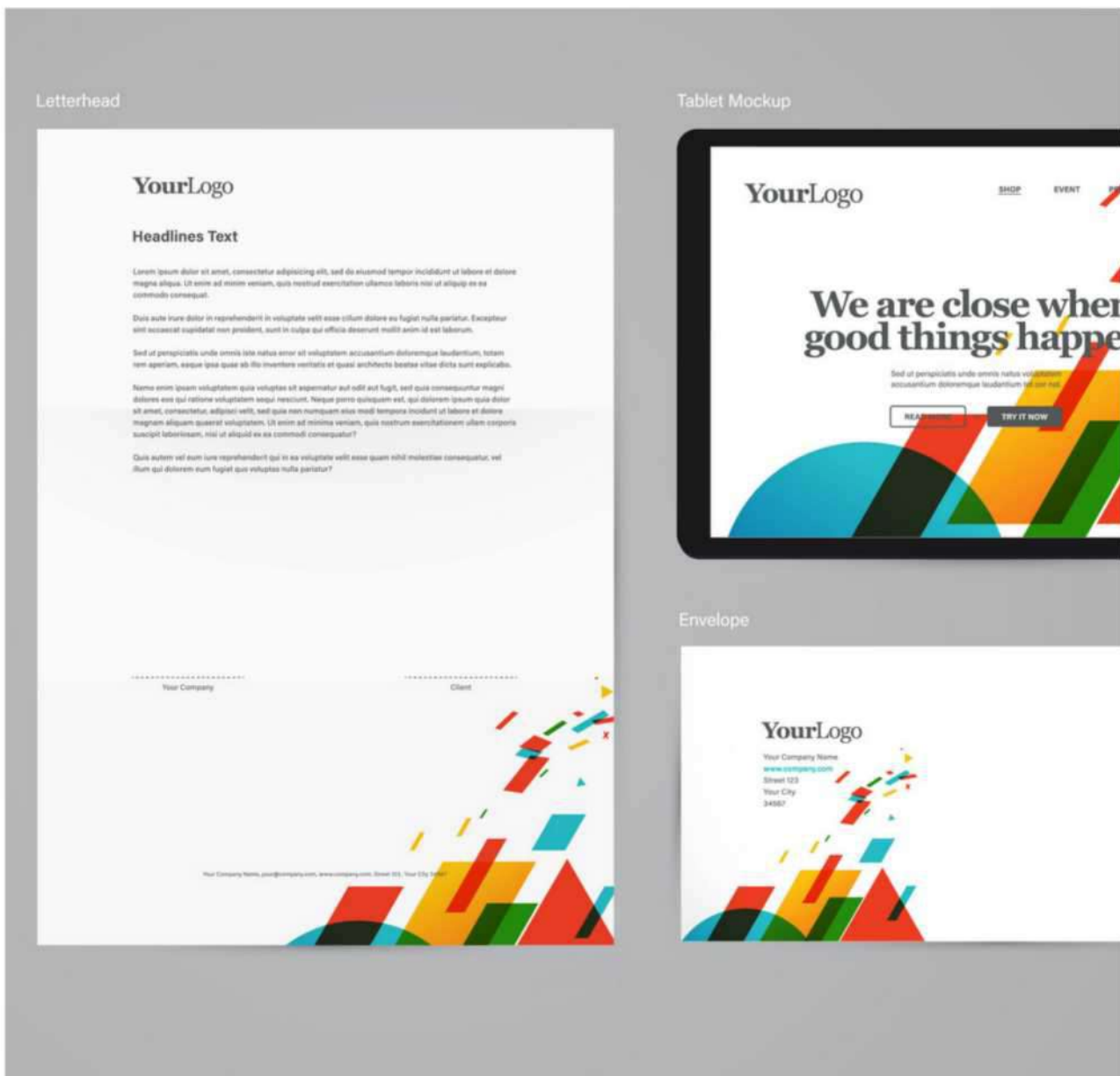
# Sans serifs

There are no "ears" on the letters, and the texts in this typeface look simple and are easy to read.

Therefore, such fonts can be used in texts where content does not require much concentration.

These fonts may, if properly used, give texts a modern and innovative look.

Perfect for group 1 personality, paired with a vivid tone palette and supported by illustrations or photography with an open and playful nature.

Examples: Folio, Modernica light, Heavy, Bailey Sans, Bold, Transat Text, Helvetica, Arial, Verdana.

Images from fantastic source: <u>Serif vs. Sans Serif</u>
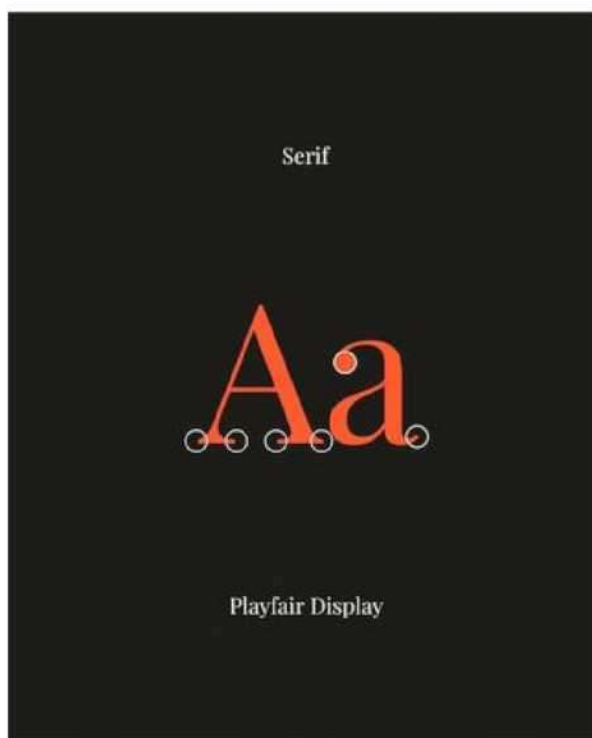
# Serifs

Serif fonts have little "ears" at the end of the strokes, giving the text an intelligent and formal look. Serif fonts can leave a traditional impression, and some look very elegant.

Longer texts written in serif fonts require focused reading, and serifs are, therefore, often used for texts that contain educational information. Also, serif fonts give the text a self-confident and "expert" look.

Examples: Bodoni, Didot, Palantino, Times, Bell, Sabon, Garamond, Baskerville.

Serif

## Aa

Playfair Display

Sans Serif

## Aa

Montserrat
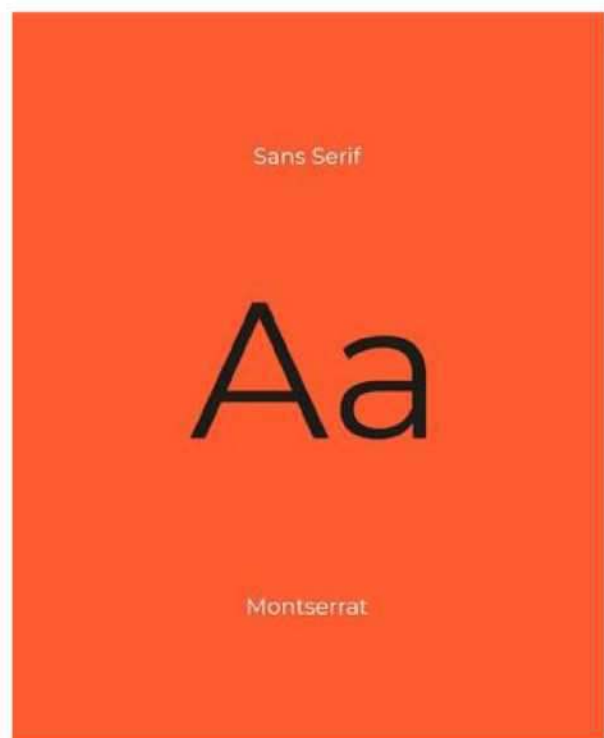
# BRAND PHOTOGRAPHY

In the realm of Etsy business branding through photography, it's important to recognize that not all photos are created equal, even when capturing the same subject. Each image has the potential to evoke a different mood and impact the viewer in unique ways.

The selection of photos used to showcase your products has a significant impact on how your target audience perceives the nature and value of your offerings. If your marketing heavily relies on visual platforms like Instagram, blogs, and Facebook, it becomes crucial to carefully curate your visual style.

To create a cohesive and impactful Etsy shop, it's advisable to align your business with a specific group of personalities and select a corresponding photographic style for your product photos. This ensures that the visual representation of your brand is consistent and resonates with your target audience.

By deliberately choosing a photographic style that matches your brand's personality and aligns with your target audience's preferences, you can effectively communicate the unique nature and value of your Etsy products through captivating visuals.

### GROUP 1

Fresh and clean, moving and lively, joyful and bright images.

### GROUP 2

Soft and romantic, pastel and formal, feminine and hazy. Elegant and relaxed feel.

### GROUP 3

Earthy, authentic, and warm. Can also be bold, masculine, and moody.

### GROUP 4

Geometric and clean, intense and crisp. Here you can also see edgy and abundant photographs.

# STYLING PHOTOS

Background and environment are crucial. You can add accessories and textures that reflect your business's personality group to the right background, adding life and purpose to your pictures. I can not count the times I've seen images damaged only because of bad background choices.

The suitable backgrounds and accessories support your message and help you bring up your audience's emotions. For example, if you take pictures of a delicate lace shawl and have a winter landscape in the background, the viewer feels cold and uncomfortable. However, if you choose a mild and "soft" environment that gives a delicate sense, the product will immediately reach a completely different emotional quality.

If you use flowers and plants for styling your pictures, choose the nature of these plants carefully. For example, delicate English roses are not suitable for a masculine product photo but do well in a romantic image.

Do not worry too much about these guidelines if you are skillful in capturing photos in your creative style. In that case, you have free hands for experimentation. However, it is only an advantage if you know how to take pictures in a manual setting. Otherwise, please attend a few helpful photography workshops.

The second skill I recommend learning is the use of Adobe Lightroom. With these two skills, shooting goes much faster, and the results are more exciting.

## Exercises

1.  Choose one group out of the four personalities and create two mini-galleries, each of which characterizes the selected group, but each one in its way. Each personality group has several keywords; you can use them.

2.  Pick out a specific theme, for example, a garden party - and put together four mini-galleries, each with one personality.

# GROUP 1 PHOTOGRAPHY

Choose warm, bright, and gentle colors. The main thing is to create a light and welcoming impression. Avoid heaviness, darkness, and dominance.

Dots and spring flowers, colored buttons, and balloons - anything that adds warm cheerfulness is welcome.

Colored plastic, paper, painted wood, ribbons, and textiles are all excellent background choices.

When you shoot outdoors, a flower garden, colorful façades in happy colors. Avoid dominant, sharp angles, iron fences, and sharp objects.

# GROUP 2 PHOTOGRAPHY

The tonality of the colors is cool but delicate and muted. There is a soft haziness over the images.

Your goal is to create a calm and graceful atmosphere that is breathtaking in quality.

When shooting, you can use a very open aperture, creating a beautifully blurry background with sharp details of the subject. Let the light play, creating a blurry glow around your pictures. You can create bright and light images, but darker and moodier photos work well too.

Simply make sure that the elegance, balance, and softness pass through. Flowers, leaves, houseplants! So in all its naturalness as textiles, paper, or anything else. High-quality fabrics, pastel tones, naturally treated wood, silk ribbons, white porcelain, etc.

Bright, gray-chestnut, cool dark pink and blueish shades of greenery, cool beige, silver, light vanilla yellow.

# GROUP 3 PHOTOGRAPHY

Abundant, cozy, nostalgic, and warm.

The supporting details are natural wood, natural linen, antique, and old books - whatever emphasizes rustic coziness.

On the other hand, very intense tones are present in this group (but also profound and subtle).

Any ethnic theme is right here, whether it is folk textiles or other elements of Siberian, Guatemalan, or Indian origin.



Autumn fruits and vegetables, abundant autumn flowers, and all kinds of wildlife.

When shooting outdoors, this personality is ideal for taking advantage of the old buildings' magic—wood, limestone, and stone walls.

# GROUP 4 PHOTOGRAPHY

Be bold and be intense. Dark, sharp shadows and details, dominating heaviness, cement, marble. Or lightful photos full of gold and sparkle.

Or you can choose minimalism in its direct meaning, leaving clear lines and minimal colors to the pictures. Colors are clean, black colored accessories or backgrounds can be in place.

Geometry, sharp objects, cool overall impression. Excellent styling and perfectly arranged images.





It's time to find old factory buildings, high fences, shady streets, and tall glass buildings in the outdoor environment. A heavy stone, massive glass, stormy sea, high mountains, busy metropolitan train station, snow-covered fields, etc., are excellent choices.

The group 4 photos can be divided into two extremes: very sharp and clear pictures or misty, gray images. Generally, there is no midway.

# STYLING YOUR PROJECT

## chapter 4

# HOW TO MAKE A MOOD BOARD

A mood board (or vision board) is a valuable tool for:

**Foundation**. It helps to establish a strong foundation of what the end result could ideally look like.

**Inspiration**. In working out your brand identity, a mood board will help bring things into focus and offer clarification.

**Guidance**. A mood board that accurately reflects your brand can act as a guide to keep you focused on your brand identity when creating your logo, business cards, website, or other marketing materials.

**Easy collaboration**. A mood board ensures that your designer, team members, and stakeholders immediately understand your brand and vision.

Mood boards can be literal and practical (featuring fonts, color schemes, and images you plan to use in the final project) or more about exploring tone and mood. A mood board is about inspiration and research, so don't get too attached to a particular direction. It's essential to keep an open mind about the right solution.

A mood board (or inspiration board) can be either physical or digital - use the method that suits you best.

Conducting an online image search and collecting **a digital mood board** is easier with any of these online tools:
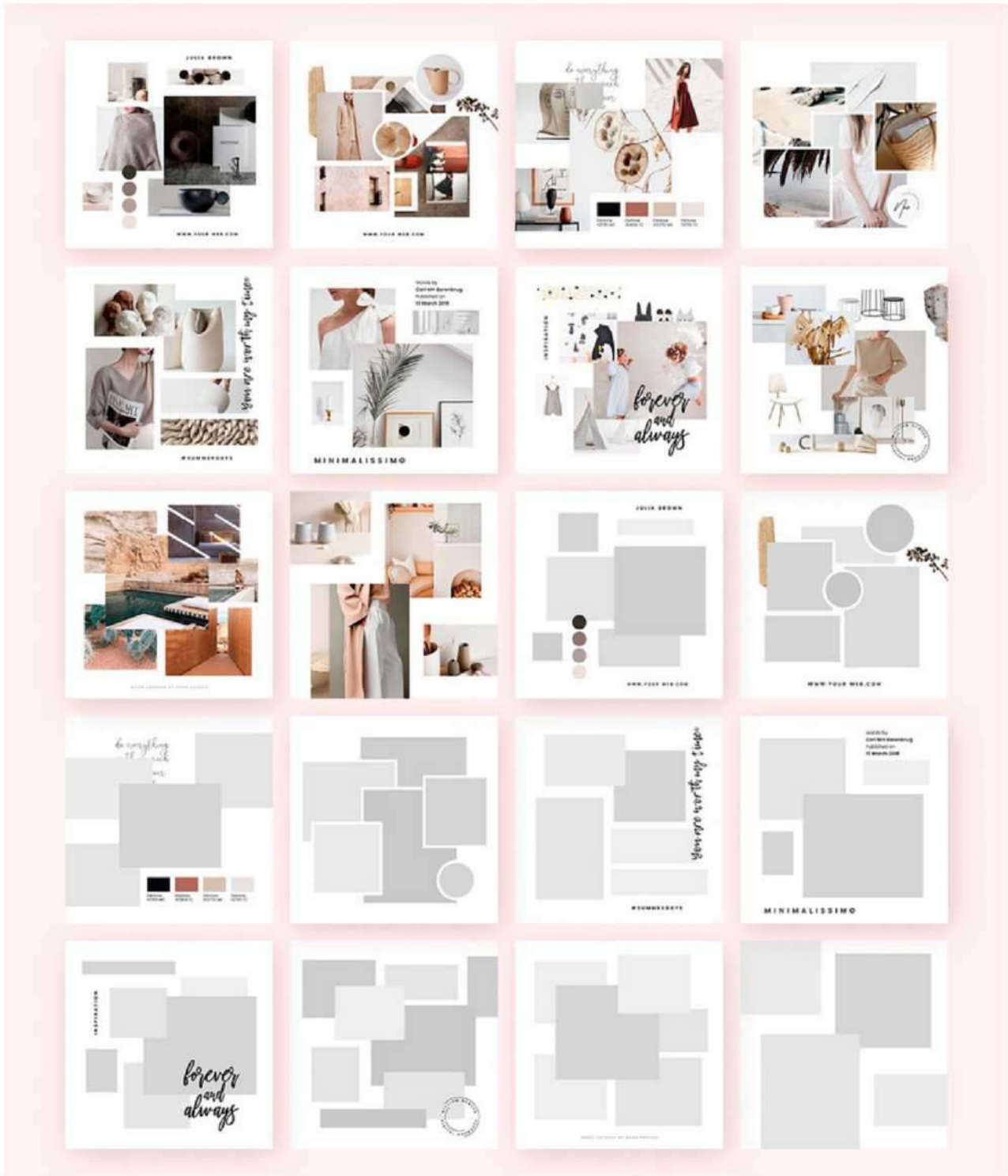
Canva
Pinterest
Moodboard and Moodboard Lite
Sampleboard

You can also choose to purchase mood board templates from Creative Market.

The template below is from William Hansen at Creative Market:

## TO CREATE A PHYSICAL MOOD BOARD:

Use a foam board base and a stash of images and materials from magazines and catalogs.

Use your own photos or materials from a craft/art supply store and fabric store

As for colors, use Pantone chips or paint chips.

You may find glue, pins, washi tape, and scissors helpful.

Create a visual interpretation of all your focus work until now, and be ready to get stricken by massive inspiration. Start by reminding yourself of the three to five power keywords you chose for your brand. With those words in mind, gather all types of materials - colors, images, fonts, illustrations, patterns, and any other items you feel like adding. Don't analyze too much as yet.

Now take a little break or even a day before returning to your work. This time you can start eliminating images and elements that don't seem right. Be bold and remove everything that does not speak to your heart. Look at the end result, and repeat the round of elimination, if needed, until you feel satisfied with the outcome.

Keep your mood board near, hanging it next to your desk. In the case of a digital mood board, you can save it as a screensaver while styling your brand.

Feel free to create a mood board for your website, product development, or any other creative project you are working on.

# HOW TO CREATE A COLOR PALETTE

Colors can give us a certain feeling. Happy, energetic, flourishing, and creative; calm, balanced, and controlled; passionate, efficient, and self-confident; successful, determined, and grounded. Colors can bring out subconscious feelings.

While color can be a very personal, emotional choice, the principles of our color theory will help you make smarter and more objective choices that deliver your message precisely in the way you want it to happen.

As stated before, each of the above groups includes almost all colors; they are just in different tonalities. Exceptions are black, snow-white, and fluorescent colors, which do not harmonize with any other group's tonalities but the fourth.

## GROUP 1 - PLAYFUL

Live, vivid, and bright tints act as friendly, open, and energetic.

## GROUP 2 - CALM

Understated, and elegant., pastel, muted, and cool tones act as calm,
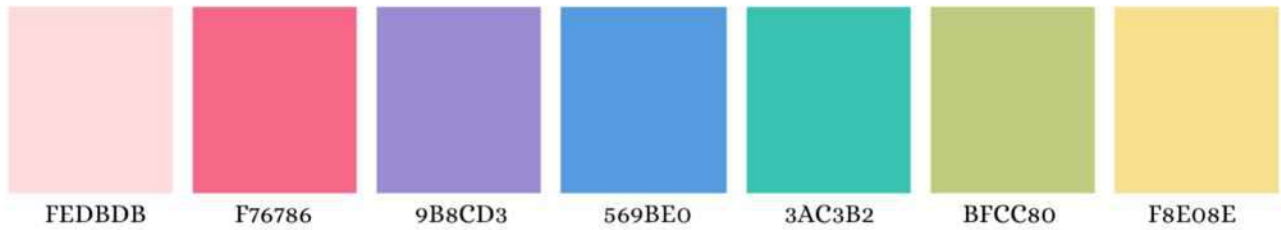
## GROUP 3- EARTHY

Intense, deep, and warm shades give you a sense of abundance, passion, and knowledge.
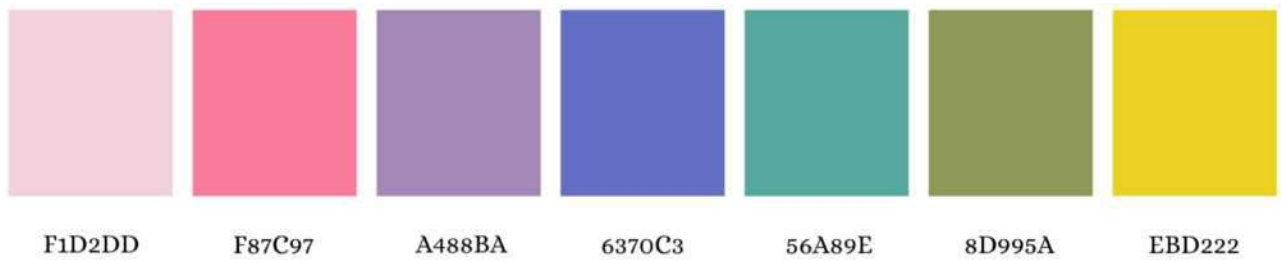
## GROUP 4 - BOLD

Clear, cold, and intense colors reflect our confidence, determination, and unfussiness.
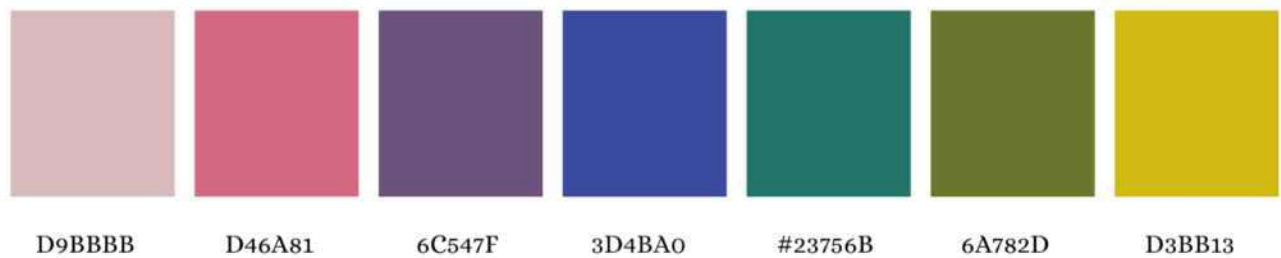
# INSPIRATIONAL PALETTES FOR THE FOUR PERSONALITIES
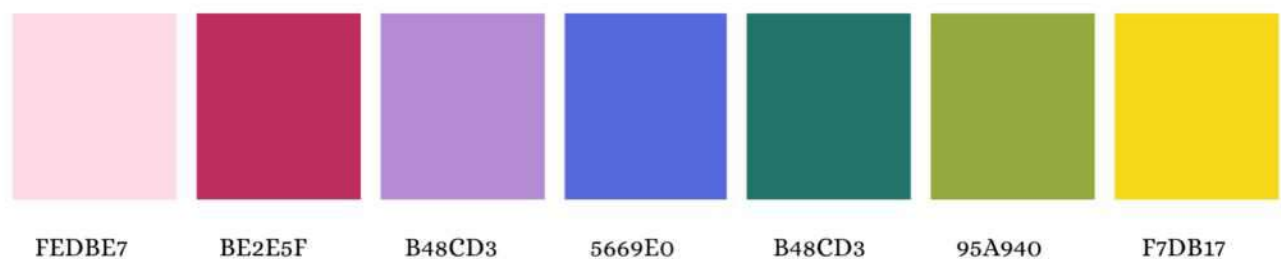
### Group 1 - warm, bright, clear and light tints

| FEDBDB | F76786 | 9B8CD3 | 569BE0 | 3AC3B2 | BFCC80 | F8E08E |
|--------|--------|--------|--------|--------|--------|--------|

### Group 2 - cool, delicate, understated tones

| F1D2DD | F87C97 | A488BA | 6370C3 | 56A89E | 8D995A | EBD222 |
|--------|--------|--------|--------|--------|--------|--------|

### Group 3 - warm, muted, subtle, intense shades

| D9BBBB | D46A81 | 6C547F | 3D4BA0 | #23756B | 6A782D | D3BB13 |
|--------|--------|--------|--------|--------|--------|--------|

### Group 4 - cool, bold, clear and intense hues

| FEDBE7 | BE2E5F | B48CD3 | 5669E0 | B48CD3 | 95A940 | F7DB17 |
|--------|--------|--------|--------|--------|--------|--------|

# THE RIGHT COLORS FOR YOUR BUSINESS

Turn back to your big goal and message and look through what's right for your business and its products-services.

Do you remember those 3-5 power keywords you chose for your branding? When selecting your brand colors, it is time to take those words into practice again,

If you have any shade cards available, then it will help. Start picking out the colors you have in your mind.

Avoid mixing tonalities that belong to various personality groups.

Perhaps you have decided to use only one single color, such as is done by bensasso.com? Or maybe you want to create a broad color selection of 10-20 - in any case, take your time, and have a good reason for every chosen color.

If your business does not belong to a group 4 personality but desires to use black, then find another color with a very dark tonality as a suitable alternative to coal black. These can be, for example, dark blue, dark gray, dark green, brown, and dark purple. When you have made your choices, test them – as your first step, try a black color card beside the other chosen colors for your palette. Now swap the black card with the dark alternatives – which one looks best?

P.S. Get inspired with these color palette generators:

Coolors
Canva Color Palette Generator
Colormind
Pantone Connect

## STEP ONE

Pick the colors that look right for you. Choose as many colors as you want, and keep in mind the totality of your chosen personality group:

**Group 1**: bright, warm, and light.
**Group 2**: soft, pastel, calm and cool.
**Group 3**: intense, subtle, and warm.
**Group 4**: clear, crisp, and cool.

Use Pinterest for inspiration and research - enter one of your power keywords + color + palette and see what shows up. Maybe you pin a few favorite images to a dedicated board for later use. Repeat this process for all your keywords.

## STEP TWO

Select the colors that do not seem to fit together with the rest of the chosen colors. Use the exclusion technique until you have reached a harmonious color palette. Fasten the final selection of color cards on a sheet of paper or enter them into your digital color palette.

## STEP THREE

Create your digital color palette. If you used Pantone cards to create your original palette, you can quickly enter the Pantone system's corresponding color number and find it on your computer.

If you have used color cards from some paint brand, find the selected colors from the manufacturer's website and their color codes using a color picker tool in Adobe Photoshop or other similar programs.

Then, create a color palette template with <u>Canva</u>, Adobe Photoshop, or Illustrator (or in some alternative software such as Blogstomp). Shape and size the template, so it is suitable to use as a color palette, and place the desired colors in it with the color codes you have.

## STEP FOUR

Within your color palette, you will need the following:

- 2 core colors,
- 2 action colors
- 2 grounding colors.

**The core colors** can be your brand colors, the darker colors in your palette, or the colors from your logo, photos, etc.

**The action colors** will provide a little "pop" to highlight essential items and can be used for buttons and CTAs. These colors can be brighter or bolder, so they command a little more attention across all the colors when grouped together.

**The grounding colors** are less prominent and could vary from the two core colors you selected. These colors will provide excellent background solutions and offer some color to balance your design.

CORE COLORS     ACTION COLORS     GROUND COLORS

Picking the right colors for your brand's color palette is not easy and can seem quite overwhelming. You may feel that you have to take into consideration too many theories all at once:

- Psychology of color
- Why different colors work better for different topics
- Evoke specific feelings - the meaning of color

Most designers focus on the color wheel and consider what colors should go together - using the rules of primary, secondary, and tertiary colors. And here, we are focusing on tints, tones, and shades. That's a lot to handle.

But you should know that to truly connect with your brand and attract the right kind of customers, you'll need to consider your brand's voice and personal style and preferences.

All of the above play a vital part in how color impacts a brand. Just to make things less complicated, we are focusing most on how tints, tones, and shades work with our four personalities and take it as a starting point. This book is helping you create your color palette with confidence in knowing that you are selecting a great set of colors that can be adjusted as you continue to define your brand identity.

You can purchase a ready-made color palette template from <u>Creative Market brand board</u> selection.
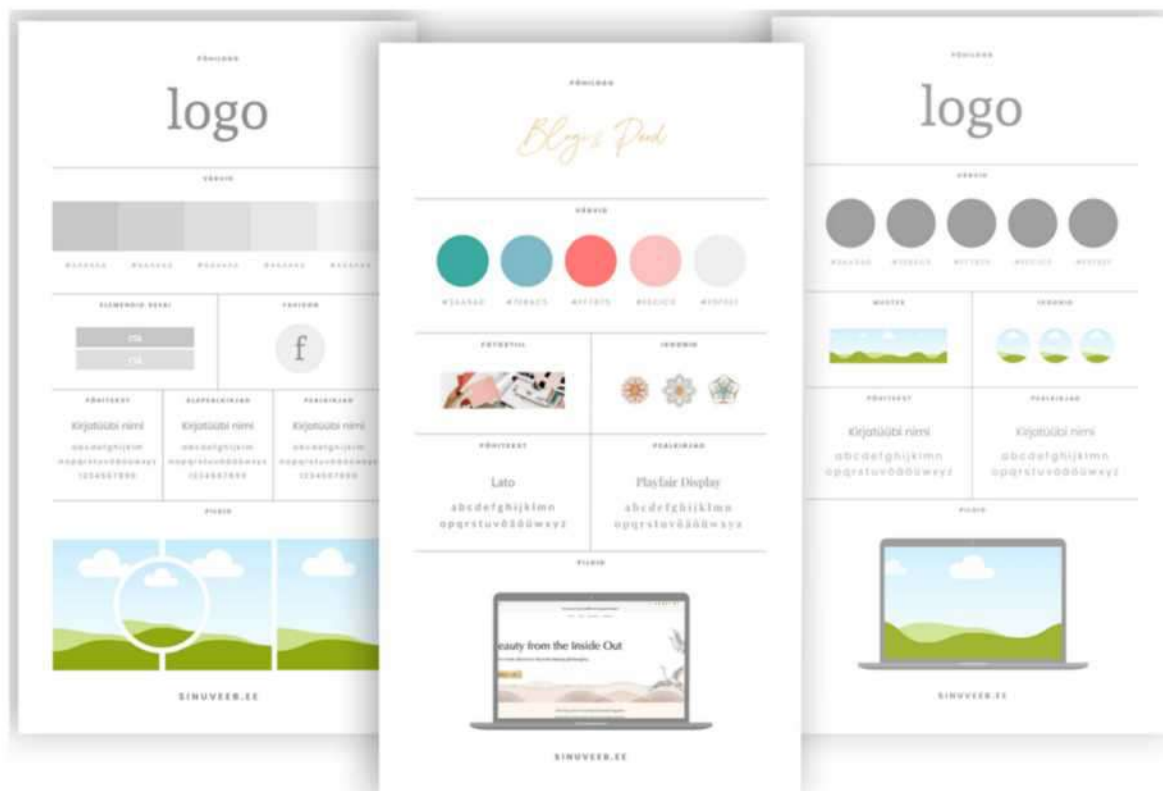
# HOW TO CREATE YOUR BRAND BOARD

Now it is time to implement what you have learned and created so far and put them together, creating a beautiful and cohesive brand board.

Brand boards show the client every element of their visual brand in one neat document. They're essential because they help convey a brand's values, attributes, and personality in one glance.

When you've designed graphics, prints, or anything else for your business (or for your clients), it is helpful to look at the brand board and check that what you've designed is in line with the colors, fonts, graphics, and overall identity that is on the board.
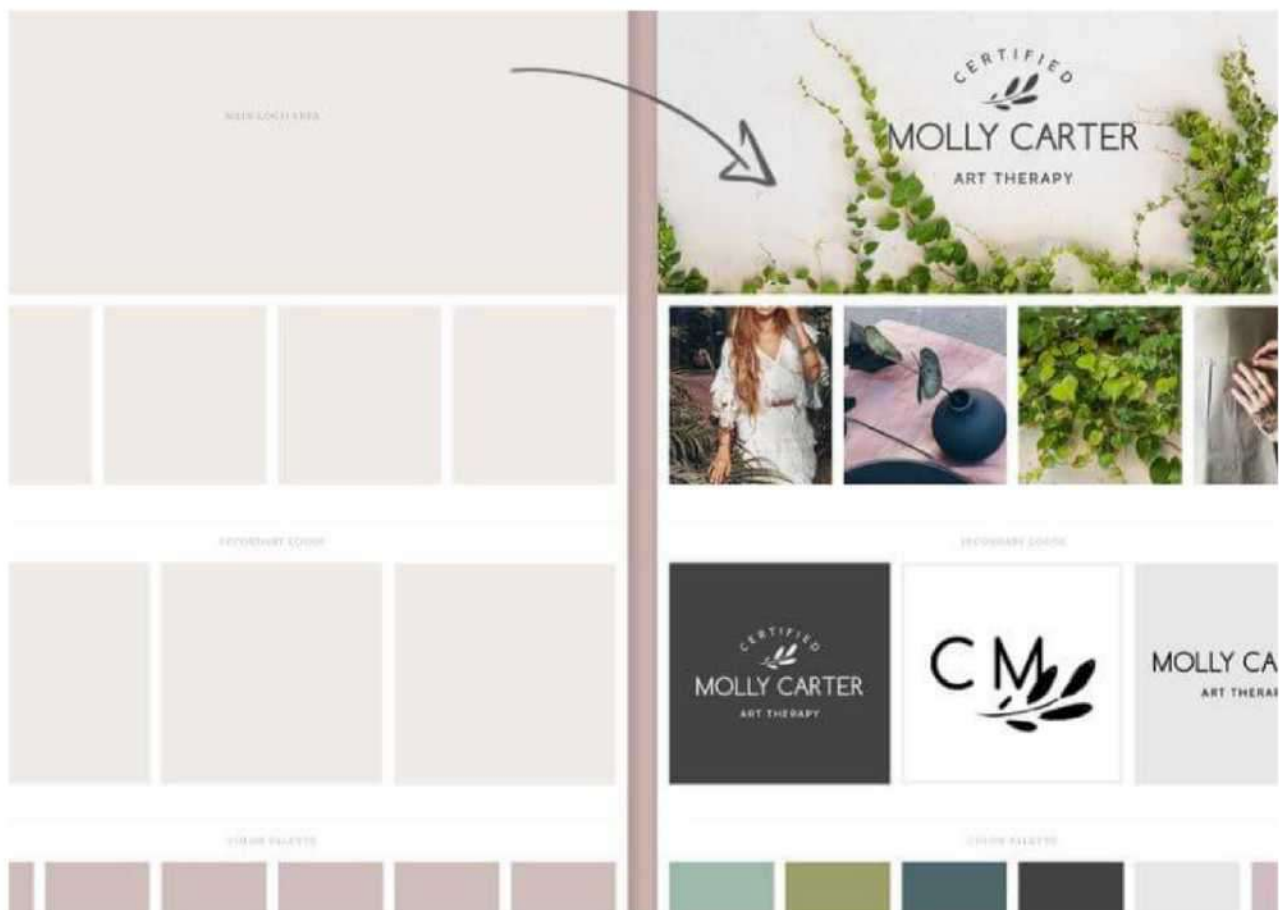
# ANATOMY OF A BRAND

**Logo.** Distinctive and instantly recognizable.

**Color palette.** It consists of colors that fully support your brand vision and messages.

**Icons.** Provide visual clarity and texture.

**Typefaces.** For headings, subheads, body copy, and accents. As few as possible.

**Patterns and illustrations.** Add texture and uniqueness to your brand and website.

**Brand photography.** Following the four personality theories, you will gain cohesive, visually solid branding.

Fill in your own brand board from <u>Creative Market</u>.

# BRAND BOARD EXAMPLES

A playful-looking brand board template from <u>Creative Market by Katie Harp Creative</u>. The sample image expresses group 1 personality.

This brand board template is from <u>Creative Market by Pretty Bloom Designs</u>. Right now, it looks like a group 2 personality branding board.

I chose this brand board template from <u>Creative Market by AndrewPixel</u> for personality 3 - as it expresses earthiness, nature, and subtleness.

A brand board template from <u>Creative Market by William Hansen</u>. The sample image has a minimalistic feel and certain coolness about it.

# THE MEANING OF COLORS

I decided to include thorough explanations of the meaning of the colors and how different colors affect us subconsciously. It is also helpful to know the symbolism of colors for you to make successful decisions. Remember to pay attention to cultural views on different colors. Red, white, and black can have very different meanings in the West and East.

However, I want to remind you that every color can be used to create a beautiful and cohesive color palette as long as you pay attention to the value of the color.

Color can impact our emotions, moods, choices, and behaviors. Countless studies have been conducted on the relationship between color, particularly in marketing and branding.

- Colors increase brand awareness by 80%.
- Color influences 85% of shoppers' purchase decisions.
- About 62-90% of the product assessment is based on colors alone.
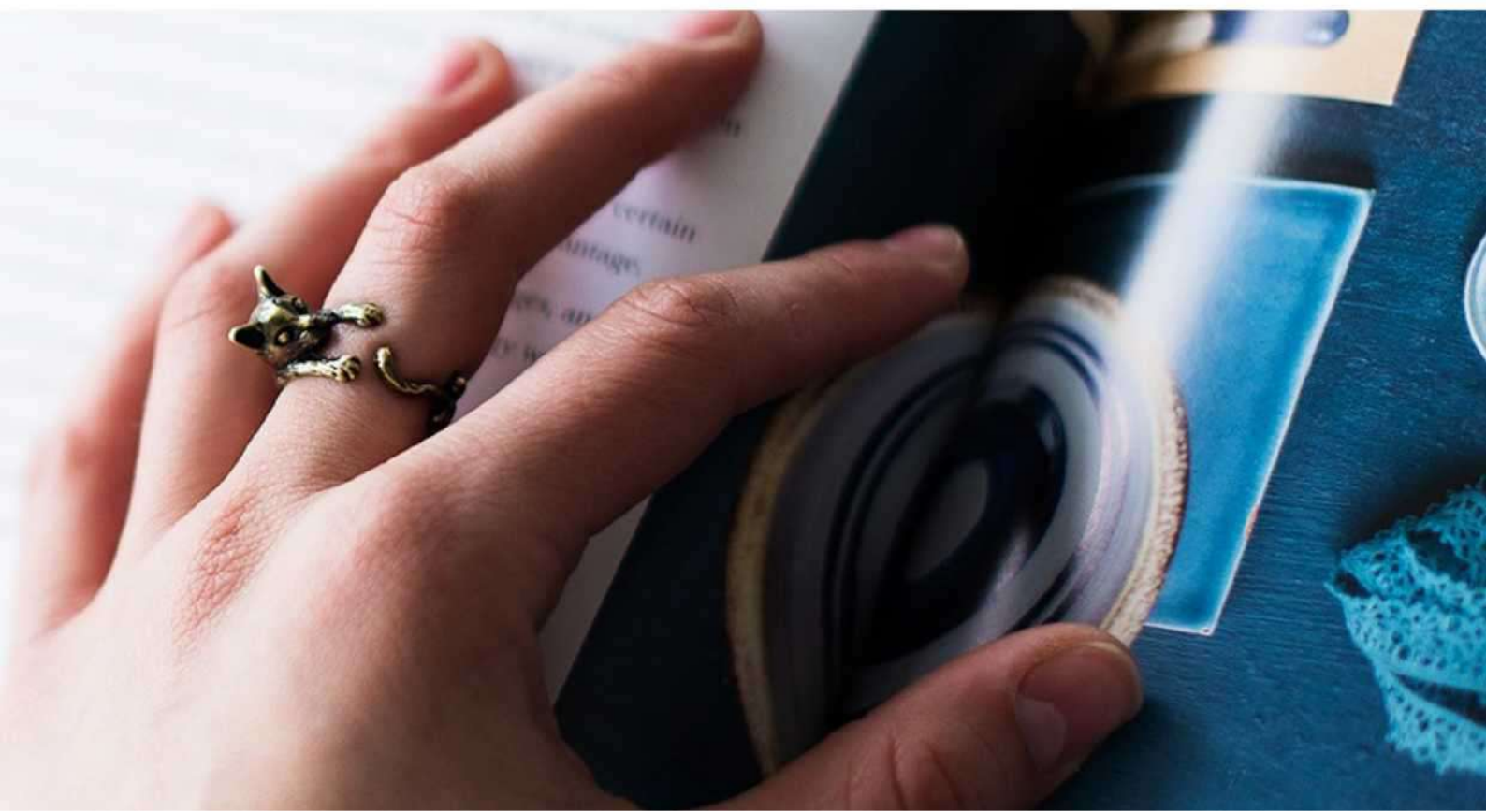
UNUSUAL, OUTSTANDING, CREATIVE, LUXURIOUS, QUALITY, MYSTERY, AND FANTASY.

IIMMATURE, IMPRACTICAL, CYNICAL, SELF-CONTAINED, INEXPENSIVE.

# PURPLE

If your business does not belong to group 4 personality, then is deep purple a suitable alternative to black color? But when it comes to group 4, the classical deep purple will support the business's exclusiveness and firmness.

A business focused on offering higher-value services can use purple in its marketing to emphasize the high-class offerings.

The softer and brighter purple leaves a much more calm and balanced impression. Light violet brings spiritual balance and peace.
Purple is a sensitive color, and the proper tonality selection is crucial. Using the wrong tonality of purple might bring a cheap look, confusion, and an immature feel.

In general, purple color catches women's and children's attention, but it is also suitable for male-oriented products in the right tonality and combination. Several academic institutions use purple in their visuals as this color inspires intellectual thoughts and motivates people to achievements.

Combined with gold, it reflects deep purple's richness and extravaganza. The purple in group 1 light tonality works well for children, and the pastel purple from group 2 is romantic and nostalgic for women's visual visuals.

RELIABILITY, TACTFUL, LOGICAL, EFFECTIVE, CAREFREE, CALMING, CLEAR, COMMUNICATIVE, AUTHORITATIVE.
SELF-CONTAINED, COLD, UNFRIENDLY, NON-EMOTIONAL, CONSERVATIVE.

# BLUE

Blue is considered to be the favorite color in the world.
People who wear blue clothing at work tend to be more focused than usual.
Lighter blues reflect the willingness to communicate and the desire for delicacy.

Darker shades are authoritative and influential. Many people feel a feeling of trust when seeing another person wearing dark blue clothing. Interestingly, the effect of dark blue is transferred to the general premise; therefore, a person wearing a dark blue uniform influences us with authority and credibility.

People's subconsciousness is more likely to respond to the uniform than the wearer, which is also very important for firefighters, police officers, and pilots.
Blue is a cool color and tends to feel dull and unfriendly, perhaps too commercial.
Blue is often used in aviation and sports clothing because this color has a sense of speed, but even this calm color can overwhelm you in the case of excessive use.

A vibrant, intense cyan gives the impression that clarity and soft and light blue look reflective, calm, and comfortable.
Light blue is a refreshing and soothing color. It has been found that light blue color gives us a feeling that the temperature around us is lower than it is. So we see light blue used everywhere during the summer months.

GROWTH AND POWER, CALM, BALANCED, HARMONIOUS, ABUNDANT, PRACTICAL, REALISTIC, KIND, AND LOYAL.
MATERIALISTIC, BORING, SELFISH, OBSOLETE.

# GREEN

Green is a color that does not require any adjustment from the eye, and it is a calm color to look at. This color creates a relaxing mood in us and feels natural. It transmits harmony between body and emotions and can add balance and freshness to your color palette.

So green is the ideal color for products that are organic, natural, safe, or health-focused,

Using the green color on the packaging gives the subconscious mind the impression that the product is exceptionally nutritious. On the other hand, the green color feels sterile and clean.

In group 1 personality, bright green brings freshness, combining joyful and optimistic yellow energy with green luster. This green gives the impression that something new is happening.

The green color supports the feeling of cohesiveness and motivates people to join social groups.

# TURQUOISE

Turquoise is the name of a bluish-green color based on the gem of the same name. It is generally thought to consist of 70% blue and 30% green.

We can see tonalities of turquoise vary from Caribbean blue up to soft aqua turquoise. We can find yellow, gray, or black added to the base color, giving each tonality a different feel and impression.

Blue, green and yellow mixture, turquoise transmits many of the three colors. Peaceful and communicative blue with growth and balance from green, adding a yellow brush gives the elevated mood we see in turquoise.

This color is incredibly supportive of water and sport-related businesses.

Used together with group 2 pink, lavender, and lemon yellow, it delivers feminine energy, but turquoise is ideal for products for all ages and genders in the big picture.

# YELLOW

Yellow is a happy and optimistic color that reflects self-confidence. It is a bright color that excites and makes people happy. It works well in a dynamic and active environment. It is light in weight and highly visual color.

Yellow stimulates the human brain's logical side, offers mental clarity, inspires innovative thinking, and highlights creative ideas. Yellow raises analytical activity and rational justification, helping us go through decision-making processes.

Too much yellow causes stress and nervousness and distress people who are already stressed. It can make people more critical and judgmental than average. Yellow is generally a warm color and is at the core of group 1 and 3 personalities, expressing creativity and optimism.

Group 1 personality's light and bright yellow is an excellent choice for products and services for children. Here, combine yellow with other bright colors.
In the case of products and services for adults, group 1 yellow may also be a good idea, for example, for active and playful leisure services.

In sales and discounts, yellow is a valued color since the human eye sees yellow before any other color. Also, the yellow-colored surface appears more extensive than it actually is.

# ORANGE

Orange is the color of happiness offered by the sunshine. This color is full of life, which in turn gives strength. When orange objects surround a person, the cognitive temperature of a person rises.

The orange color makes people happy because it combines two exciting colors: the mighty red and cheerful yellow. That makes orange an eye-catching and memorable color.

Orange color can increase appetite and desire to interact. Therefore, incorrect tonality is an ideal color for restaurants that want to encourage visitors to stay on-site for a longer time, interact with each other, and order more food.

This color in the tonality of group 1 personality is adventurous and fun, making it a practical choice for tour operators and other companies that offer exciting activities. Similarly, bright and light orange tonality is appropriate for children-oriented services and products combined with different colors from group 1. A softer orange, which can be found in the group 2 personality palette, is suitable for high-end beauty salons, spas, and restaurants.

Orange tonalities that have abundantly pink in them add femininity to the color palette, and intense reddish-orange tonalities lead you to red color features: strength, durability, and dedication.

# RED

Red is a compelling color. This color is the most eye-catching of all.
This color encourages people to make decisions and quick purchases. That is also why red color is widely used for buttons on the web and discount promotions.

When you add a little red to your website design, you'll get extra energy on the page—excessive amounts of red tire people. Be careful with choosing the tonality of red you will use: if you use an entirely wrong shade, it will strain people physically and may communicate anger or defiance.

Using red in the decoration of a café or a restaurant can enhance appetite and encourage visitors to order more. Red can also add energy to a business where speed, liveliness, and passion are essential keywords.

Red is considered the color of love, but it is more of a color of passion and sexuality. Romanticism is rather pink. Red color transmits masculine energy, and pink color feminine energy.

WARM, CARING, LOVING, CALM, RELAXING, ROMANTIC, INTIMATE, KIND, FEMININE.
TOO EMOTIONAL, NAIVE, CHEAP, OVER-CAUTIOUS, LACK OF WILL, LACK OF SELF-ESTEEM.

# PINK

Compared to red, pink is a more delicate and graceful color, which supports our feelings. Women wearing pink are seen as feminine, and the men who wear pink leave an elegant impression.

The pink color tells us about the coming spring, representing joy and openness. Feminine, youthful in soft tonality, and more passionate and energetic in deeper shades.

Pink is undeniably feminine in color. Soft powder pinks and skin tones paired with black create a classy, elegant look and bring out a non-threatening, open, and sometimes even flirtatious touch.

Solid and daring pink tonalities like magenta appear playful and sensual, while softer and lighter tints and tones are more girl-like.

However, it's essential to know that pink color is often misused either in excessive amounts of pink or only in the wrong tonality - in this case, pink will make us physically tired, and the overall look appears cheap.

CLASSICAL, PROFESSIONAL, PROMINENT, ORGANIZED, CONSERVATIVE, MATURE.

MELANCHOLY, LIFELESS, LACKING ENERGY, RESERVED, LONELY.

# GRAY

Gray is the only color that is entirely neutral. It does not have any psychological properties. In practice, gray has been used as an elegant neutral that brings out other colors' beauty. But, for example, in group 3, gray can erase the warmth that glows from the rest of the palette.

Unfortunately, gray often acts negatively, giving an impression of a lack of self-confidence; visually, it can suck the life out of other colors - if misused by mixing different groups' personalities.

Gray does not have a role as an active eye-catcher; it is a silent supporter.

Dark grays can be valuable additions to the soft, delicate tones and are perfect for the main text. They work well both in print and on the web. Softer, lighter gray can add delicacy and class to the palette, but you need to use it modestly, or you risk cutting the energy from your design.

PRACTICAL, EARTHY, STABLE, RELIABLE, BALANCED, COMFORTABLE, SAFE, WARM, PERFECT, ORGANIC, NATURAL.
TOO SEVERE, DULL, OLD-FASHIONED, HEAVY, OVERLY MATERIALISTIC, DIRTY.

# BROWN

The brown color makes us think of nature, soil, and trees, giving us a calm and good feeling. This color brings out a sweet chocolate flavor or coffee with a deep, bitter smell.

Brown is also an excellent alternative to black, and it's a natural choice for a business that wants to keep an image as an organic and natural brand. Try accompanying it with green, and you will get a beautiful, natural-looking palette.

When the styling is done elegantly, brown looks calm and confident. If you mix deep brown with metallic or mint, you will get a luxurious and stylish palette. Put brown together with bright orange and yellow, and you will achieve something substantial and confident.

Brown is statistically the most unpopular color for both men and women, but in the right place and with the right tonality, brown can appear irresistible.
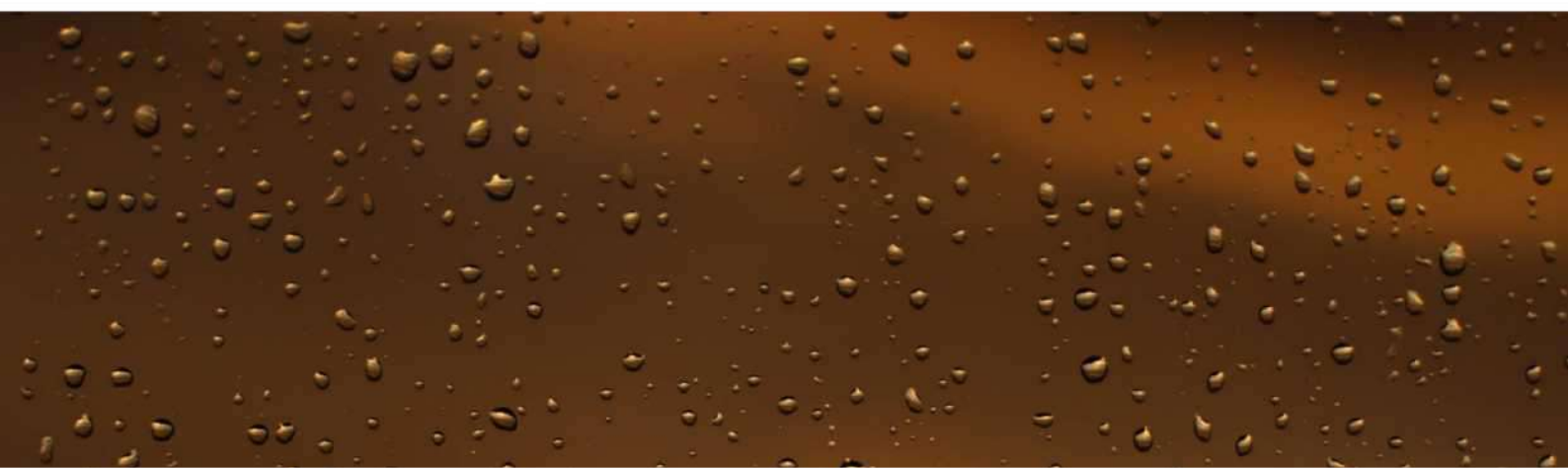
WEALTH, ABUNDANCE, VALUE, QUALITY, LUXURY, PRECIOUSNESS, SUCCESS, EMPATHY, ACHIEVEMENTS, HAPPINESS, BEAUTY, WISDOM, ATTRACTION. IMMATURE, INTENSE, INTRUSIVE, PRETENTIOUS.

# GOLD

Silver and gold are metallics that add to your color palette, luxury, and stand-out feel.

The golden color will add exclusivity when applied to high-value products and packaging. Still, it may appear gray or brown and muddy on the web- so use gold as an accent rather than your palette's primary color.

Combined with dark blue or black, the palette will look luxuriously masculine.

The golden color reflects prosperity, prestige, and quality, combined with dark red, dark blue, or dark green.

## SILVER

Silver is associated with prestige, abundance, prosperity, and renaissance.

Emotionally, the silver color is soothing and balancing, appearing lighter than the gray color.

Silver is a flowing and ever-changing color, and it looks understatedly shiny on the packaging, giving an impression of novelty.

PURITY, CLARITY, SIMPLICITY, RELENTLESS, HYGIENIC, CLEAR, NEW
BEGINNINGS.
EMPTY, CRITICAL, ISOLATING, STERILE, BORING, HARSH.

# WHITE

Psychologically, the polar white color is demanding and challenging. It is a clinical, hygienic, relentless color that does not contain any exaggerated nuances. Just like black creates a sense of retention, the polar white communicates a "do not touch me" message.

With its cold drama, Polar white belongs only to the group 4 palettes. What's more elegant than a group 4 personality man with a black suit and a bright white shirt?

However, white can also be used by other personality groups. Others can use a creamy white, greenish-white, or any different broken white tonality.
White is an excellent choice for a webpage background. It lets other colors and visuals pop up with all their qualities. Free and white space on the website gives your page a clean and open look.

Thanks to its simple and clean nature, white is suitable for businesses that offer products for newborns, bathroom and kitchen fittings, and health products. Also, companies that provide cleanliness, organization, and efficiency through their products or services.

CONTROL, ROBUSTNESS, SECURITY, RELENTLESSNESS, LUXURIOUS, DRAMATIC, DYNAMIC, MYSTICAL, AND CONTROLLABLE. CONSERVATIVE, CONTROLLING, TIRING, THREATENING, HARASSING, DIFFICULT.

# BLACK

Black is a color that does not have light. Well, technically, black is not a color. It is the result of any color shifting to its darkest value.

Black gives us a sense of gravity and inflexibility. That's why it fits perfectly into authoritative and formal situations. Because of all the dramaFamilieretshuset, black acts as a valuable and exclusive color in the proper use.

Using it beyond the group of personality 4 is likely to violate your color palette, and this color may highlight the negative qualities of itself and the other colors.

Black is a favorite choice for many people. Unfortunately, however, this color in clothing does not positively affect most of the wearers. People's personalities can be divided between groups 1, 2, 3, and 4 the same way we do with businesses, and only people who belong to group 4 personality should wear black.

So black is a powerful color for group 4 businesses, and it is effortless to use there. Avoid this color if your business belongs to groups 1, 2, or 3, and select alternatives from dark tonalities of other colors.

# FLUORESCENT

A solid fluorescent color will add visual presence to a project. It is extremely clear and confident.

Neon colors — often called neon colors — are incredibly bright lights. Since neon colors are exceptionally bright, they're best described as highly luminescent primary and secondary colors. Neon colors can only be chemically created.

Fluorescent colors use a larger amount of the visible spectrum and lower wavelengths than conventional colors. As a result, your eye perceives a far more intense color. A traditional color reflects a maximum of 90%; a fluorescent color can reflect as much as 300%.

Andy Warhol, who entered the world of art in the late 1940s, described neon as 'one of the great modern things. French artist Martial Raysse became one of the first artists to work with neon in an artistic sense, blending pop art portraiture with neon accents. - Neon Creations.

Fluorescent colors should only be used in a group 4 color palette, matching beautifully with black and white.

# SUMMARY

From an Etsy shop branding perspective, this book aims to enhance your understanding of how colors, shapes, typefaces, and photographic styles can influence the subconscious minds of your target audience, ultimately impacting your business's success.

While this book doesn't provide specific visuals for your business, it emphasizes the importance of aligning visual elements with your brand identity. It highlights that even though exceptional products may not guarantee sales success, a well-crafted visual design can be rendered useless if the product fails to meet the expected quality. It's crucial to ensure that your product packaging and marketing identity accurately represent the reality of your offerings to avoid any negative backlash.

To fully benefit from this book, it is recommended to revisit the material and answer the questions provided, taking into account how the theories and principles apply not only to your business but also to other aspects of your life, including your personal style, home decor, garden, and overall environment.

Wishing you an abundance of beautiful results as you apply these insights to your Etsy shop.

"In nature, light creates the color. In the picture, color creates the light." – Hans Hofmann

# HELPFUL TOOLS

**CANVA**
~~Coolors~~

Canva Color Palette Generator

Colormind

Colorhunt

MyColorSpace

Pinterest

Moodboard and Moodboard Lite

Sampleboard

Adobe Color

## COLORS

schemecolor.com

maketintsandshades.com
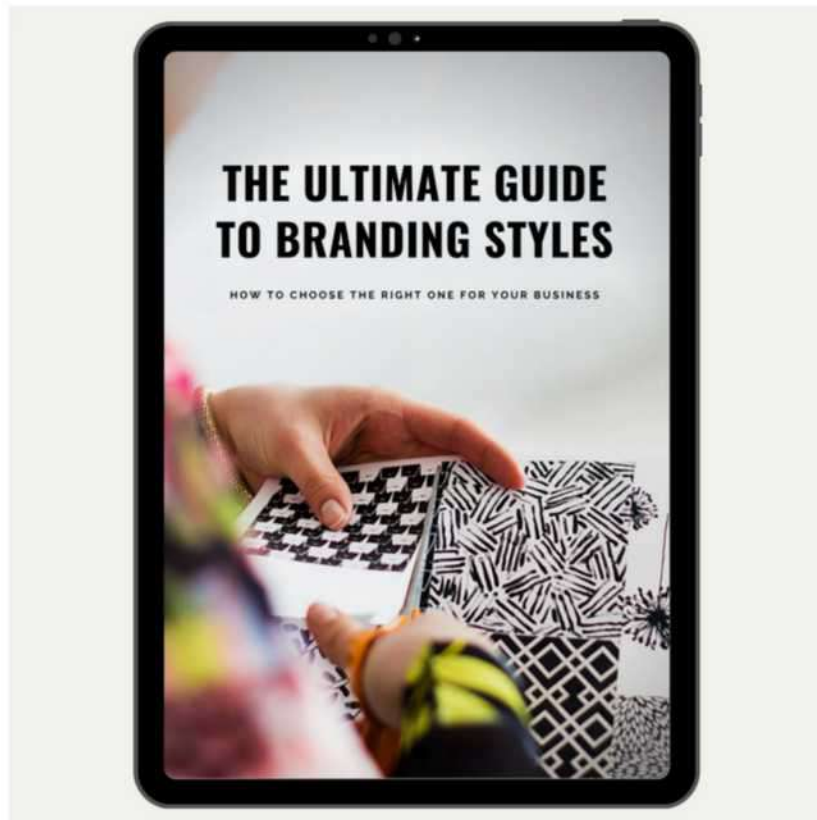
## CREATIVE MARKET

Brand boards

Mood boards

Logo templates

Fonts and typefaces

Illustrations

Patterns

**E-BOOK: THE ULTIMATE GUIDE TO BRANDING STYLES**



**THE ULTIMATE BEAUTY BRANDING HANDBOOK**

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