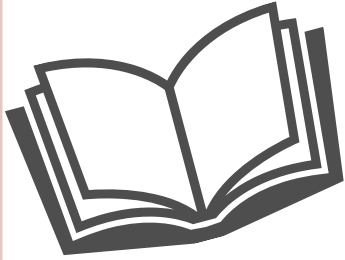
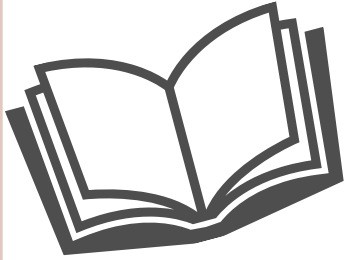


How to set up as a Virtual Assistant Book Download 4 Branding

How do you want to describe your business? what do you want to achieve?



What are your brand values? What is important to you and your brand?



What is your vision?

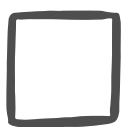


Write your brand summary.

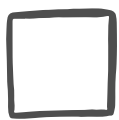


Create a moodboard to pull together ideas about what your business will look like visually.

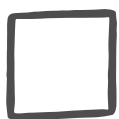
Remember to include the following:



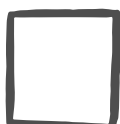
Colours



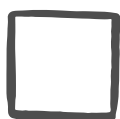
Fonts



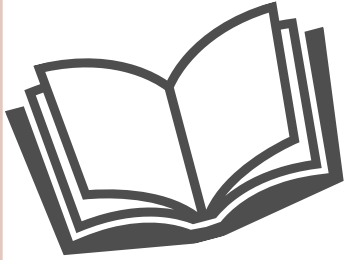
Images



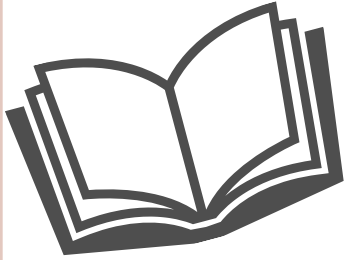
Quotes



Flatlays



Brainstorm names for your VA business



Search for logos that you like, or images that you feel could be incorporated into your logo.



Branding Checklist

- ✓ Business name
- ✓ Logo
- ✓ b
Brand colours
- ✓ Fonts
- ✓ Business card
- ✓ Stationary
- ✓ Email signature
- ✓ Branding photos