

BIG-HEARTED
& BRAVE
BRANDING

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Branding with a heart-centred & brave approach will change the trajectory of who you call in as clients and collaborators.

Branding from this perspective will open your creative flow to no longer be focused on just what looks good but instead to focus on how you want your clients to feel.

Write down the physical form of these VALUES:

FREEDOM

COLLABORATION

JOY

INTEGRITY

INNOVATION

COMMUNITY

ACCOUNTABILITY

Choose 3-5 Values that your business stands for. This is most easily achieved when you can look again at the transformation you offer and how you want your clients to feel.

My VALUES:

- 1.
- 2.
- 3.
- 4.
- 5.

How can you begin to weave those values into physical form?
What colors come up? Shapes? Fonts? Begin to build the essence
of your brand from your values.

