

YOUR BRAND PERSONALITY

Organic

Brand  
Swan™

## *How to Use this Branding Ebook*

This booklet is a starting point in the journey to design your brand. The most important part of your business is your value proposition. Once you define what differentiates you from your competitors and makes you truly unique, then you can build a brand personality to showcase that value.



***Need help?*** Call us at (302) 722-6646  
or email [hello@brandswan.design](mailto:hello@brandswan.design).



# Organic Traits

If your brand is Organic, you're going to present some, if not all of, the following characteristics:

- Transparent & Trustworthy
- Natural
- Crunchy
- Sustainable & Eco-friendly
- Wholesome
- Healthy
- Ethical

Take care so that you don't come off as trendy or sanctimonious. The more positive adjectives that can be used to describe your brand, the better recognition you'll have from your consumers.



# Examples of Organic Brands

A logo is all about the visuals of your product, service, or company. There are many popular brands that can be considered eco-friendly or sustainable. Some well-known Organic brands include Ben & Jerry's, Amy's and Seventh Generation.





# Typography Examples

Consider how fonts will fit into your overall identity. Here are some approachable fonts that pair well with the Organic personality.

**A LOVE OF THUNDER**

**BRCH HAND DRAWN**

*brown bear funk*

*Chalk Hand Lettering Shaded*

**Faune Text Regular**

*Forestelly*

**Fox Grotesque Regular 8**

*Ocean Adventure*

**ORGANIC LIGHT**

OSTRICH SANS MEDIUM

# Sample Color Palettes

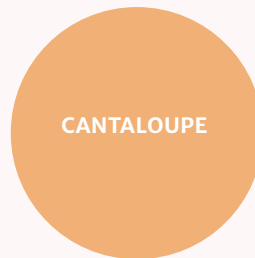
Organic companies often use many greens, creams, and pops of color to energize the brand. Down-to-earth colors are the center of your universe and evoke feelings of wholesomeness and transparency.



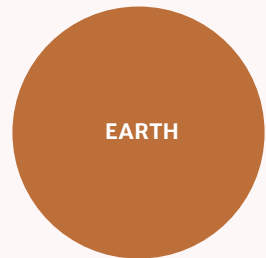
PALE TURQUOISE



OLIVE



CANTALOUPE



EARTH



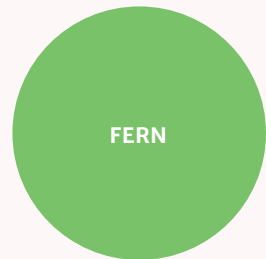
TIGER



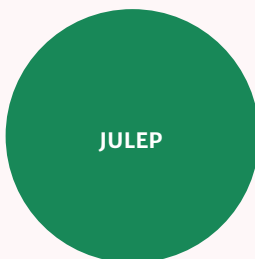
HONEY



PEAR



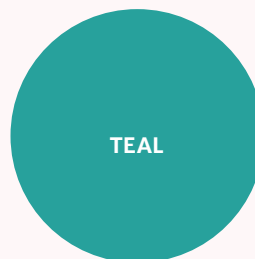
FERN



JULEP



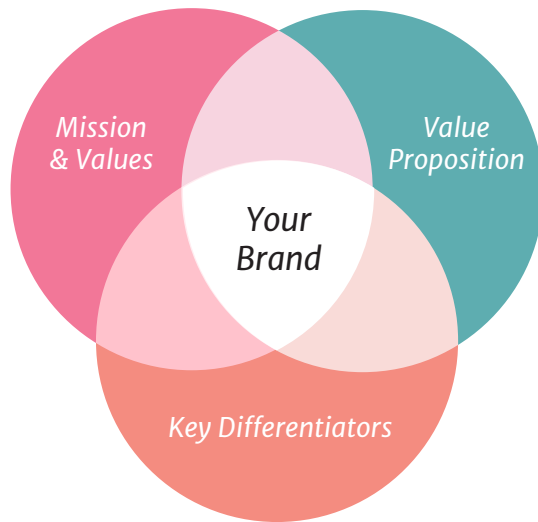
UMBER



TEAL



PACIFIC OCEAN



# How to Communicate with Your Target Audience

Now that you've got your visuals locked down, what do you actually **do** with them? It's time to start communicating with your target audience! Hopefully you've built your value proposition with your audience in mind. Your brand personality blends that with your mission and key differentiators to convey the most important thing of all to your audience: ***What's in it for them.***

As an Organic brand, your audience is probably looking for transparency, integrity, and social responsibility. They mistrust corporations and vague messaging. When choosing platforms or creating messaging, always ask, "Does this convey integrity?" Some areas that should highlight your brand personality:

- Mission Statement
- Website Copy
- Social Media Posts (Format & Message)
- Blog & Content
- Networking, Speaking, and In-Person Communication



# *Does this brand personality fit your organization?*

Whether your answer was yes, no, or maybe, keep in mind that most brands are a combination of some of the different personality types:

- Authentic
- Creative
- Humanist
- Innovative
- Organic
- Playful
- Rebellious
- Resilient
- Rugged
- Safe
- Sophisticated
- Tranquil



## **READY TO TELL YOUR STORY?**

Schedule some time with us to start mapping out your brand strategy.

Make an appointment at [brandswan.design](http://brandswan.design) or call us at (302) 722-6646.

## **MORE RESOURCES**

### **How to Define Your Target Audience**

[brandswan.design/target-audience/](http://brandswan.design/target-audience/)

### **What IS Branding?**

[brandswan.design/what-is-branding/](http://brandswan.design/what-is-branding/)

### **How to Measure Brand Effectiveness**

[brandswan.design/brand-effectiveness-goals/](http://brandswan.design/brand-effectiveness-goals/)





*Get in Touch*

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