



Diamond Brand Method

DBM Program Content

About this Program

We're excited to introduce our unique method, crafted with years of experience creating successful brands in the market.

I've curated all the essential topics and created a plan that you can use to thrive and achieve your business goals.

Let's take your brand to new heights!



General Information

MODALITY

100% Online (Live + Platform)

DURATION

8 weeks (Depending on you)

DIFFICULTY LEVEL

Low, you just need to focus

DEDICATION

Moderate

Requirements

Previous knowledge

No prior knowledge is required to complete this process. Our step-by-step instructions make it easy for anyone to get started.

Business Idea

Having an initial idea or concept for your business is highly recommended. This will help you focus your learning and make the most out of the method.

Equipment

All you need to get started is a device with good internet connection, such as a computer, phone, or iPad. No additional equipment or software is required.

01

★ Brand Soul

- Brand Purpose
- Brand Vision
- Brand Mision
- Brand Values
- Brand Positioning
- Brand Personality
- Brand Voice
- Brand Story
- Brand Tagline
- Brand Audience (Persona)

Brand Identity ★

02

- Moodboard
- Logo Design
- Logo Concept
- Exclusion Zone
- Minimum Size
- Logo Variations
- Logo in Color
- Logo in Background
- Prohibited Uses
- Logo partnership
- Brand Colors
- Brand Typography
- Brand Photography
- Brand Texture
- Brand Pattern
- Applications

03



Deliverables

- Brand Guidelines (PDF)
- Logo files
 - PDF - Portable document format
 - AI - Vector file type editable
 - PNG - Transparent background
 - JPG - Image format

The result

1. **Consistency:** All aspects (visual and verbal communication) are consistent and aligned with your brand's values and objectives.
2. **Recognition:** Your brand will stand out from your competitors and have a strong, recognizable visual presence in the market.
3. **Trust and credibility:** Build trust and credibility with your customers by demonstrating a professional and reliable approach to business.
4. **Efficiency:** By providing clear guidelines for visual and verbal communication, the decision-making process is easier for creating new marketing materials or campaigns.
5. **Employee engagement:** Help employees understand and connect with your values and mission, leading to increased engagement and productivity.
6. **Customer loyalty:** Create a sense of loyalty and affinity among customers, increasing customer retention and advocacy.



THANK YOU

💎 See you inside the DBM 💎

GET STARTED

Click here to join now!

A stylized, handwritten signature in white ink, appearing to be 'A.S.' or similar, located at the bottom of the page.