




CoLab Market is a curated outdoor arts and crafts fair open to artists, craftspeople, designers and makers at all levels of their career from student to advanced professional.

CoLab Market is offered in partnership with Roots Community Services.

## CONTACT US

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#CoLabMarket 

# *How to Brand Your Business*

**COLAB MARKET**  
**1810 DUNDAS STREET EAST**  
**MISSISSAUGA, ONTARIO**  
**SATURDAY, MAY 7, 2022**  
**11 AM TO 5 PM**

# BRANDING

## KNOW THE BASICS

Your business brand should tell your story and what you stand for. It identifies who is buying your product, who is your biggest fan and why. This is your target audience.

Your brand lets people know what you're selling and why they should check out your products.

## CHOOSE YOUR ELEMENTS

Your brand name, colours, fonts, logo, graphics, and name should come together to connect with the personality of your business and your ideal customer.

Choose one or two colours and fonts.

These brand elements will go on your packaging to convey your brand story.

## DESIGN YOUR LOGO

Your logo should be easy to see, find and print. Your logo can be as simple as your name set with a font you choose.

Most of your marketing will probably be on social media and square logos make the best use of the profile space.

Try the free version of [Canva](#) to design your logo or use a free logo generator.

**Your brand comes first.  
It's your business personality.**

**It's the promise you make to  
your customers.**

**Customers will come to  
expect a consistent voice  
from you.**

**A unified brand is how  
you achieve that.**



## HOW TO BUILD YOUR BRAND

Use the same colours on everything.  
Use the same fonts on everything.  
Use the same logo on everything.  
Use the same layout across your different products.

Keep it consistent.  
Consistency communicates: "this is us."

