



THE NUMBER ONE BESTSELLER:

# HOW TO STYLE YOUR BRAND

*Everything you need to know to create a  
distinctive brand identity.*

Possibly the most stylish and covetable brand bible available for entrepreneurs.

Fiona Humberstone's beautifully designed coffee table book, *How To Style Your Brand* is a one-of-a-kind design bible for business owners. At its core, a robust, tried and tested process unlocks creativity, builds laser sharp focus and the confidence to create or commission a distinctive brand identity.

Packed with more than 60 inspirational examples of some of the best brand identities for small businesses worldwide, *How to Style Your Brand* is a feast for the eyes and essential reading for all aspiring or successful business owners.

**You need to stock this book!**

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HOW TO  
**STYLE**  
*your*  
**BRAND**

EVERYTHING YOU NEED TO KNOW TO  
CREATE A DISTINCTIVE BRAND IDENTITY

FIONA HUMBERSTONE

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*"I can't put the book down. It's amazing and is helping me so much - already changed my logo and I'm halfway through your book. Thank you so much for writing it. I'm so glad I found it!" @sweetwaterdecor*

Now in its second print run (after just six weeks of launch), *How to Style Your Brand* has become a runaway success both in the UK and USA and loved by entrepreneurs, designers, makers and freelancers.

Beautifully illustrated, engagingly written and powerfully constructed, *How to Style Your Brand* makes a great addition to any business or lifestyle book section.

Available direct from the publisher or via Bertrams wholesale in the UK.

Author, Speaker and Creative Catalyst, Fiona Humberstone has seen 15 years within the world of branding; styling brands, creating websites and guiding those making that entrepreneurial leap with her acclaimed creative workshops.

From finding a focus, creating an inspirational vision and unlocking the power of colour psychology, *How to Style Your Brand* helps business owners understand the design details that will make their new or existing business irresistible.

Fiona explains the secrets behind using colour to create an emotive connection, how to use pattern and illustration, adding character and personality and how to carefully select typefaces that add a distinctive and international edge to designs. Drawing on her experience from developing hundreds of brand identities for companies worldwide, Fiona's tried and tested framework gives clarity, confidence and creative know-how to help create brand identities that win business. In her own words, "Every entrepreneur deserves a brand identity that'll help them stand out and win more work: this walks you through the process step by step."



*"This book is pure gold. I am barely starting Chapter 3, but it has helped me so much to get clarity in my business already." Lucie*

## COLOUR PSYCHOLOGY

*Your secret weapon!*

Have you noticed how experienced designers seem to be able to pull together designs effortlessly? Things just seem to 'work' and it can be hard to see how or why?

What you learn from colour psychology will enable you to understand exactly why things work, and conversely, what to change when a design isn't coming together.

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Colour psychology will provide the insights, guidance and structure to efficiently create a coherent design. It will give you the confidence that what you are doing will work at a practical level, as well as creating that all-important emotive and instinctive reaction. Remember it is this reaction that compels people to buy into you and importantly, buy from you.

We all see colour differently, but once you start to understand how certain personality types respond to colour, you can use this to your advantage.

Colour works at a subconscious level, faster than words or images, and creates a gut response. By understanding how colour psychology works, you can style a brand identity that feels as good as it looks.

You're going to start by identifying which of the four seasons your business falls into and that will determine the tones of colour, shapes, fonts even patterns you choose. Later in the book I'll show you how to use this seasonal personality to guide your choice of supporting brand elements, but for now we are all about the vision.





## HOW TO CREATE A WEBSITE THAT SELLS

However you plan on creating your website, whether you've already booked a top agency or will pull something together yourself from a template, preparation is everything. There's a lot to consider when creating a powerful website for your business, too much to go into here, but I hope that the guidance below stands you in good stead. Whoever you work with, it's all about the planning and focus. Time to pull out that notebook, take yourself off somewhere quiet and get thinking.

### START WITH THE END IN MIND

What do you want this website to do? How will you measure success? Consider your audience...

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### WHAT DO YOU WANT PEOPLE TO KNOW, THINK AND DO?

How should your visitors feel when they arrive on your site? What do they need to know about your business? What do they need to tell them?

Having a clear idea of what information you want on your website and how you'd like it to be presented is essential if you're to get the best out of your website and revise this as you go. Make a note of the pages you want below. Even if you're not sure...

...the more you know about your business, the better your website will be. Think about your business and what you want it to achieve. What do you want your website to do? What do you want your visitors to feel when they arrive on your site? What do they need to know about your business? What do they need to tell them? Having a clear idea of what information you want on your website and how you'd like it to be presented is essential if you're to get the best out of your website and revise this as you go. Make a note of the pages you want below. Even if you're not sure...

Think about the content you need to engage your clients, to get them excited about your product or service and ultimately, to get them to take action. Make notes, create mind maps or spider diagrams and sketch out thoughts for banners or buttons that compel people to take action.



## CREATE A SPLASH

Your brand identity is complete! Time to get it out there to start winning you business.

Throughout this book I've shared examples of small businesses applying their brand identities with style and panache to their packaging, stationery and websites. I hope it's inspired you to think about the possibilities for your own business.

What follows are the absolute essentials you need to know to style up your brand with confidence.







CHAPTER ONE  
**BRAND STYLING  
BASICS**

"YOU DON'T NEED TO BE RICH  
TO SPARKLE."







*“Oh how I wish I had this book when we were going through the process. I am pretty sure Braizen wishes I had this book when we were going through the process as well.*

*I have never seen a more comprehensive guidebook to creating a brand. Whether you are working on it yourself, you are creating a design direction for a graphic designer or if you are working with a full service branding company, this book is for you.”*

*Laura Putnam, Finding Home*

ONE ELEVEN



ONE ELEVEN

### SPRING AT A GLANCE

Fun, youthful, forward-thinking, creative,  
inspirational, expressive, clarity, approachable,  
excellent communication.

#### COLOURS

Light, bright and clear – from the bright warmth of  
the spring bulbs to the pastels of the spring blossoms.  
Think primrose yellow or verdant lime green.

#### SHAPES, FONTS, TEXTURES

Circles, polka dots, ditsy, busy patterns. Fonts with  
clarity and rounded shapes. Clean and glossy  
textures. Glints and sparkles. Fine lines. Anything  
with the appearance of movement.

#### TYPICAL SPRING BUSINESSES

Creative and communications-based industries:  
marketing, PR, digital and creative agencies,  
photographers. Those with a youthful approach to  
business: children's party entertainers, children's  
clothes designers, nurseries.

Elliott  
graphy.com  
photography

has permission to print





*“An absolutely beautiful book, packed full of inspiration and advice. If you are thinking of styling your brand, either yourself or working with a designer this book should be your bible!*

*Fiona makes you feel like she’s totally got your back and will hold your hand throughout the whole process. Her enthusiasm for branding is infectious! If you work through the book you will feel totally confident that you know exactly what needs to be done, whether that is done by you or knowing you should hire a designer.*

*Everything is covered from typography to colour psychology, to business cards and websites that sell. Fiona shows you how to get clear on exactly what your brand is trying to portray and how to craft this into your brand styling. You will feel empowered to be able to create your own brand style from scratch or if preferred, how to brief and work with a designer. If nothing else, it shows just how incredibly talented good designers are and how much work goes into creating your brand identity!*

*A cross between a beautiful coffee table book to pick up and be inspired at any moment and a hugely resourceful guide to creating your brand identity. Don’t even think about hiring a designer or doing it yourself without this book!”*

*Katie Spicer*

Fiona is available for workshops, book signings and collaborative events to aid with promotion of the book.





#### THE DETAILS

RRP £20/ \$30USD

Second print run should be available from mid-September (subject to shipping).

Volume discounts available on bulk orders.

Please contact Fiona directly to discuss  
[book@fionahumberstone.com](mailto:book@fionahumberstone.com).

Wholesale orders via Bertrams.

[www.fionahumberstone.com](http://www.fionahumberstone.com)



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