



**Brand Development Plan
January 2019**

by: Sydney Dexter

Color Palette

It is imperative to have a consistent image across all platforms. By using the below color palette there will be a connection in all forms of media.

d7d2ce	ded6cd	cbd7cf	dac1bd	dbc5bf
ada9a6	bdb0a0	a2b0a5	b49591	b69f98
817e7c	8f8578	718777	905e57	93766d
575553v	5f5850	4b5a50	60403b	6f4336
2b2a29	2f2c28	262d28	301f1d	38221a

Typography

Having set fonts to use helps with the defining a recognizable brand. Ought Nine Designs will use one of these three fonts or a combination of them. They are:

Damion

Lato

EB Garamond

These fonts can be downloaded for free from fonts.google.com. When these fonts are downloaded onto your computer or device you can use them in a variety of softwares, such as Microsoft Office or Adobe Creative Cloud products. By using only these three fonts you are helping create a sense of connection that your viewers will subconsciously pick up on.

Voice and Tone

Ought Nine Designs will have a formal yet relatable tone characteristic to convey professionalism and 09 will have a personal and direct tone that conveys the message in a simple manner for an easy to understand experience with the purpose to engage and inform clients.

Logos



Ought Nine Design has two logos, there are several copies of each where the only difference is the colors (which are chosen from the color palette on page 4). The logo on the left will be used in advertisements, on social media, websites and various other appropriate places. The logo on the left will be used as water marks, letter headings, photo marks, etc.

Business Card



**Graphic Design.
Photography.
Brand Development.**

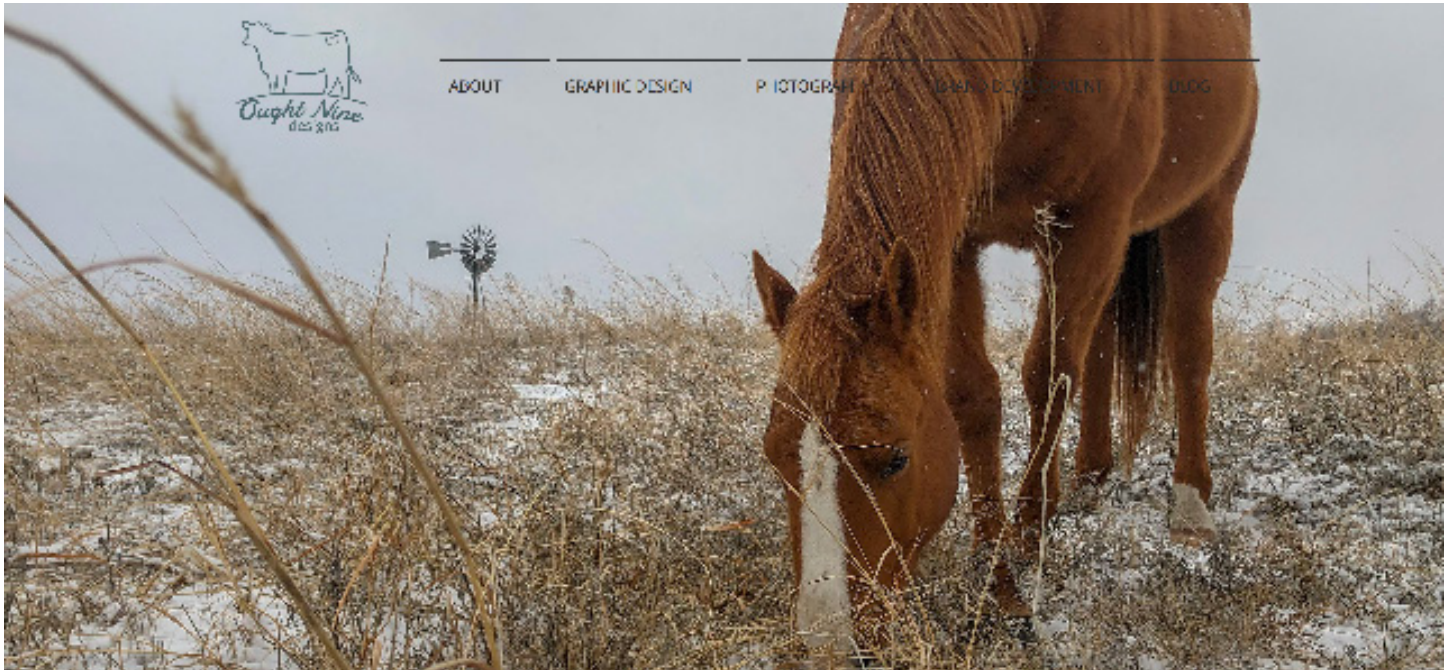
Sydney Dexter
402.322.1324
oughtninedesigns@gmail.com
syddexter.wixsite.com/09designs

This sleek and simple business card will be printed and used as a networking and marketing tool. The colors and fonts are dictated on Page 2 of this brand development plan.

Digital Content

Ought Nine Designs will maintain a weekly blog on their website as well as maintain an impactful social media plan.

Website



Ought Nine Designs homepage lacks written words other than the navigation bar. It is designed this way to feature a 09 Photo. This photo will be changes out monthly; the idea to represent the different seasons in the Sandhills. If you click on the cow logo in the header, on any page, it will route viewers back to the homepage.



The “About” page features a quick introduction to Sydney Dexter and how 09Designs was started.

Let us dream with you.

Valentine, Nebraska
oughtninedesigns@gmail.com | 402.322.1324

Name *

Email *

Subject

Message

Send



Also featured on the “About” page is a contact box. It requires a name and email address. All contact requests go to the oughtninedesigns@gmail.com email address. This will work seamlessly with the website.



ABOUT

GRAPHIC DESIGN

PHOTOGRAPHY

BRAND DEVELOPMENT

BLOG

Graphic Design

Advertisements. Print Publications. Logos.

Ought Nine Design specializes in developing key components for your brand. This includes advertisements, logos, social media posts as well as publications like newsletters and catalogs.

See examples of 09 work below. Click on the image to expand it to full size. Directly below is a sample of the publications that 09 builds.

If you're interested in using Ought Nine's design services, [click here](#) to contact us today!



The “Graphic Design” page includes a description of what all Ought None Designs creates as far as visual designs go. It includes various logos, advertisements, print publications, watermarks, etc. They page then has a gallery of past projects and if the viewer clicks on the design the picture will expand and show a better view. This website will not let viewers download the designs.

[ABOUT](#)[GRAPHIC DESIGN](#)[PHOTOGRAPHY](#)[BRAND DEVELOPMENT](#)[BLOG](#)

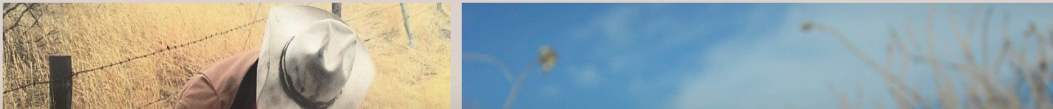
Photography

Livestock. Landscape. Product Shoots.

There is something amazing about photography; seeing something that everyone sees and noticing something special about it and capturing it forever. Dorothea Lange beautifully stated, "Photography takes an instant out of time, altering life by holding it still."

Ought Nine Designs focuses on shooting cattle, horses, the beautiful Sandhills and handmade products.

If you're interested in having Ought Nine Designs run a photo shoot for you [click here](#) to contact us today, let us dream with you!



The "Photography" page is very similar to "Graphic Design." There is a quick summary of the photography the 09 Designs specializes in: livestock, landscape and product shoots. In a grid-style gallery viewers can click on the photos to enlarge them and like before, viewers cannot download the photos. These photos feature an Ought Nine Designs' logo.

[ABOUT](#)[GRAPHIC DESIGN](#)[PHOTOGRAPHY](#)[BRAND DEVELOPMENT](#)[BLOG](#)

Brand Development

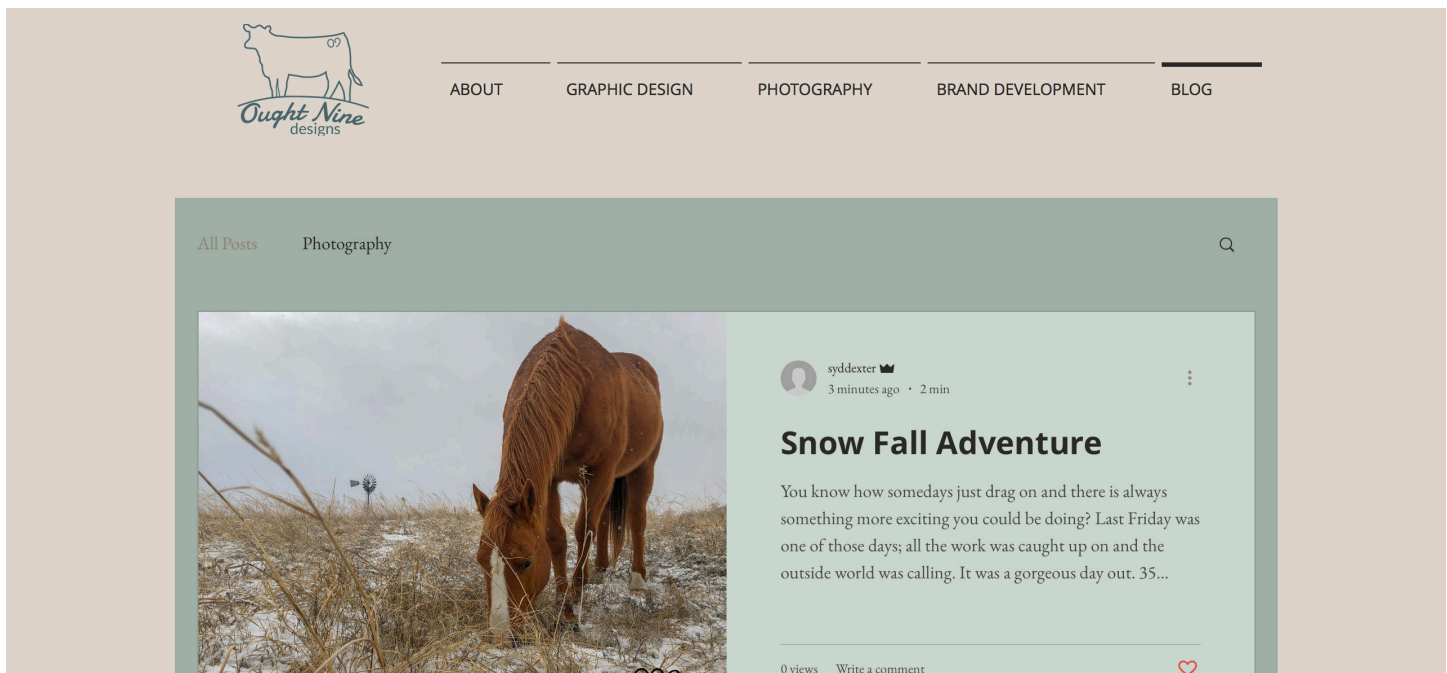
Branding Plans. Social Media Packages. Website Building.

Much like marking a cattle herd with a brand, your business's brand is your identity. It is everything your audience sees, hears and feels about your services. Your image is created in the viewers' minds based on their perception of what your business does and how you do it. Branding tells a story to make your audience see, feel and believe truths about what your organization represents. It is imperative to have a consistent and powerful image.

There are many things you can do to set up a cohesive brand image over all of your platforms. Each brand development plan is specifically tailored to your goals and objectives with templates, images, social media posts and graphic design needs.

Click on the images below to open up full Brand Development Plans or websites that 09 has developed. If you're interested in having 09 Designs help you create a cohesive brand identity [contact us](#) today to receive a questionnaire form to begin the process.

The "Brand Development" page features 09 Designs' philosophy on why branding and brand management is important. On this page you can click on the business logos to view brand development plans as an example of what Ought Nine can do for you.



The “Blog” page showcases Ought Nines designers’ writing abilities and focuses on various aspects of their work. One blog post will be completed weekly, with stories about photo shoots, graphic design projects, client showcases, the brand development process and the ranching lifestyle. This blog will be used to create a personal relationship with readers.

This website was built with Wix. It is currently not registered under it’s own domain name. If viewers click the logo in the header, they will be rerouted to the home page. To navigate the pages simply click on the bar at the top of the page. The current page will be highlighted by the dark bar above the name.

In the footer of the page there will be links to the social media accounts. All web updates will be made based on this brand plan meeting the requirements set forth by Ought Nine Designs manager, Sydney Dexter.

Social Media Plan

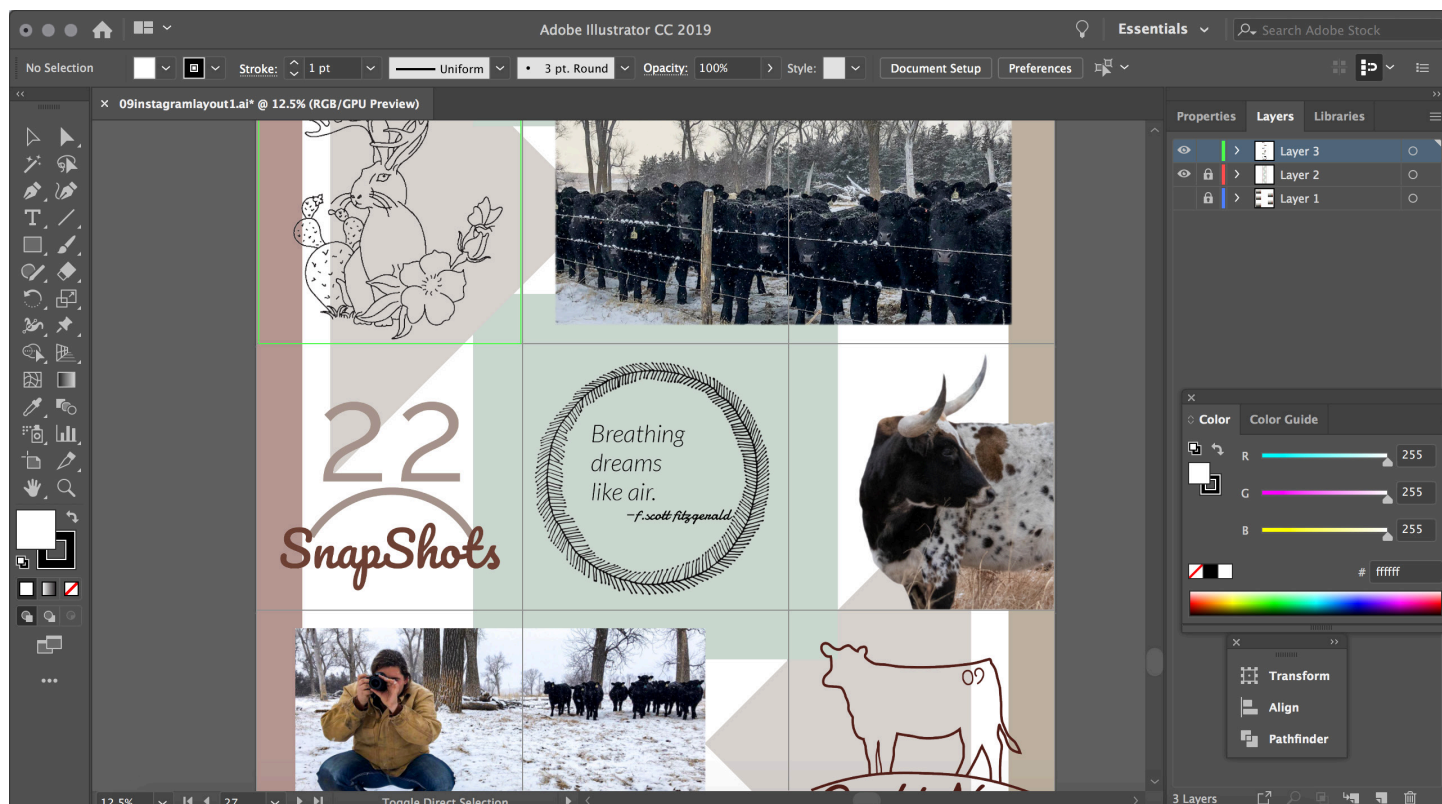
Ought Nine Designs will implement a regimented social media plan. Media platforms include: Facebook, Instagram and Pinterest. Posts will be links to Blog posts, project stories and anecdotes related to Ought Nine Designs as well as the clients that are being served. Blog posts will be about photography, graphic design, branding projects and ranch life and they will initially published to the website. By sharing completed projects and links to client’s products there will be an added benefit to choose Ought Nine over competitors due to the added recognition reached by followers.

Instagram: 09 will have one month’s worth of Instagram content developed at a time. In Illustrator, using an artboard template, one can create a puzzle layout that shows a the individual posts (meaningful on their own) as a bigger connective picture. By using the Preview app on a smart-phone Ought Nine Designs can schedule posts ahead of time.

Facebook: Using this social media outlet Ought Nine will be able to share blog posts to their page and will help reach the target audience. Industry articles can be shared on the page as well as photos and projects. Give aways and contests will be periodically held on the Facebook page. Scheduled posts will be shared in the early mornings and around lunch time (6-6:45 am and 12-12:30 pm).

Pinterest: Ought Nine will have a Pinterest account to link Pins to blog posts, logo development, creating idea/mood boards for clients and cultivate images and strategies. It is best to be on Pinterest 3-4 times/week.

Instagram



Ought Nine's Instagram feed will consist of a puzzle layout. As shown above photo, the grids represent the squares of the photos shown on the profile section of the Instagram app. By using many artboards one can layout all of the background shapes and designs as a whole (which fall into the color scheme and typography choices listed at the beginning of this plan on page 4), then add details to each individual post. When satisfied with the layout and look, each artboard can be exported as a .jpg and sent to a smart-phone for upload.

By using the Preview app, shown left, one can rearrange the order of the individual posts, add captions and filters and most importantly, schedule dates and times to post. The app also helps determine ideal hashtags and stores them for future use.

Currently, the pattern is set that every row will either have a photo or a quote. Quotes will occur every fifth post. Featured photos cover two squares, they work independently on their own and as a whole when the profile is being viewed.

In the descriptions, there will be links to blog posts, the website or tidbits about what the designs are and what they are being used for.