



FURTHER FASTER FARTHER CHALLENGE

# SLAY THE BRAND GAME WORKBOOK

*Likhi Zaker*



**SUPERFLYERS**  
DIGITAL MARKETING



## Hey Superflyer,

**Welcome home.** You've just taken your first step in joining a powerful, purpose-driven community of creatives, visionaries, and entrepreneurs who are building bold brands and meaningful businesses – together.

At Superflyers, we get it. We're artists too, and we understand the real challenges that come with turning your passion into a business – the doubts, the risks, the late-night ideas, and the early-morning hustle.

### **That's why we're here:**

To offer the support, guidance, and tools you need to grow confidently and scale with intention.

Let's start with a truth that could transform your journey:

Success doesn't come from talent alone – it comes from strategy, mindset, and connection.

### **Whether you're just getting started or leveling up, know this:**

You don't need to have it all figured out. What you do need is the right focus, the right people, and the willingness to grow.

### **So where do you begin?**

With your Branding Workbook – your first step to turning creative energy into business clarity. This guide is designed to help you:

- Define your unique brand voice
- Align your creative talents with your authentic self and business goals
- Create a brand that's not only beautiful – but built to thrive

It's more than a workbook. It's your launchpad.

And you won't be doing it alone. The Fly Family is here with knowledge, encouragement, and community – every step of the way. We believe in nurturing talent, sharing wisdom, and creating spaces where artists don't just survive – they soar.

We're honored to share with you.

**Let's fly higher – together.**

With more heart & less hustle,

**Nikki Stiles Baker**

FOUNDER, SUPERFLYERS ARTIST EXCHANGE MOVEMENT



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# 01

## BRANDING BASICS

BRANDING IS CRUCIAL FOR ARTISTS AND YOUR BUSINESS  
— AND THE BEST TIME TO START IS NOW.

**Here's why:**

### **Branding Sets You Apart**

In a world full of talent, your brand is your signature. It tells people who you are, what you stand for, and why your work matters. Your style, voice, and story become part of your creative identity – helping people recognize your art before they even see your name.

### **It Attracts the Right Audience**

Good branding helps you connect with the right people – those who truly resonate with your message and your work. Whether you're selling prints, booking commissions, or building a community, a clear brand builds trust and attracts buyers, collaborators, and fans who get you.

### **It Makes You Look Pro (Even If You're Just Starting)**

Branding adds structure to your hustle. It shows that you're serious, consistent, and worth investing in. From your logo to your tone of voice to your online presence – it tells the world, "I'm not just creative. I'm credible."

### **It Supports Trust & Growth**

As you expand your offerings – maybe into merch, courses, partnerships, or galleries – your brand becomes the foundation. It keeps your message clear and your vibe consistent as your business scales.

### **When Should You Start Branding?**

Right away. You don't need to have it all figured out – just start with where you are.

***Branding is not about perfection; it's about clarity and intention.*** The earlier you define your brand, the more confidently you can show up, market yourself, and grow your creative business without burning out or blending in.

Need help building a brand that feels real and sells? Let's build it together.



# BRANDING BASICS

ONE



## What is Branding?

- Branding is how a business defines, expresses, and differentiates itself in the market. It's more than a logo – it includes tone, visuals, values, and personality.

TWO



## Core Brand Elements

- **Brand Name:** Memorable, relevant, unique
- **Logo:** Simple, versatile, and recognizable
- **Colors:** Consistent palette (usually 2–4 main colors)
- **Typography:** Font choices that reflect your brand's tone
- **Tagline:** A short, impactful message or promise

THREE



## Tone & Voice

- **Decide how your brand speaks:** Is it casual? Professional? Playful?
- **Keep the tone consistent across all platforms** (website, social, ads)

FOUR



## Modern Branding Trends (2024–2025)

- **Minimalist design** (clean lines, fewer colors)
- **Bold typography**
- **Gradient backgrounds**
- **Authentic, real-world imagery**
- **Purpose-driven messaging** (e.g. sustainability, inclusivity)

# APPLYING YOUR BRAND

ONE



## Visual Identity

- **Choose colors that reflect your message** (e.g. green for eco, blue for trust)
- **Limit fonts to 2-3 max:** one for headings, one for body text, one optional accent

TWO



## Logo Rules

- **Must be scalable** (work at large and small sizes)
- **Works in black & white**
- **Avoid too much detail or tiny text**

THREE



## Brand Applications

Where your brand identity should appear:

- Website & social media
- Business cards & packaging
- Ads, signage, merchandise

FOUR



## Do's & Don'ts

- ✓ Use consistent colors, logos, fonts
- ✓ Know your audience
- ✗ Don't copy others
- ✗ Don't use too many styles at once

## 02 BRAND BRAINSTORM

Brainstorming is a critical first step in branding – especially for artists – because it lays the foundation for everything your brand will stand on. Before you design a logo, pick colors, or build a website, you need clarity. That’s where brainstorming comes in. Here’s why it matters:

### **Discover Your Identity**

Branding isn’t just about how you look – it’s about who you are.

Brainstorming helps you dig deep and answer key questions like:

- What do I want to be known for?
- What values drive my work?
- What makes my art different?

Without this clarity, your brand can end up feeling generic or inconsistent.

### **Unlock Creative Direction**

As an artist, your brand should feel like an extension of your creativity.

Brainstorming gives you space to play with ideas, explore your aesthetic, and develop a brand vibe that aligns with your personality and purpose – before committing to visuals or copy.

### **Define Your Audience**

Your brand isn’t just for you – it’s for the people you’re trying to reach.

Brainstorming helps you imagine your ideal audience:

Who are they? What do they love? What problems are you solving for them?

This shapes how you communicate and what kind of content or products you offer.

### **Save Time and Energy Later**

Starting with brainstorming means fewer do-overs down the road.

A strong, intentional foundation keeps your brand consistent – whether you’re creating a website, launching a product, or posting on social media.

**Bottom Line: Brainstorming is the blueprint. It helps you brand with purpose, not pressure.**



# REPURPOSING PT 1

## BRAND VALUES BRAINSTORM

### INSTRUCTIONS:

LIST MAJOR LIFE  
EXPERIENCES AND  
LASTING LESSONS  
LEARNED.

ONE



Life Experience/s Lessons 1:

TWO



Life Experience/s Lessons 2:

THREE



Life Experience/s Lessons 3:

FOUR



Life Experience/s Lessons 4:

FIVE



Life Experience/s Lessons 5:





## REPURPOSING PT 2

# MY STORY

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LINK THE EXPERIENCES AND LESSONS FROM PREVIOUS SECTION.  
ADD TRANSITIONS TO DRAFT YOUR STORY HERE.

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## REPURPOSING PT 2

# MY STORY

---

LINK THE EXPERIENCES AND LESSONS FROM PREVIOUS SECTION.  
ADD TRANSITIONS TO DRAFT YOUR STORY HERE.

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# VALUES

## INSTRUCTIONS:

CIRCLE WORDS THAT ARE MEANINGFUL TO YOU OR WRITE IN YOUR OWN.

LOVE **Freedom** HONESTY  
SECURITY COMPASSION  
**Success** **Health**  
PURPOSE COMMUNITY  
Authenticity PROSPERITY  
PEACE JOY FAMILY  
Integrity  
FAITH RESPECT  
Adventure JUSTICE  
LEARNING **action**

**\*\*FLY TIP\*\*:** WRITE OUT THESE VALUES ON SEPARATE NOTE CARDS, AND PLACE THEM SOMEWHERE YOU CAN SEE THEM EVERY SINGLE DAY.

THESE ARE OUR BAKERX SUPERFLYERS

# BRAND VALUES

ONE



## Integrity

- Building trust by consistently doing the right thing, being honest, and maintaining high ethical standards in all business dealings. This value emphasises transparency and reliability.

TWO



## Innovation

- Continuously seeking new ways to improve products, services, or processes to stay ahead in the industry. Innovation fosters creativity and encourages forward-thinking solutions.

THREE



## Customer Focus

- Placing the customer at the heart of the business by understanding and anticipating their needs. This value emphasises creating positive customer experiences and building lasting relationships.

FOUR



## Accountability

- Taking ownership of actions and outcomes, both individually and as an organisation. This value promotes responsibility, ensuring that commitments are fulfilled, and mistakes are learned from.

FIVE



## Collaboration

- Fostering teamwork and open communication within the company and with external partners. This value highlights the importance of working together to achieve common goals and deliver better results.



SUPERFLYERS  
DIGITAL MARKETING



# MY BRAND VALUES

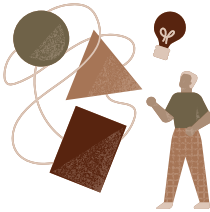
INSTRUCTIONS:

LIST AND DESCRIBE  
YOUR BRAND VALUES  
HERE.

ONE



TWO



THREE



FOUR



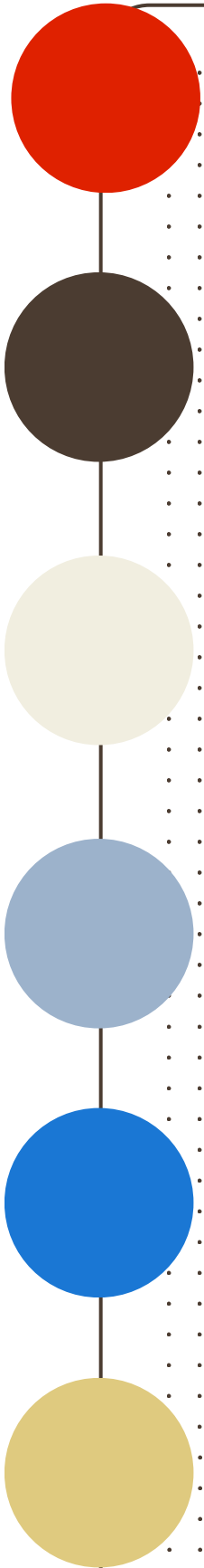
FIVE



# LOGO SCRIBBLE PAGE

## INSTRUCTIONS:

SKETCH OUT LOGO OR  
SYMBOLS THAT  
RESONATE WITH YOU.  
CHANGE CIRCLES TO  
COLORS THAT REP YOU!  
NAME YOUR COLORS AND  
SAVE THE HEX CODES.



## 03 WRITE IT DOWN

Writing down your branding ideas is essential – it transforms your thoughts from vague concepts into actionable clarity. For artists and creatives, your brand is personal, and capturing it in writing gives structure to your vision. Here's why it matters:

### **Clarity Over Chaos**

Your brain is a creative powerhouse – but it can also be noisy. Writing down your branding ideas helps you organize your thoughts, make connections, and identify themes you may not notice in your head.

### **Stay Consistent**

A brand is built on repetition and consistency. When your values, tone, and visuals are written down, you create a reference point. This keeps your messaging aligned across your website, social media, packaging, and even conversations.

### **Turn Vision Into Strategy**

Writing down your ideas transforms creativity into a real plan. It's easier to build a brand when you've mapped out your mission, style, audience, and goals – rather than just “going with the flow.”

### **Creative Accountability**

Putting your ideas on paper gives them weight. It's a quiet commitment to yourself – and a reminder to keep showing up for your brand even when motivation dips.

### **This is your Road Map**

Your brand may grow or shift over time – and that's okay. But writing your ideas down allows you to see how far you've come, refine what still feels true, and pivot with intention.

### **Bottom line?**

If it's not written down, it's just a passing thought. Your work deserves more than that – it deserves a brand built with clarity, care, and direction.



# BRANDING WORKSHEET



## THIS IS YOUR FOUNDATION

INSTRUCTIONS: BE AUTHENTIC AND KEEP IT SIMPLE!

<b>BRAND BASICS</b>	<b>Business Name:</b> _____ <b>Tagline</b> (optional): _____ Mission (What does your brand stand for?): _____ _____ _____
<b>AUDIENCE</b>	<b>Who are you trying to reach?</b> _____ Age/s: _____ Interests: _____ Why will they care about your brand? _____
<b>VISUAL STYLE</b>	Color Ideas: _____ Font Ideas: _____ Logo Concept Sketch (or Description): _____ _____ _____ _____
<b>BRAND PERSONALITY</b>	<b>Pick 3 words that describe your brand:</b> <input type="checkbox"/> Bold <input type="checkbox"/> Fun <input type="checkbox"/> Clean <input type="checkbox"/> Serious <input type="checkbox"/> Playful <input type="checkbox"/> Elegant. <input type="checkbox"/> Edgy Add your own: _____
<b>VOICE &amp; TONE</b>	How does your brand “talk”? <input type="checkbox"/> Friendly <input type="checkbox"/> Direct <input type="checkbox"/> Inspirational <input type="checkbox"/> Professional Other: “ _____ ”



## 04 KEEP IT UP

**Branding and consistency go hand in hand – and together, they build trust, recognition, and connection. Here's how they're related, and why it matters so much:**

### **Branding Is the Identity. Consistency Is the Delivery.**

Your brand is your voice, style, values, and message – it's who you are as an artist or entrepreneur. But if that identity keeps changing, your audience won't know what to expect. Consistency makes your brand recognizable, reliable, and real.

### **People Remember What They See Often**

Think of the most iconic brands – their tone, colors, and messaging stay the same across every platform. Why? Because repetition builds memory.

If you're consistently showing up with the same look and message, you become memorable.

### **Consistency Builds Trust**

Whether you're selling art, offering a service, or growing a community, people trust what feels familiar. When your visuals, messaging, and experience are consistent, it sends the message: "I know who I am, I take this seriously, and you can count on me."

### **Consistency Supports Growth**

When your brand is dialed in and consistent, you can scale faster. You can delegate, market, and expand without confusion – because everyone's aligned with the same core brand. What Happens Without It? Without consistency, your brand can feel confusing or scattered. People might not recognize you, understand your offer, or feel confident buying from you. In a noisy online world, inconsistency = invisibility.

**Bottom Line:** Branding creates the vibe. Consistency makes it stick.

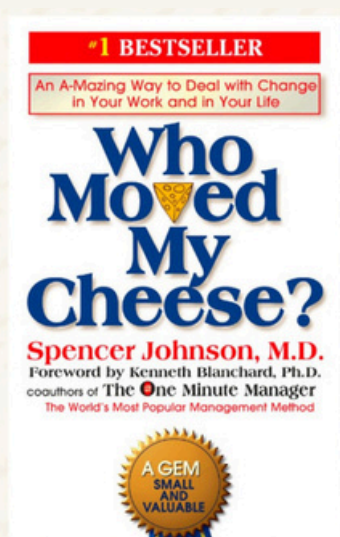
Show up with the same heart, message, and aesthetic – across your website, Instagram, emails, and even how you speak. That's how your audience learns to trust you, remember you, and support you.

Need help creating a brand style guide to stay consistent? Let's do it!

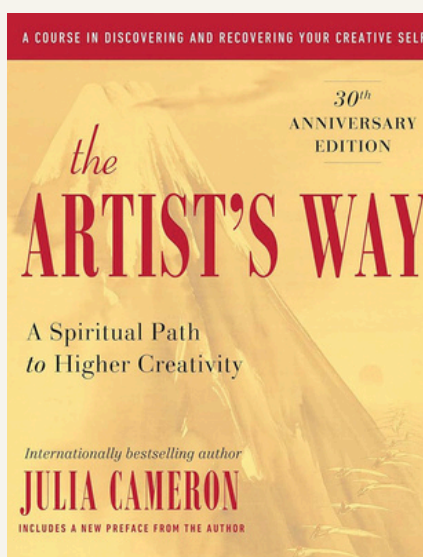




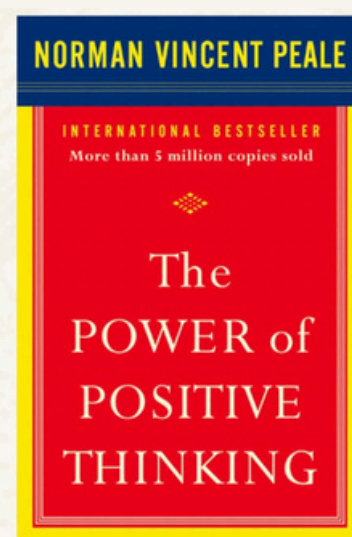
# KEEP ART AND BUSINESS LITERATURE IN YOUR LIFE!



WHO MOVED MY CHEESE  
SPENCER JOHNSON, M.D.



THE ARTISTS WAY  
JULIA CAMERON



THE POWER OF POSITIVE THINKING  
NORMAN VINCENT PEALE

## WHO WARMS THE SUN?

You may be the backbone of your family, your team, or your creative community – the one who carries the weight, keeps things moving, and brings the light when others are in the dark. But in the midst of showing up for everyone else, don't forget this truth: you are responsible for feeding yourself – not just physically, but mentally and spiritually. The journey you're on requires strength, clarity, and consistent nourishment. Garbage in, garbage out. What you consume – in your thoughts, media, relationships, and habits – directly affects your direction and impact. If you find yourself being the biggest fish in your pond, that's a signal. It's time to grow the pond. Pour into your community, elevate those around you, and make sure you continue to grow by feeding your mind with solid, empowering knowledge. Don't settle for surface-level content when deep wisdom is available.

To help you stay sharp and inspired, here are a few recommended books to get you started:

The War of Art by Steven Pressfield, Atomic Habits by James Clear, The Four Agreements by Don Miguel Ruiz, Start With Why by Simon Sinek, Big Magic by Elizabeth Gilbert, Think and Grow Rich by Napoleon Hill, and The Gifts of Imperfection by Brené Brown. Each one offers tools, truths, and mindset shifts to support your growth, creativity, and leadership.

Feed your mind like you feed your body – with intention, with quality, and with care. You weren't made to just survive. You're here to lead, to shine, and to transform everything around you.



## Ok Superflyer,

We're truly honored to share this with you.

I hope you find this guide helpful and inspiring as you shape your brand and step confidently into your next chapter. I'd absolutely love to hear your feedback or answer any questions you might have – your journey matters to me.

Feel free to share your results, your wins, or even your works-in-progress – I'm cheering you on every step of the way!

As a bonus, I've included an additional **BXCanva Template** for your personal branding sheet. You can customize it, keep it, and use it as your go-to visual reference whenever you need clarity or consistency.

Let's build something beautiful.

With gratitude,  
Nikki Stiles Baker  
Founder, Superflyers Exchange Movement

### Stay connected:

📱 Instagram & Facebook: [@nikkistilesbaker](#)

🌐 Website: [www.superflyers.biz](http://www.superflyers.biz)

✉ Email: [gofly@superflyers.biz](mailto:gofly@superflyers.biz)

Feel free to share the **"Slay the Brand" Branding Guide subscription link** with friends, family, or fellow creatives who could benefit from it – we rise higher when we lift each other up.

Let's keep the momentum going – and keep flying forward, together. 🦋

## Nikki Stiles Baker

FOUNDER, SUPERFLYERS ARTIST EXCHANGE MOVEMENT

