



Things I Learned From Nicole Heymer

Please first go to Nicole's website and read her About section. It says it all!

<https://curioelectro.com/about>

Next read these 2 blog posts by Nicole:

<https://curioelectro.com/interior-design-branding>

<https://curioelectro.com/seo-for-interior-designers-architects>

A Few More Gems from Nicole:

Create a Brand Guidelines doc for your company. It should include:

- Your logo in all formats, jpeg, vector file, _____
- Your color palette, identifying the pantone colors and the translations for all formats, print, digital and _____
- List all fonts used: Heading font, body copy font and decorative font if you use one.
- List any design elements that you use and repeat in your branding.
- List any filters you might use for your photographs.
- List any other details that you use such as rounded corners on photos or borders on photos.

Blogging Tips:

- Your blog needs to be intentional. Write about the topics and type of design you want to do and want to be known for. If working with a pro, ask about keywords for SEO.
- Write posts that describe your process and how you solve problems for your clients. Let potential clients imagine what it is like to work with you.
- Case studies can give you social proof of your talent, your point of view and your completed work. Example post: The client came to us with this issue, this is how we solved it and here is the result.

Once you decide on your brand, live it, love it and make sure your employees exemplify it too. Always integrate it into all copy, all advertising and all social media. It takes years for brand recognition to develop but you will realize its value if you execute it thoughtfully and well.



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