



Assignment 3
Create a digital
'brand/identity'

By:

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For:

DIGI 440: Digital Identities
(S19N01)

Delivered to:

Ravindra Mohabeer

Date:

April 01, 2019

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I. Overview

Many businesses exist that aren't being cultivated to its full capacity due to the lack of exposure to resources, traffic, and knowledge. As businesses continue to expand its presence online, it is becoming essential for business owners to be aware of the plethora of opportunities businesses can have if they can curate content and information in a purposeful and effective manner.

This informational booklet contains the events of the exploration into revisiting the business direction of an individual by the name of David Hwang and his small business **DH Electric** that chiefly operates out of where he resides in Maple Ridge, British Columbia, Canada.

The business currently occupies only a registered business name, currently used for business-related transactions and documenting, but has made little strides to make an official presence online and offline.

The contents of this booklet will acknowledge the state of the business, the steps that can be taken to evolve the business to orientate online and understands the capacity and online literacy of the business owner.

A project regarding the preliminary stages of the business's online presence has been produced and is available for observation and will contain the elements of the business's new direction that was discussed and agreed upon.

***Note:**

This is informational booklet serves as a proposal towards the exploration into building businesses and is not to be executed in real life. The discussions made during this project occurred in real life, but in a fictional circumstance. As David Hwang once attempted to expand his business, this informational booklet served to be a great value towards the exploration into growing and expanding small businesses like **DH Electric**.

II. Goals

The goal of this informational booklet is to serve as a proposal towards the exploration into building businesses and how businesses can extend to the online realm. It can be difficult to determine what resources and information will be useful to the business; this book will aim to provide thorough research and solution to the issues surrounding business development and growth.

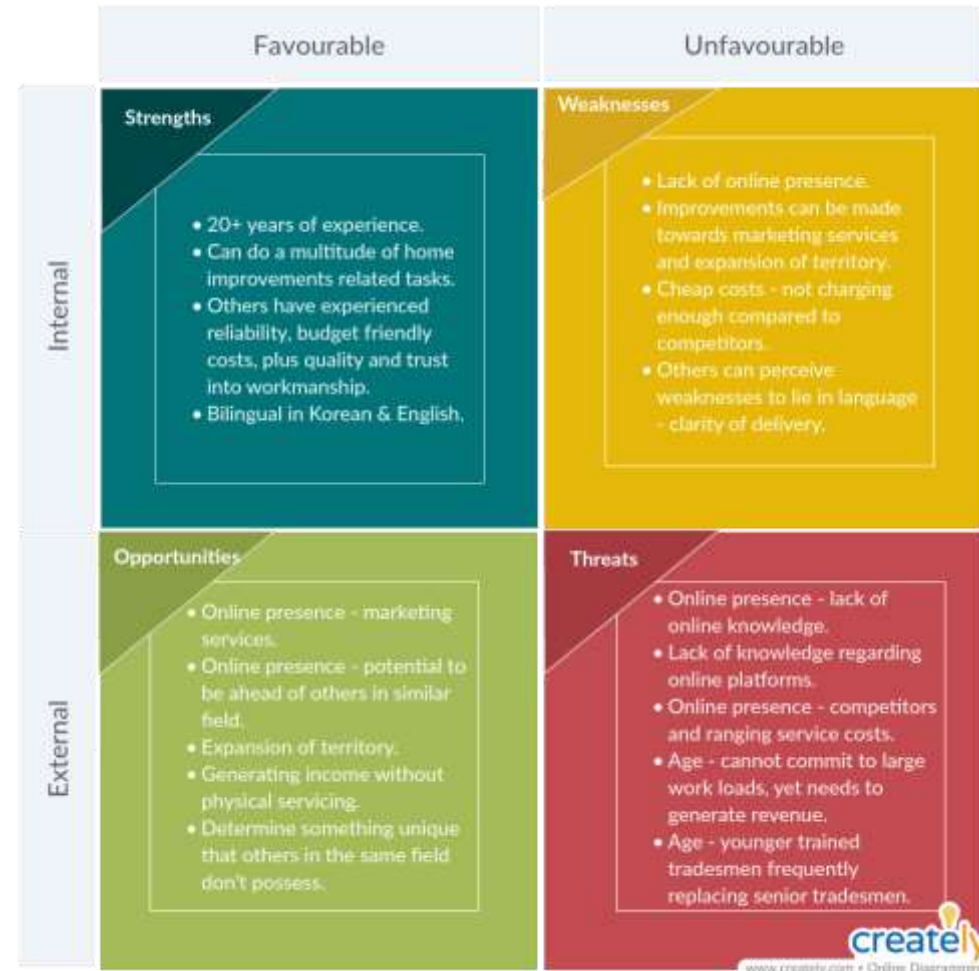
Branding is a small yet very distinct component of this booklet; rather, determining the goals of this business, examining the encompassing opportunities and barriers, and projecting how those goals can be translated into real life scenarios is an essential focus of evolving this business.

III. Research

SWOT Analysis

David Hwang

As an experienced Class A FSR and self-employed electrical contractor, David Hwang has displayed extraordinary capabilities with the skillset he possesses that exceeds beyond fellow tradesmen. This makes him reliable and dependable in his work, but in the past, he has experienced difficulty making his business **DH Electric** grow. An extensive analysis of David Hwang as an individual allows for greater insight to the favourable and unfavourable conditions that make him stand out above his competitors.



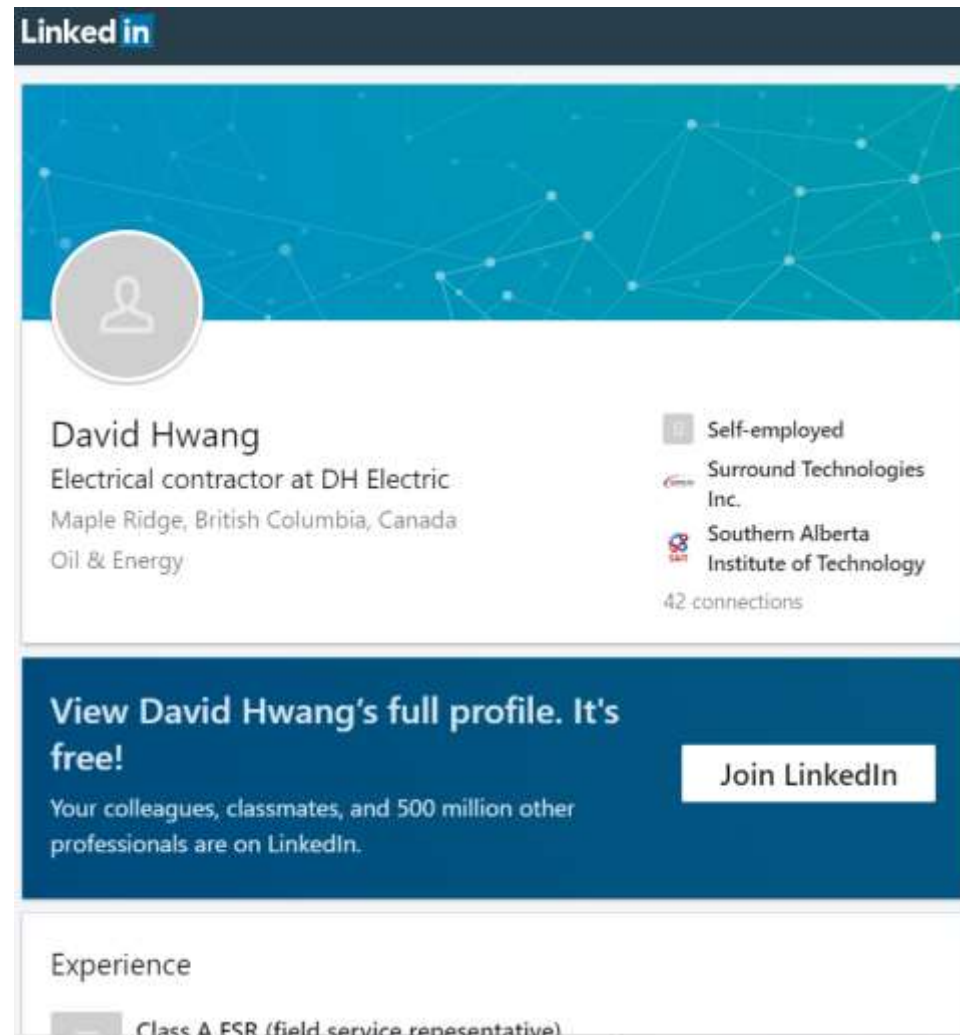
III. Research

What Exists

David Hwang

A survey of what current online and offline presence David Hwang possesses will provide deeper insight to the areas of marketing opportunities are available.

LinkedIn



The image shows a screenshot of a LinkedIn profile for David Hwang. The profile header is blue with the LinkedIn logo in the top left. Below the header is a teal banner with a white network diagram. A circular profile picture placeholder is on the left. The main profile information includes the name 'David Hwang', his title 'Electrical contractor at DH Electric', and location 'Maple Ridge, British Columbia, Canada'. To the right, it lists his employment status as 'Self-employed' and his current and previous employers: 'Surround Technologies Inc.' and 'Southern Alberta Institute of Technology'. It also shows '42 connections'. Below this is a dark blue call-to-action bar with the text 'View David Hwang's full profile. It's free!' and a 'Join LinkedIn' button. The bottom section is titled 'Experience' and shows a partial entry for 'Class A FSR (field service representative)'.

LinkedIn

David Hwang
Electrical contractor at DH Electric
Maple Ridge, British Columbia, Canada
Oil & Energy

Self-employed
Surround Technologies Inc.
Southern Alberta Institute of Technology
42 connections

View David Hwang's full profile. It's free!
Your colleagues, classmates, and 500 million other professionals are on LinkedIn.

Join LinkedIn

Experience

Class A FSR (field service representative)

III. Research

What Exists

Email Address

Since registering his business, David Hwang has been using the following email address for about 18 years:

dhelectric@shaw.ca

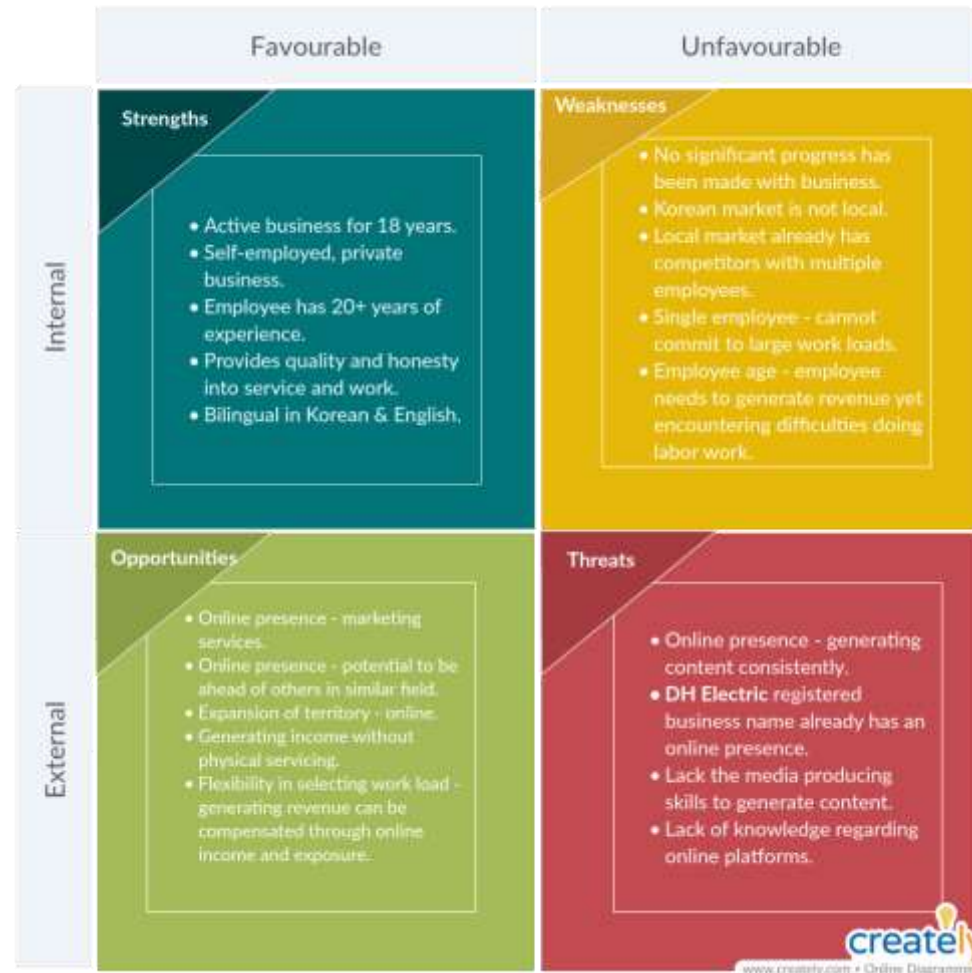
This email address is his primary email address for business use, and it imitates the registered business name. Fluidity allows businesses to be easily trackable online, especially when it comes to generating traffic. Having a simple, easily traceable email address without the use of numbers or symbols will allow customers to view professionalism of the brand. This email is currently the business's primary method of contact and communication.

III. Research

SWOT Analysis

DH Electric

As an active business for 18 years with little significant presence, David Hwang has struggled over the years to find a way for his business to grow. The business has served to benefit him when odd jobs were requested, but when business is slow and generating an income was challenging, expanding the business was a difficult task; therefore, no serious attempts were made to expand the business in the past. An extensive analysis of the ways in which the business DH Electric could expose it to the plethora of benefits and opportunities.



III. Research

What Exists

Website

Currently, the availability of domain names for “DH Electric” are as follows:

Available	Unavailable
dhelectric.ca	dhelectric.com
dhelectric.org	dhelectric.net
dhelectric.mx	
dhelectric.dev	
dhelectric.business	
dhelectric.info	
dhelectric.solar	
dhelectric.energy	
dhelectric.supply	
dhelectric.parts	
dhelectric.design	

Although all of the domains available have not been listed, the main top-level domains such a “.com”, “.ca”, “.net”, and “.org” are not all under possession.

The “.com” is currently possessed by GoDaddy and is up for sale at C\$101.99 + Commission.

The “.net” is currently possessed by a Washburnville, Utah-based company who specializes in installing solar panels.

As DH Electric is a Canadian company, it would be wise to consider taking a “.ca” domain and listing branches of the business under that domain.

III. Research

What Exists

Social Media

Currently, the availability of social media user names for “@dhelectric” are as follows:



Figure 1. Screenshot of domain name availability search results, Hwang, Emily. April 10, 2019.

Since the username is possessed in majority of the social media platforms, a revision or development to the name might need to be considered to remain synchronized with the registered business name.

III. Research

What Exists

Google Search

Currently, when the term “DH Electric” is searched on Google, the results are as follows:

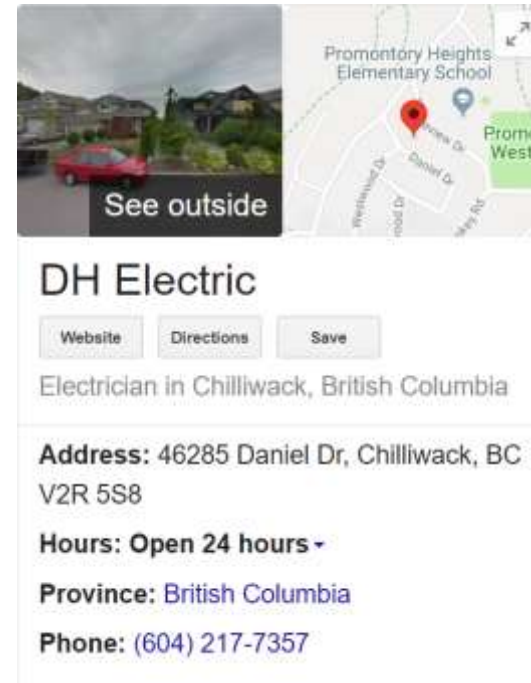


Figure 2. Screenshot of search results for term “DH Electric”, Hwang, Emily; April 10, 2019.

There is a business run by the same name within the same proximity to where David Hwang currently resides in - Chilliwack (see Figure 2). This can cause issues and complications as customers may be confused as to who the real business owner is.

Community

[See All](#)

 [Invite your friends](#) to like this Page

 62 people like this


 63 people follow this

Figure 3. Screenshot of following of Facebook page “@DHElectric3”, Hwang, Emily; April 10, 2019.

III. Research

What Exists

This company also has established a history of servicing a decent volume of clientele, so taking over the business might not be an option (see Figure 3). There is no law in Canada saying that two businesses can't have the same name; the only way to ensure that only one business possesses the business name is to establish a trademark on it. "In practice, what this means is that two businesses may very well have the same name. And if you discover that someone else is operating a business using your business name, you may or may not be able to do anything about it" (Ward, 2019). Determining which business registered the name first might help establish a trademark, but this addresses two small business owners so it might not be a pleasant option. Buying out the other business can be an expensive option; therefore, it might be cheaper to revise the current business name and reestablishing it under an alternate name.

Facebook

The Chilliwack-operated business also owns a Facebook business page that is listed as their main website through Google search as well:



Figure 4. Screenshot of Facebook business page "@DHElectric3", Hwang, Emily; April 10, 2019.

This Facebook business page provides the business with a means of contact and subscription services (see Figure 4). Interestingly, the username is registered as "@DHElectric3", which lacks a level of consistency. After some investigation, Facebook says that the username "@DHElectric" or "@dhelectric" is a page not found, yet it is a username that is under possession (see Figure 1). The Facebook page has been actively posting content since December 15, 2017.

Research

SWOT Analysis

Yellow Pages

A Yellow Pages directory is currently established for the same Chilliwack-operated business:

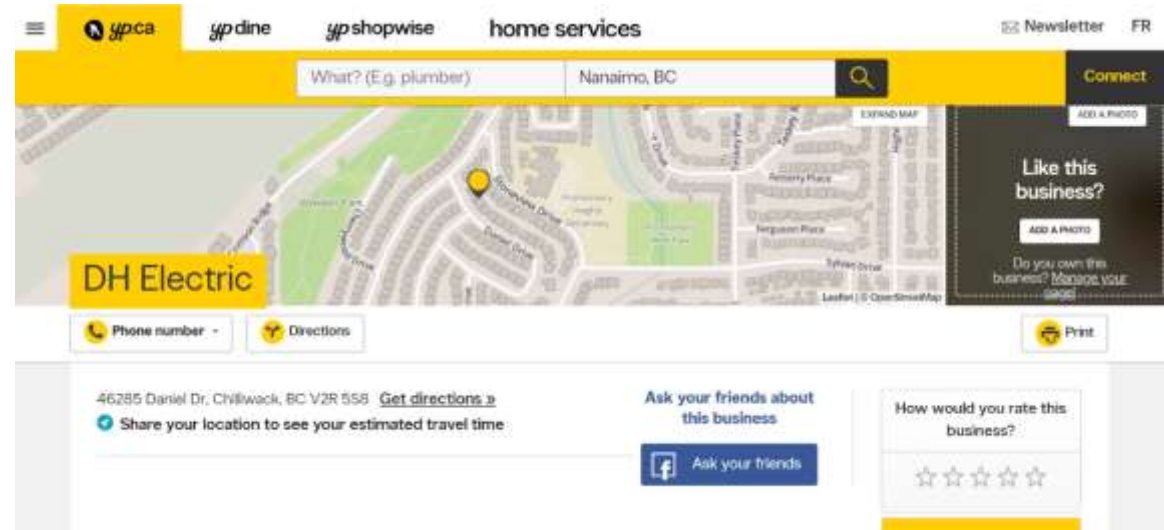


Figure 5. Screenshot of Yellow Pages search results for business “DH Electric”, Hwang, Emily; April 10, 2019.

This supports the fact that this same “DH Electric” business name has an established online presence, even if it isn’t grand in scale. Being on a lot of searchable business sites grants the business the opportunity to become more exposed and established.

III. Research

Platforms

Significance

Home Owners

David Hwang aims to provide content and service those living independently or first-time home buyers. This is due to most young adults between the ages 25-34 who are inexperienced with owning and maintaining a home and may find the content that **DH Electric** posts purposeful. In 2017, 49% of home buyers were first-time home buyers within the ages of 25-34 years old (see Figure 6). Of those first-time home buyers, 71% utilized Facebook to gather information (see Figure 7). Considering this data, the use of various platforms can then be examined.

First-Time Buyers

those who purchased their first home during the 12 month period of March 2017 to March 2018 and took a mortgage

49% of First-Time Buyers are Millennials.
(25 – 34 years old)

80% are employed full-time, 3% are self-employed.

61% purchased a single-detached home.

26% have a household income of \$60k – \$90k.

22% are newcomers to Canada.

Repeat Buyers

those who previously owned a home and purchased a home during the 12 month period of March 2017 to March 2018 and took a mortgage

31% of Repeat Buyers are Gen X.
(35 – 44 years old)

65% are employed full-time, 7% are self-employed.

71% purchased a single-detached home.

27% have a household income of \$125k or more.

17% are newcomers to Canada.

Figure 6. Screenshot of home-buyer's data of Canadian first-time buyers VS. repeat buyers, Hwang, Emily; "2018 Mortgage Consumer Survey - Home Buyers." CMHC SCHL; 2018; Web; April 10, 2019.

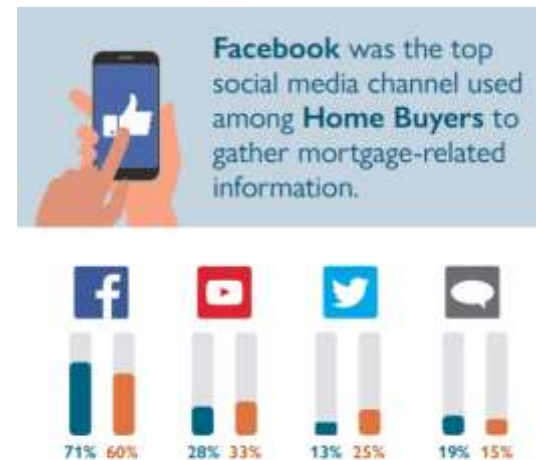


Figure 7. Screenshot of social media platform use to gather mortgage-related information, Hwang, Emily; "2018 Mortgage Consumer Survey - Home Buyers." CMHC SCHL; 2018; Web; April 10, 2019.

III. Research

Platforms

After researching what is available and unavailable for the business, and what strengths and weaknesses David Hwang possesses, the following platforms were examined.

Significance

Facebook

As beneficial as it may be to list your business on Facebook, the demographic of the younger adults (ages 25-34 years old) who experience living independently or as first time home owners are still actively engaged with Facebook. In 2018, ages 18-29 accounts for most Facebook use (see Figure 8).

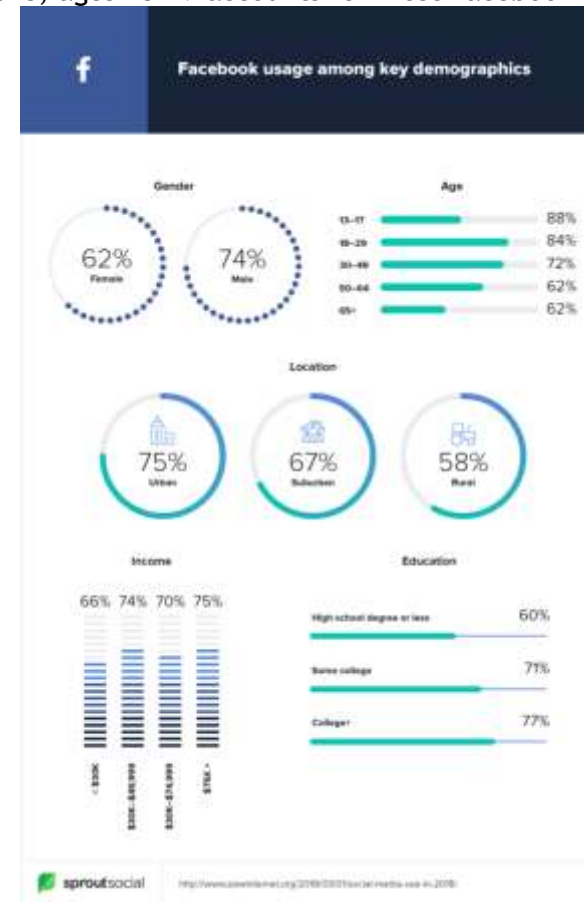


Figure 8. Facebook usage among key demographics, West, Chloe; “Social Media Demographics to Drive Your Brand’s Online Presence.”; Sprout Social, Feb 5, 2019; Web; April 10, 2019.

III. Research

Platforms

This means that young adults are looking for home-related solutions primarily through Facebook (see Figure 7). This provides the opportunity for exposure if **DH Electric** were to utilize Facebook as a significant platform for presenting the business's information and services.

Instagram

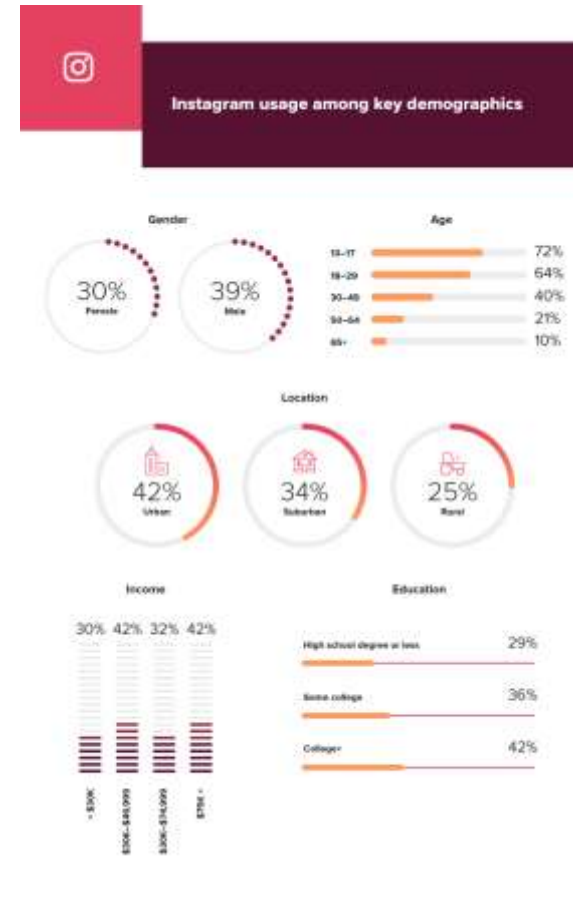


Figure 9. Instagram usage among key demographics, West, Chloe; “Social Media Demographics to Drive Your Brand’s Online Presence.”; Sprout Social, Feb 5, 2019; Web; April 10, 2019.

Like Facebook, Instagram is comprised of a younger audience of a similar demographic (see Figure 9). Although this may not be for home-related purposes, Instagram is a platform for a large audience that lies with **DH Electric**'s primary target demographic of first-time home buyers between the ages 25-34, providing the opportunity for exposure and drawing traffic. As the content in Instagram ranges from advertising and promoting to providing image or video-based content, **DH Electric** could incorporate content relevant to the key demographic, and clientele can inquire about personalized services. Upon further research, the short, less than 1-minute videos keeps audiences engaged easily.

Research

Platforms

Twitter

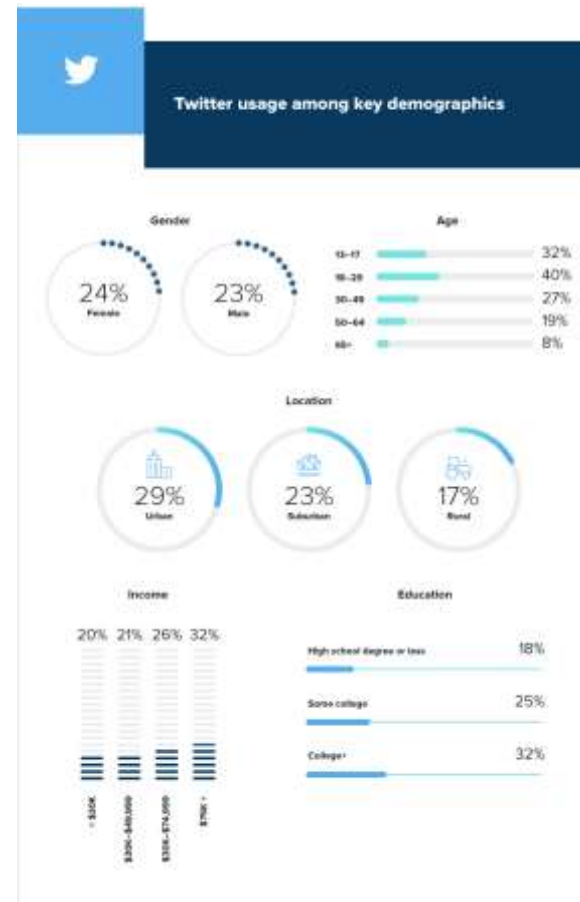


Figure 10. Twitter usage among key demographics, West, Chloe; “Social Media Demographics to Drive Your Brand’s Online Presence.”; Sprout Social, Feb 5, 2019; Web; April 10, 2019.

Engagement on Twitter seems to be less than that of Facebook and Instagram. Even though the primary age demographic lies with **DH Electric**’s targeted demographic, how the platform presents its content (i.e. Tweets and media) may not be as purposeful as the other two platforms. Further examination into this platform use may be required, as the services **DH Electric** provides may not be presented successfully, especially when it comes to personal inquiries.

Research

Platforms

Snapchat

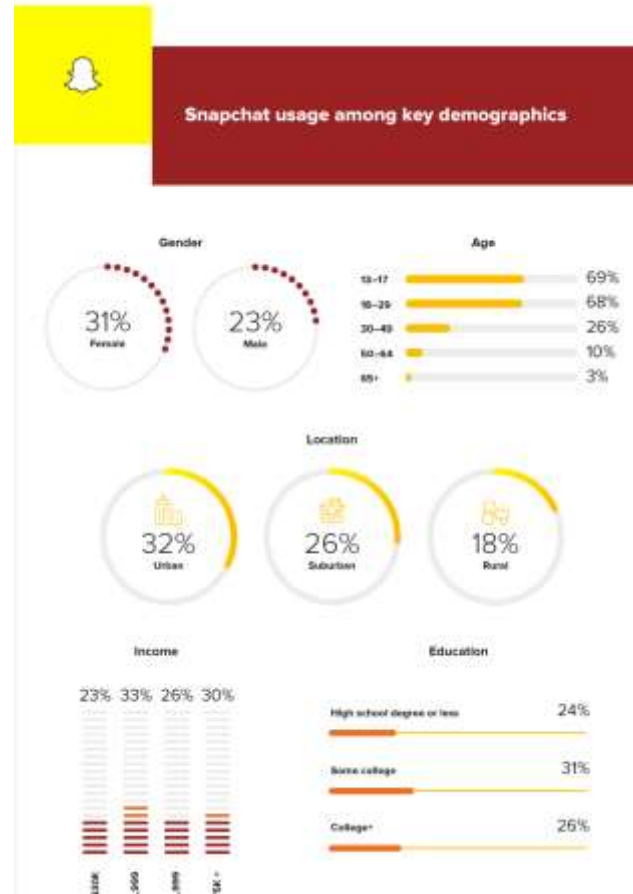


Figure 11. Snapchat usage among key demographics, West, Chloe; “Social Media Demographics to Drive Your Brand’s Online Presence.”; Sprout Social, Feb 5, 2019; Web; April 10, 2019.

Snapchat is a tricky platform to consider. As Snapchat’s main purpose is to send videos and messages for one-time viewing, along with the content being available for only a 24-hour time frame before disappearing, it may be difficult to post content and be a good resource. Snapchat does engage the primary demographic for **DH Electric**, however, unless costs are to be factored in for marketing, Snapchat does not seem to be an agreeable platform for this business (see Figure 11).

Research

Platforms

YouTube

As beneficial as YouTube may be for displaying content, YouTube provides a plethora of instructional videos and content that can compete with DH Electric. Regardless of uniqueness and quality, there are one too many videos that provide solutions for similar home-related issues. YouTube is however a great platform for visual representation, but the competitive content available may need serious consideration.

III. Research

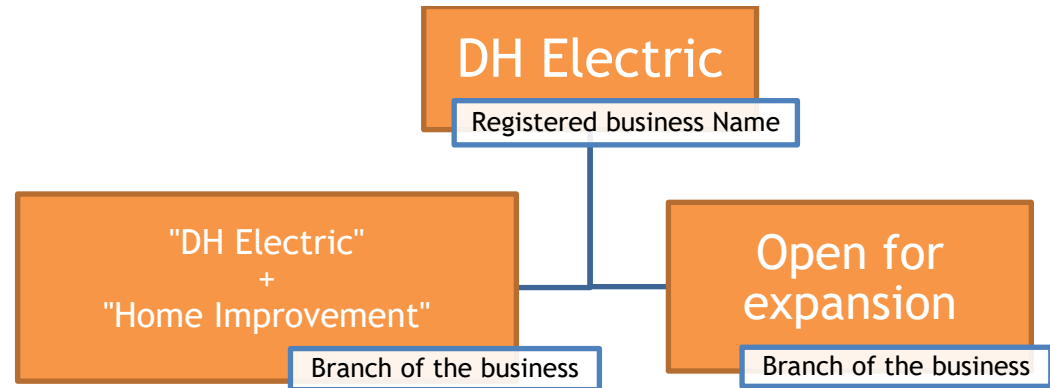
Conclusion

Conclusion

After researching the possible angles to approaching this business and conducting a meeting with David Hwang, the direction that the business will undertake will be as follows:

Name

The name will remain as DH Electric; the business will follow this direction:



Territory

As the Chilliwack-operated "DH Electric" conducts business within the similar proximity, but has a weak establishment online, David Hwang has agreed to venture into fully establishing a dominant presence online. This is not to completely disregard physical servicing; rather, by cultivating the business online, audiences will be inclined to contact David Hwang for his physical services.

Targeted Clientele

By establishing a dominant presence online, DH Electric will not be limited to clientele in a fixed proximity; rather, DH Electric will be able to provide a variety of services by expanding the business to the online to provide consultations online to servicing in the physical proximity. DH Electric has determined that its primary demographic will be those living independently or first-time home buyers within the ages of 25-34. This was determined due to the lack of experience this demographic tends to have in terms of owning and maintaining a home, thus may be prone to needing more resources and services. Displaying the business's services in a unique way allows for opportunities to be created.

III. Research

Conclusion

Platform

After careful examination and consideration of the various online platforms available, along with the type of content that can be displayed (i.e. posts, videos, images, etc.) and the ways in which audiences can communicate with David Hwang (i.e. messages, comments, etc.), the following platforms were selected:

- **Facebook**
 - Primary demographic is adults within the age of 24-49, falling into the appropriate targeted demographic for **DH Electric** of those living independently or first-time home buyers.
 - Business page can be created to display services and content, as well as being a convenient platform for communication.
 - Posts can consist of text, videos, and images, and can serve to display content in a purposeful manner.
 - Audiences can engage in text-only posts that can include information and resources.
- **Instagram**
 - Primary demographic is adults within the ages 18-29, falling into the appropriate targeted demographic for **DH Electric** of those living independently or first-time home buyers.
 - Business account can be created to display services and content, as well as being a convenient platform for communication.
 - Posts can consist of text, videos, and images, and can serve to display content in a purposeful manner.
 - Instagram's ability to limit videos to less than 1 minute allows for the probability of audiences to stay focused and engaged to be greater.
 - As most individuals are visually-receptive of content, Instagram provides the opportunity to engage audiences in a unique manner.
- **Website**
 - As the volume of traffic grows, allowing for the business to grow, a website was discussed to be created to further support the business to display information and services more precisely.
 - Having a website acts as a default "go-to" for customers to inquire about services and pricing without having to message the business.

IV. Colour Schemes

Significance

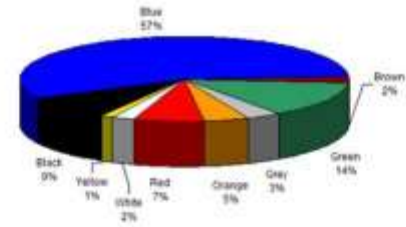


Figure 12. Color emotion guide, Ciotti, Gregory; "The Psychology of Color in Marketing and Branding"; Entrepreneur, April 13, 2016; Web; April 10, 2019.

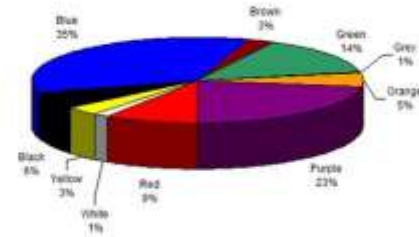
IV. Colour Schemes

Figure 13. Color preferences by gender, Ciotti, Gregory; "The Psychology of Color in Marketing and Branding"; Entrepreneur, April 13, 2016; Web; April 10, 2019.

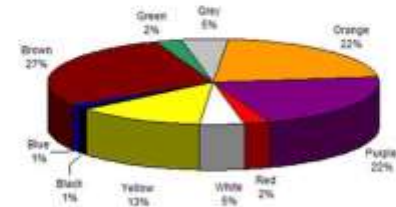
Men's Favorite Colors



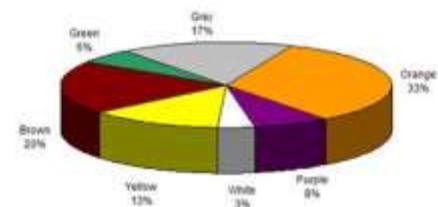
Women's Favorite Colors



Men's Least Favorite Colors



Women's Least Favorite Colors



IV. Colour Schemes

Palette 1



Palette 1 portrays a range of blue and yellow shades that characterizes **DH Electric**'s business model and the image they want to influence with audiences. The blue in this palette ensures trust and reliability into services and relationships with customers. This is why blue is incorporated quite commonly in national flags and crests. The blue is used in a variety of in a range of brands such as Facebook, Oral-B, Walmart, and so on (see Figure 12). Blue is a color that is gender-friendly as both male and females both favour this color, making it versatile to be used in branding (see Figure 13). The next color included in this palette is yellow, which portrays optimism, comfort and warmth. As it is rare for many to have a natural awareness for managing homes, skills and knowledge are usually acquired on the job and developed over time. Brands such as Best Buy, IMDB, and McDonalds incorporate yellow into their logos to allow customers to remain hopeful and comforted by placing trust in these brands (see Figure 12). **DH Electric** aims to inspire individuals by becoming a solution to the common problems they encounter at home. And the warmth that radiates after individuals are able to accomplish another step towards improving homes - that is what **DH Electric** hopes to foster.

IV. Colour Schemes

Palette 2



Palette 2 portrays a broad range of green, yellow, and red shades that characterizes the “Home Improvement” branch of **DH Electric**. It attempts to reach a modern audience on social media platforms by implementing youthful and inspirational colours. The green represents the same growth that **DH Electric** aims to cultivate through the brand. By offering dependable services and reliable and unique content, the audience can attempt to grow as they grow in their homes. The same image appears from brands such as Whole Foods, Android, and Starbucks (see Figure 12). The green also represents the peace-of-mind that the audience can feel when **DH Electric** becomes the solution to all their home improvement-related issues. Green is also a highly receptive color to all genders, which is why it is so commonly substituted in brands (see Figure 13). The red generates audience excitement towards home improvement projects. Usually these projects may seem daunting, and it can become quite burdensome as individuals can be confused as to where to begin, especially if they have no previous experience. Red is not the most favored, but it is received positive responses from all genders (See Figure 13). Brands such as Netflix, Nintendo, and Coca-Cola like to engage audiences and generate excitement (see Figure 12). This is where **DH Electric** comes in; home improvement projects are no longer intimidating - rather, the brand can act as a sign of hope for those who are inexperienced. No task is too difficult; rather, **DH Electric** will be their “go-to” for all their home improvement-related issues.

V. Fonts

Significance

Fonts play an important role in portraying an initial message for brands. Text can be processed as part of a total image when it comes to brands. As effective it is to just have a logo, it is important to identify a business name and purpose in a short, concise way. Fonts have an effective way of drawing emotional responses. The following figure describes how specific typography can influence an image that brands may want to portray, as well as evoke certain emotional responses from viewers:



Figure 14. The Psychology behind type choices, Ciotti, Gregory; “A little font change can go a long way”; AmazonAws, July 05, 2013; Web; April 10, 2019.

After much consideration, the following fonts were selected for the logo of the business:

V. Fonts

Logo

Asap

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

DH Electric

Asap is a modern sans-serif family font with rounded corners. As sans-serifs are one of the most commonly used types of typography, they are used as a foundation for most font styles. They are universal with a contemporary edge, making it easy to digest, legible, and acceptable to any personality type. Sans-serif typography are generally used for headlines, so they are ideal for logos and graphics. As the business wants to ensure reliability with its services, portraying stability through the sans-serif typography comes a long way (see Figure 14). Instead of suggesting a quick solution, DH Electric aims to be there for its customers for their journey with their homes.

V. Fonts

Jura

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

DH Electric

Jura is another sans-serif family font adopted from the similar strokes and curves used in Kayah Li glyphs, a branch of the Sino-Tibetan language family. It now adopts a bit of Cyrillic and Greek alphabet styles as well, making its unique modern eccentric style adoptable for titles, headlines, and as well logos and graphics (Johnson, n.d.). Consequently, this modern and clean sans-serif spinoff ensures that a variety of audiences can be reached to portray relevancy and consistency (see Figure 14).

V. Fonts

Body text

Fonts play an important role in portraying an initial message for brands. Text can be processed as part of a total image when it comes to brands. What font is chosen adds to the overall message that a brand will want to exhibit. Sticking to a generic font that is easy to digest, legible, and universal are some components to consider. Considering fonts such as serif or sans-serif as the foundation to the design, because these fonts will stay so that it stays relevant over time, regardless of changes to trend. The fonts selected for this project consider the audience it wants to reach, and how the contents of the sight might be absorbed by viewers. Aiming for a positive experience will produce audience satisfaction and could potentially generate more traffic.

Roboto

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Roboto has a mechanical skeleton with large geometric designs, making it comfortable as a generic font type, while maintaining its unique and contemporary look (Robertson, n.d.). Its curves are distinct yet subtle enough so that it doesn't compromise its natural form. It is ideal for long passages of text as it is easy on the eyes, making it friendly and approachable. Individuals of any demographic will have a positive experience with the Roboto font.

V. Fonts

Open Sans

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Open Sans is a humanistic font that emphasizes its open and neutral, friendly form (Matteson, n.d.). It was developed to be acceptable for print, web, and mobile viewing, being easy on the eyes and open for translation. Open sans can be used for long passages of text as it keeps viewers engaged with content and provides opportunities for businesses to direct more traffic to their digital platforms.

VI. LOGO

Fonts 1

Asap

DH Electric

Home Improvements

Fonts 2

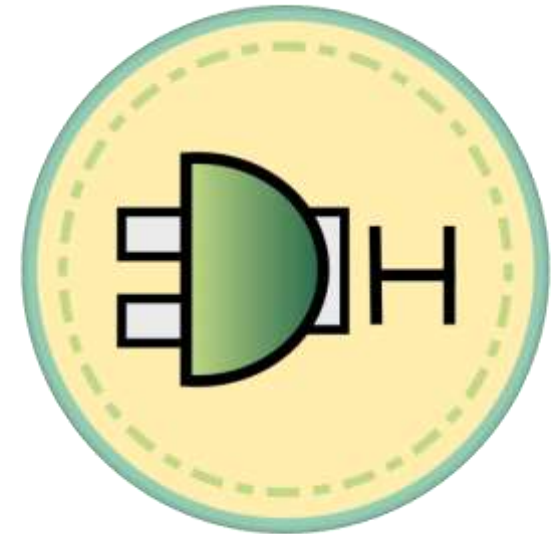
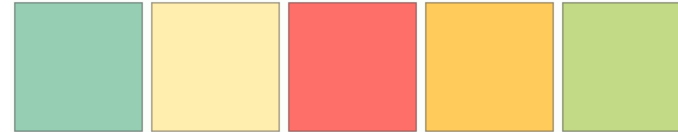
Jura

DH Electric

Home Improvements

VI. LOGO

Image 1



VI. LOGO

Image 2



VII. Brand Proof

Final Decision

Social Media Name

As the business name was already officially registered for quite amount of time, the business name could not be altered. Therefore, a name was revised to fit the new direction of the business while incorporating the existing business name. The name was best improvised to evolve to:

@dhelectrichomeimprovement

As “DH Electric” or “@dhelectric” was already spoken for, it would have required the process of reaching out to the owner to propose new ownership, suggesting that a cost would be involved. As beneficial this may sound to have consistency between platform names, the “Home Improvement” part of the name seemed acceptable as it suggests a branch of the business dealing with home improvement projects. This name was also established because it was not spoken for on any social media platform. This decision will allow room for growth if this branch of the business becomes successful (i.e. DH Electric may want to expand to other branches of business, and an alternate name might be needed to be designed to fit those purposes). Any business-related transactions and documenting will be addressed under the business name “DH Electric”.

Brand

After receiving critical feedback, the following logo, font, and colour scheme was selected:



Figure 15. DH Electric Home Improvements logo, Hwang, Emily; April 10, 2019.

VII. Brand Proof

Final Decision

LOGO

The following logo best exemplified “DH Electric” and what it stands for (see Figure 15). Incorporation of the initials “DH” of David Hwang allowed the brand name to be subtly added to the logo. The plug design represents and acknowledges the “Electric” component of the business and name, while also indicating the in-home servicing aspect of the business. The logo was designed to maintain simplicity while being friendly and approachable. The logo was selected to be round of shape to be synonymously incorporated into social media profile images and the branding of business attire and objects (i.e. uniforms, business cards, letter heads, etc.). This uniformity allows for the brand to exhibit its uniqueness while remaining versatile.

FONT

The font that was selected was due to the impression it gave next to the logo image. **Asap** was familiar but seemed more appropriate for other types of DIY videos such as cooking, home tips, etc., while Jura was unique and seemed more in-line with the “Electric” and “Home Improvements” theme. Thus, the font Jura was selected as it relates to the wires used during electrical work - being rigid and distinct, yet fluid and round around the corners (see Figure 15). Any construction or electrical work consists of implementing angles and precision; the font Jura seemed to encapsulate this but was not so angular so that it wasn’t approachable; rather, the modern spinoff of this sans-serif font portrays professionalism with a smile.

As the business is primarily focused on building its social media presence, the brand is expected to quickly expand to display its detailed services and prices online via a website. The font **Roboto** seems appropriate for this purpose, as many of the individuals who visit the site were most likely renters or home owners, and usually this includes an older audience. This font is perfect for this purpose, as it is easy on the eyes for the older crowd, yet relevant and modern for young, first time renters or home owners who are prone to encountering difficulties managing a home. This font was also selected for long-term use, so while this font caters to a vast variety of audiences, it’s not immensely unique so that it will become out of style after a certain period. This ensures confidence with customers and audiences that the business is available and ready for their journey with their homes.

COLOUR SCHEME

The colour scheme selected for this brand was selected as the following:



VII. Brand Proof

Final Decision

This colour scheme displays a variety of messages behind its range of blue and yellow shades - these colours seemed the most appropriate to represent the brand, as the brand aims to ensure trust and reliability towards its content and services, along with portraying optimism to its audiences to communicate to them a solution to their issues. No task is impossible to undertake; rather, by displaying these particular colours, DH Electric communicates to their audience that they are capable of handling anything, and should they encounter difficulties - DH Electric will be there to guide them.

VIII. Business Objectives

Future considerations

As David Hwang understands the new direction the business is to undertake, certain aspects about the business needs to be addressed for its longevity and growth. As all aspects of this business direction requires a lot of manpower, and will be difficult to accomplish by a single individual, David Hwang has proposed for Emily Hwang to service the following on a part-time (<20 hours/week) basis:

Content management

David Hwang understands that content needs to be constantly monitored and managed in order to draw traffic in and keep audiences engaged. Content needs to be organized to be consistent in the following:

- Scheduled posts
- Consistent design and layout of media and text.
- Monitoring traffic flow and promoting content.
 - Costs may need to be factored for promoting content, and David Hwang understands that if he is to hire Emily Hwang for promoting content, then a contract will need to be drawn for this, and David Hwang will cover all expenses required for promoting content.

Content creation

David Hwang understands that content needs to be constantly created that will require a lot of commitment and time. As he recognizes his lack of knowledge and ability to create and produce content, he has considered contracting Emily Hwang for part of the content creation. However, there remains a lack of personal contact to work on content creation as Emily Hwang resides in Vancouver Island, and David Hwang resides in Maple Ridge; therefore, the following has been agreed:

- David Hwang will consult Emily Hwang in how to shoot videos and inquire about equipment.
- David Hwang will hire Emily Hwang to produce content.
 - A contract will be drawn to determine the rate of pay for services required.
 - David Hwang is also considering a commission-based bonus or percentage of income acquired.
- David Hwang will capture content and deliver them to Emily Hwang.
- Emily Hwang will then edit and produce the content, then provide a supplementary text that will accompany the media and will be sent for feedback and revision to David Hwang.
- David Hwang will then approve final revisions and give Emily Hwang permission to post the content on all platforms (Facebook and Instagram).

VIII. Business Objectives

Future considerations

Communication

All questions or inquiries communicated through social media platforms will be reviewed by both Emily and David Hwang. As David Hwang recognizes that he may not be able to respond to messages promptly, he has hired Emily Hwang to respond to messages on his behalf. Emily Hwang is required to confirm pricing and scheduling before quoting a customer.

- The rate of pay determined for Emily for content creation will include pay for managing customer questions or inquiries on behalf of David Hwang. This may not be a large amount due to messages not requiring a lot of time and commitment, just diligence.

As David Hwang wishes to keep his business close to the proximity of Maple Ridge, British Columbia, Korean clientele living in higher volumes towards the heart of Vancouver will not be weighed for now. Communicating his services and content in Korean will eventually be considered but would be wise to separate from English communication; therefore, this would require a separate branch to be created for the business that focuses on catering to Korean clientele.

Competitors

As DH Electric continues to grow, consideration of existing competitors such as the Chilliwack-operated business with the same business name. If the business succeeds, then trademarking the business may need to be seriously evaluated.

If this fails to occur, then other alternatives may need to be assessed to continue to cultivate the growth and expansion of the business.

IX. Preliminary content

A look into the business

Facebook

A Facebook business page has been created for [DH Electric: Home Improvements \(@dhelectrichomeimprovements\)](#):

<https://www.facebook.com/pg/dhelectrichomeimprovement/>

Visit the link to view the page and its preliminary content.

Instagram

An Instagram business account has been created for [@dhelectrichomeimprovements](#):

<https://www.instagram.com/dhelectrichomeimprovements/>

Visit the link to view the page and its preliminary content.

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