

Guide ✱ X BRANDVENTURE

# Brand Builder

WORKSHOP SERIES



# About the series



## About

Building a brand can feel overwhelming, but it doesn't have to be. This workshop series walks you through the process step by step, helping you turn your ideas into a clear, confident, and market-ready brand. With hands-on sessions, practical tools, and personalized feedback, you'll not only build your brand, but you'll also understand how to use it to show up, communicate, and grow your business with confidence.

## Who this series is designed for

- For entrepreneurs ready to build a personal brand
- For entrepreneurs ready to build their company brand
- For entrepreneurs & their teams ready to reposition and rebuild their brand
- For marketing and design teams, learning to develop a brand from the ground up

## Why join this workshop series

- Gain clarity on your brand and direction
- Build a professional, cohesive identity
- Learn how to confidently communicate your business
- Receive expert feedback to refine your brand
- Leave with a brand that's ready to launch and grow

# Your instructor

## Meet Brand Guide, Hannah Wheeler

### TITLE

Partner, Brand Consultant, Strategist, Designer & Trainer, Guide Brand Consultancy

### EXPERIENCE

12 years in brand strategy & brand identity & packaging design  
9 years leading a branding consultancy in Saskatoon, SK, Guide  
7 years of speaking and workshopping for membership patrons in economic development  
5 years as a brand-building educator

### STYLE

Approachable and comfortable tone, with subject matter that is purposeful and results-focused. Her style is to the point and informative. Participants come away with more than expected.

### BIO

Hannah Wheeler doesn't just build brands; she builds belief systems. As co-founder of Guide Brand Consultancy, she helps visionary leaders chart bold new paths, cutting through the noise to uncover the truth at the heart of their business. Her work is part compass, part catalyst, designed to lead brands and their people on a path to thrive.

With roots in design and a mind wired for strategy, Hannah is known for asking the kind of questions that stop you in your tracks, the ones that shift perspective, unlock direction, and light the way forward. She's guided startups through uncharted territory, helped changemakers reimagine their brand story, and led legacy organizations to rediscover their sense of purpose, all with curiosity, compassion, and a knack for making complex ideas feel refreshingly human.

To Hannah, branding isn't just a destination; it's a daring journey. And she's the kind of guide you want by your side when the path gets steep, the map runs out, and it's time to trust your vision.





## Workshop 1: Brand Strategy



Laying the foundation for a thriving business by defining your brand purpose, positioning, audience, and core message.

### Session Breakdown

- Define your brand purpose, vision and values
  - Identify your ideal customer and their key needs
  - Clarify your unique positioning and value
  - Craft your core brand message and promise
  - Create a simple brand foundation map to guide future decisions
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## Workshop 2: Brand Development



Turn your brand's strategy into a tangible brand by shaping both your verbal and visual identity.

### Session Breakdown

- Develop your brand personality and voice
  - Create a clear tagline and key messaging
  - Customize your logo using our brand template kit
  - Select your colour palette and fonts
  - Build a cohesive visual identity system
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## Brand Review Sessions



Participants receive personalized expert feedback to refine their strategy and identity before moving into activation.

### Session Breakdown

- Review your brand strategy and positioning
  - Refine your messaging and tagline
  - Evaluate your visual identity for clarity and consistency
  - Identify gaps or opportunities before launch
  - Receive targeted recommendations for improvement
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## Workshop 3: Communicating Your Brand



Learn how to confidently communicate your brand in conversations, presentations, and marketing materials.

- Session Breakdown
  - Develop your brand soundbite (elevator pitch)
  - Practice clear and confident brand storytelling
  - Adapt our pitch deck template for your business
  - Learn frameworks for explaining your offer clearly
  - Practice communicating your brand in real-world scenarios
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## Workshop 4: Market Readiness



Bring everything together and prepare your brand to show up confidently in the market.

### Session Breakdown

- Finalize your brand messaging and visuals
  - Prepare your brand assets for launch
  - Align your pitch, messaging, and visuals
  - Identify your first marketing and communication steps
  - Build a simple brand activation plan
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# Upon Completion



## Earn a Completion Certificate

This is a hands-on experience. Participants are guided to actively work through the content using the provided workbook, with dedicated time in each session to ask questions and receive support. The goal is simple: leave with real progress, not just ideas.

Upon completion, you'll receive a professional certificate to share with your network, recognizing the work you've done and the brand you've brought to life.

**CERTIFICATE  
OF ACHIEVEMENT**

This hereby acknowledges that

**Name** \_\_\_\_\_

Has successfully completed the Brand Builder Workshop Series and demonstrated a clear understanding of brand strategy, brand creation and brand communication.

  
\_\_\_\_\_  
HANNAH WHEELER  
Co-Founder of Brandventure Academy



\_\_\_\_\_  
DATE

**CERTIFIED  
BRAND  
BUILDER**



# Outcomes



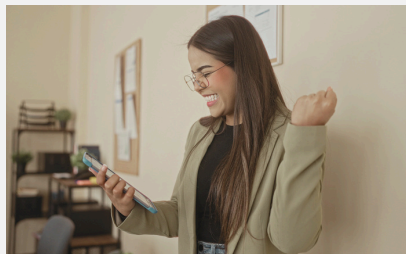
Feel clear, confident, and aligned in how you show up



Turn your ideas into a focused, professional brand



Build a brand that looks, sounds, and feels consistent



Have the tools to present and promote your brand with confidence



Walk away with a brand that's ready for the real world



Know exactly how to talk about your business without overthinking it



## Ready to achieve brand clarity and growth?

We are your brand coaches that will take your brand, business, and skillset to the next level and help you achieve the results you desire.

Talk to an adviser at GDI to secure your spot.