

# MV\_101call\_Branding

Mon, 2/14 12:48PM 32:36

## SUMMARY KEYWORDS

logo, brand, area, colors, mv, create, page, images, member, upload, fav icon, people, button, envy, text, hex codes, remi, volt, announcement, preview

## SPEAKERS

Remi Oduyemi

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Remi Oduyemi 01:13

Hello, thanks for being here. I'm just gonna give it a couple of minutes and let some more people join. We got Rachel Vicki here with us. Nice to see you. Hey, Remi. Hello, darlings. How pure well it's Monday around the edges don't walk northern weather. No, I know. Tell me about I did my dog walk as well. You've got sunshine here. So you know south. Where are you Vicki? And Dorset and Paul. Oh, not too far away from me. I'm in I mean, Wiltshire not a million miles away. Many miles away. Right. Let's get this set up to record the chat. And we'll get started just shortly guys. Are you too? I mean, this is for beginners. And you too. I mean, come on my lunch break. I thought I was just listening to what's going on. Well, it is nice to have you here rather than being here on my own. So cheerleading you Yeah. Something for you. Remi, you are always full of surprises. So I think that's gonna be fantastic. I hope so. Right? Just can't see my auto recording. That's disappeared. That's fine all day after I'm done. Just make sure I can find the right screenshare to do that quickly. Can you guys see that? Yeah, yes. Cool. Yes, the wrong screen. Oh, that's also the rug scrape. Oh, God, but too many windows open. Let's share screen again. Which one? Do you want RAM? That one. That's the one we want. Right? Let's get rid of that. All right, we're gonna minimize that. Okay, cool. So I've got the right screen. Let's get started. Right. So this has been recorded just in case you didn't know if you guys want to go ahead and mute your microphones for me. And I will admit people as they come in to the chat, say, let's start this property because this is going to get out on a podcast. So we're gonna sound all official and say welcome to MB 101. calls with me Remi I am the user success lead here for member volt. And these calls are ideal for beginner MV users. To help you get going inside of your MV accounts. Each call will last 30 minutes where I'm going to cover a topic each week. And I will answer any questions at the end if time permits. So please do put any questions that you have relating to today's topic into the chat into the Zoom chat. And I will do my best to answer them in the time frame. If I can. And if there are any missed questions, I will be answering those in the replay email that we will send out to you all. And today we are talking about the power of branding, and why branding your envy is really really important. So branding, it really helps promote by recognition. And people like to do business with companies that they are familiar with. And it can help people feel more at ease and purchasing your products or services from you if your brand is all aligned. So for example, if you have an external website, I mean envy is now my entire website. But I know some people still have an external website. And they use that MV just to host their courses or their memberships in, it's a

really good idea. And it's good for user experience that the to look similar, okay, so that when somebody is coming from your website, and they're coming to your envy, that there is similarities there, I'm just going to admit some more people into the call. So making sure that your branding is consistent across those, those different places is really, really important for your user experience. And we want to create trust. So today, we're going to be looking at things like brand colors, properly sized logos, branded product images, and writing a great product name or description, which helps to create that instant credibility inside of your member vault account. For those of you that are just joining, thank you for being here. If you have any questions relating to today's topic, put those into the chat. And I will do my very best to answer questions in our 30 minutes together today. And any questions that are unanswered I will be following up and we will send those out into the replay email that we are going to be sending for you guys. Right, so let's get started. So I am going to share very quickly with you what a branded envy site looks like. So we're going to start with our own envy site, which is our courses site. I want to give you guys a preview of what that looks like now did this earlier. Let's see, make sure I get the right screen share up. Give me a little thumbs up if you guys can see that or a little just yes in the chat, if you can see that. Okay brilliant. Thank you guys. Okay, so what you're looking at right now, that window is our courses, member vault site. So membership sells its own courses. And this is what a branded site looks like. Now at the very top, you can see there's green, this is the announcement bar area. So you can create your own outside bar and you can change the background color to be in line with your brand, and your brand colors. I'll talk about colors a bit more in a minute when we get into the settings and I show you behind the scenes of where you can do this stuff. But I just want you to notice the different areas of a branded envy account. So the top line is we have a green, a green announcement bar, then in the middle here we have a really strong logo is set to the right size so it's nice and easy to read. And then when it says Hi, I'm glad you're here and a little wavy hand emoji, we have our welcome area. So on the left hand side, you can place text you can place links here, you can see the background color is different. And if you look we've got a green at the top we have almost like a I'd say a dark grey or a light black and then we have a darker black here is the background. And you can see we have two different buttons here and they are also different colors so you can change the colors on your buttons as well in line with your brand. So you can see the brand logo for NV is green and white. And it's on a dark background which is why this page is set up this way. And then on the right hand side here you've got a lovely photo here of the team. And you could use your welcome area to put a video here as your welcome video message here. You could add images here you could put a text here if you want to you can really modify this whole welcome area in any way that you like. And you can also turn this welcome area off so if you I'm just gonna have to stop this a second to share because it's hard to admit people whilst whilst the shares on Sorry. Okay, let's get back to the share. This can be fiddly. It's going to be fiddly guys, I'm gonna do my best to get through this. Okay, so the welcome era, you can turn on and off again, I will show you this in the settings of how you can turn this on and off. And then if we scroll down the page, you can see here the available products. Now, what I want you to look at here is the different images that you can use here. And you can see that these images are all in the same brand colors, there's not much variation. And this helps to build trust with people that it's all part of the same, the same company or the same business. And then underneath these lovely images that you have here, which are product images, and again, I'll show you in the settings where you put these and what size images go here. Underneath we have this area here which is the description area and you should be using your description areas to describe to future buyers what it is they are going to get inside of the product if they buy from you. And then you have an option here of creating two buttons, you don't have to have to I'm going to show you an example in a minute of another site that only has one button button here. But you have the control with inside of your member volte settings to choose one button or two buttons, and you

can choose how they look. Okay, so we've got a green button here, and we've got a white button here with a green border on it. So these are some of the areas that you can be playing around with when it comes to your MV. So just stop the share quickly. And I'm going to get up another little share for you. Let's see if that work. So can you guys see this this other one now? Or is it still on the same one? Let me know in the chat, if you can see, should say Welcome friends. There's these ask questions. There's a logo that looks small, or they can see it. Thanks, Rachel. logo looks small, I'm not sure how to fix it. Okay, well, we'll go through that in a minute. Desi is when we get into the settings. So this is Kaleidoscope living. So again, the logo is central at the top, this one doesn't have an announcement bar, up there has the logo, there's some text on the left, you can add links here on the left, we have a lovely picture on the right hand side, so a photo instead of a video. And here we can see there are some available products. And the style is the same here with the the images. So there is a description or a title on the right hand side. And then there's like a halfway image where she has a photo on the left hand side on each of her images. And again, it has a really nice title of what it is. And then a description area that's filled in. And this account only has one button, which is oh sorry, doesn't have two buttons, and learn more, and access or buy now to go and buy. So these are the different types of, of buttons and colors that you can use. I'll show you one more before we go into the backend. So this is Elise dharma. So up here, she has her logo prominently, this one again, doesn't have an announcement bar. And then we have some really strong product images here. And her images, they're all kind of the same. She has a picture of herself in a little circle in the bottom left, and then the name of her product she's put onto a computer screen. And that's her product images. So I'm showing you these to give you some ideas around how you can create your product images. And just to give you some examples of some really nicely done member volt accounts. And then underneath. She has she's using cascading style sheets here. So some CSS so she's been able to underline these using Cascading Style Sheets. If you want to know how to tweak your individual pages, and add more effects like this, then do check out you see who is on team and Vichy is the queen of CSS and has some free stuff that she gives away. And also some programs that you can buy with her to understand how you can really add some extra features. And some things like on a sales page, you might be able to do some blocks or some separated areas, divided areas, you can do all of that using cascading style sheets, a bit advanced what we're talking about today. But that's how you would get something like an underline like this inside of your description area. And then what's really important is when we look at this description here, it tells you who it's for straightaway. So this is for service providers, coaches, personal brands, and then it also tells you what's inside, what you're going to get if you buy this product. storybook gives you an entire year's worth of Instagram story prompts, right? So do take inspiration from this about when you're creating your product descriptions. I'm going to show you where you do that in a minute. But being really clear about what the buyer is getting is really integral to getting more buyers coming into your business. And here she just has one button and it just says Sign me up. So you can use two buttons or you can use one button. I'm going to go into the settings now and show you all of this stuff and where you can modify all of this stuff. So I'm just going to hop into our member vault courses. Let's start here at appearance on the left hand navigation when you log in. If you go down the left hand nav and you click on appearance, it's got an expand expanding menu and underneath once you've clicked on it, it will show you branding. It will show you the welcome area It will show you the announcement bar footer and preview all the things that we kind of already talked about. But now I want to show you behind the scenes, so that you can see where you would go to start to implement your branding into your MV account. Right, so when you click on appearance, the first one that pops up is branding, which is what we're talking about today. So this is the era Can you guys see the screen? Okay, give me a yes, please, in the chat, if you can see this, okay. We have titles and logos, that's the first section that you will see. So you put your title in, which would be for us on this one, it's member volt.

And then if you want to upload your logo, you'd simply click on here, it might say add logo change, the logo depends on if you have a logo there already or not. And then you upload the logo from your computer to this area. So if I was to say change logo, it will show you there. And then if you click over here next to logo, there's this little bouncing question mark in green. If you click on that, it will tell you the exact size that you need to upload your logo in, which is 480 by 140. So if you're using something like Canva, to create your logo, make sure you do a custom size. And then you put in 480 by 140. And that will give you the perfect dimension for your logo to upload to member bolts so that it displays at the right size and the right length and that it looks healthy. And it doesn't look all squished in, which I know some people struggle with. So make sure you're using the right size. If you have an existing logo that you're going to create inside of member bolts. So let's say you create a new template, you bring in your existing logo, make sure that logo is stretched out, not so it looks stretched but expanded so that it is large enough to fill that whole space in order for you to get the best looking logo when you upload it into member volt. And then if we go down, we have a fav icon. So this is the fav icon. If you look at the top of the screen here where I've got my Chrome windows open, you'll see that this little icon that is next to member vote is the fav icon, it's a really nice way, when you've got a load of Chrome tabs open and differentiate in which tab you want to go on to. So for your business, you can create your own little fav icon, it normally is in the colors of your brand. And you can upload that into MVC so that anytime somebody is on one of your member volt pages, your fav icon will show up there in the top left of that, that browser tab. And if you want to know the size, again, click on the little bouncing question mark. And it will give you some sizes here. So you could do a fav icon which is 32 by 32, or 192. By 192. You choose which one works best for you. And if you want to create your very own fav icon, we've even put a little a little link in here that you can click on and go off and create your branded fav icon. And then this is we go down a bit further and now we're in the colors area. So I'll just jump back and show you again the member volt main page. So you can see the different variations of colors that we have on the announcement bar on the background for the logo area. And then for the background of the page. And this is where you would modify your colors here inside of your inside of your dashboard, which is in branding. And then you scroll down to colors. Now these numbers that you're looking at these six numbers and letters, they are called a hex code. So if you're using something like Canva, or Photoshop or any other graphic design tool, when you're creating your branding, or if you've had it created for you, often a designer graphic designer will give you your hex codes. So a hex code is a number that is associated to a specific color. And there are all sorts of variations. So if you imagine we're talking about a blue color, you could have a pale blue color. And that's you know, almost white because it's so light and you could have a dark blue color that's almost black because it's so dark. And so each of those and everything in between, we'll have individual codes for the different variations of color. So if you're in Canva let's say you're creating an image and you choose one of your brand's colors, if you hover over your color, the square in the color The color in the square, it will give you this the exact six codes that you can copy and paste here into the colors area so that the brand color is consistent across all of your branding. So whatever you've got on your website, whatever you're using in your social media, you can use those same colors here inside of your member vault. So you have to go and get those hex codes. And there are some tools out there some free tools, you might have to google them, where you can upload your logo, and it will tell you what each of those hex colors are that you can use. If you don't know where to get your hex codes from, or if you don't have a Canva account, they do have free accounts that Canva. So it's worth having one just to get your hex codes if you don't know where to get them for from. And so then again, the errors I've already walked you through, but just this is where you would go to actually implement it, you can change the body background color, you can change the text color the body text that's on your page, what color you want, you choose the colors there, you can even just click into the box and select a new color from here. If you

don't yet have your brand colors, decided you can choose what color would work for your text, and the header background. So the header background is at the top of the page where you've got your logo, and you change the colors for that. And then also the text colors that could go up there you can your header text. And then your button sort of buttons I showed you where you can have one button or two buttons, you can choose the different colors for the background. And you can choose the color of the text that sits on your buttons, your call to action button. So this is where you'd come and change those. You can also choose the font. So if you have a specific font that your brand uses, you can choose those. Also here, go in and just select you can set to default, but you can choose a specific font face for your business if you want to. And then at the bottom, you have a preview. So as you're working at the top, and you're putting in your hex codes, or you're choosing your individual colors for your headings in your text, it will preview at the bottom of the page so that you see what it looks like before it goes out live. And you can make any changes here and preview it inside the backend of your account. And that is all held inside the branding tab underneath appearance. So that is where you would go to add your logos, your colors, and your fonts and preview it here. And that's all here on the left hand side in branding. Underneath branding, we have the welcome area. So the welcome area, I'll show you again, the memorable one is this area here. So you have says hi or Glad you're here. That's the headline bit there. You've got some text, you've got couple of buttons, and you have an image here on the right. So that's the welcome area. As I've said, you can turn your welcome area on and off. So the first thing it asks you in the welcome area settings is do you want this on or off? So you choose yes or no. If you don't want to welcome area, which some people don't some people prefer to just send people to the MV and the first thing they see is this the available products and there's no intro or welcome. I think having the welcome areas really good. And I actually think having a welcome video is a really nice thing to have on your envy account to welcome people in to let them know what it's all about and what they can purchase while they are here. Or if you've got a community how they can join that. So I like having a welcome area personally. But if you don't want one, you can turn it off right here where it says Show welcome area. And then you put your welcome title, which we've just seen where it says Hi, glad you're here in a way we hand emoji and then you can add some welcome text. So again, that's the same that you've just seen in the welcome area. Just playing my puppy with some treats. This is how I keep him quiet. So you've got your welcome text area there. And then this is where you can add either an image or you can upload a video or my welcome area, which I haven't got up actually. I'll show you very quickly I've got an animated GIF on mine. Let me just move this so hard moving the zoom the zoom settings out the way W dot show you mine very quickly. That way, so are mine. And I have an animated GIF, which is not moving for some reason. I don't know why it's not moving. But anyway, this little sparkling thing is I think it might just be the browser and I've got too many things open. But this is his his emotion. It's that I created in Canva. As an image, I put some animated elements onto the page that's all sparkly. And then I downloaded it as a gift. So I saved it as a gift. And then I uploaded that into my member volts. So you can use videos, you can use images, you can use animated GIFs, you could just have an animated GIF there if you wanted to, not one that you've created just one that you've found that you really like, and then enter here underneath your image or welcome image for you. So we're still on the welcome area, you can then come in and add some text and that goes on to your buttons. So primary button text, add whatever you want to save on your button. And you can choose where you want the location of that button on that page on that area. You can if you have a secondary button. So often we have two buttons, one that says Learn More, which is when people click it, it goes to your sales page, essentially where you put all of your information in there about the product. And then you have a buy button or a Buy Now button where when they click on it, it opens up the checkout facilities that are in built in built into member volt. But you don't have to have to if you don't want to buttons simply delete what's in the delete any links there. And you will only have one button show up

on your page. And again, this is where you control the different backgrounds to your buttons, you choose the colors that you want in line of your brand. And pop those in there. And you add the text that you want to go over your button. And again, this will preview for you underneath what your welcome area will look like. And then if we go back over to the appearance section, in your left hand navigation, you have the announcement bar, this is the bar that sits at the very top of your page, which if I go back to our MV page is this green bar that's at the very top, you can put whatever you like in your announcement bar, you could do one to one coaching in your announcement bar, you could put your latest podcast in here, your latest blog in here, wherever you wanted to use your announcement bar, you know, link people to your Facebook community, you can put that in your announcement bar. And that's where this is what we're talking about here in the settings. That's the area we're talking about there. So you would put your text your announcement bar text in here. And we've given you some advice here to keep this short. And so that's the text that will go in your announcement bar. Again, if you don't want announcement bar, you have an option here to show or hide it by selecting yes or no, you put in here your background color for how you want to create your announcement bar or how you want it to look in line with your brand colors. And if you've got any links or any buttons on there, you could choose what color to again, you can either just select it from the color palette options, or you can put your hex codes in. And then you have your footer area, the footer area is the very bottom of your page. There's not too much branding stuff here. But you can add links in here to your social media in this. This area. I'll show you what that looks like actually on ours scroll down. So again, the background is set for the page is sort of a gray color. And you can add your socials here on the right hand side as well. So that is the main areas of branding inside of your MVP that you can modify right now, I would encourage you to start by making sure you're uploaded your logos, and making sure that the page colors are in line with the brand or your brand that you want. So if you have a website and you have certain colors over there, I would try to replicate those colors inside of your member vault for the user experience. So that if they leaving your website and coming to your MP to access, you know, your training or your courses or your membership, that it all feels part of the same business, nothing worse than somebody clicking on the link and arriving somewhere and they don't know what it is and there's no familiarity there. So do upload your logos. Do go ahead and play around with the colors for your background for your buttons for your announcement bar. For your welcome area. Think about how you can judge up your website. I know we have some pro MV users in here who hopefully have found some inspiration today and may want to go and shoot up their envies but if you are new, do start in the Appearance tab which is on the left hand side if you're new to envy. This is where you get started with creating that feel of the brand and that that people will know that you are who you say you are. Make sure your logos uploaded click on the little circle with a question mark and that will give you the exact sizes The images that you need to use inside of your MV and that is the best place to get started. So let's end this screenshare can't get off it now. Where's the OB? Good the Zoom gone okay I can't get out of it. So let's have a quick look at the chat. Let's see what questions we've got here. We are nearing the end of the call so it's likely I'm gonna have to respond to these questions on the replay so Desi talked about having a small logo hopefully Desi with some of the advice given today that you'll be able to go away play with your sizings and try and re upload it again. Rachel's just learned about CSS and style sheets. Yeah, do check out you see, what I will do is in the replay email, I will send that uses link for CSS for you guys. To check it out. Rachel says I love seeing other people's sites to learn Yeah, I do as well. And take each step as it comes as Remi says and and those of us who have a bit more know how have lots to help us in here. Thank you Remi You're very welcome. Oh yes, there's he said she's fixed our logo already amazing. And oh, that's well that's just made my day we we've solved the problem right here live. This is amazing. Right guys? I'm gonna have to wrap the call here. Any other questions? I will go through and check. Oh, there's the stops. There we go. There's a stop screenshare thank



you for being here. I hope you found this useful. Do let us know in the collaborative Thank you, Rachel them thumbs up. Let us know in the collaborative how you found this. I hope this was really really useful. And we will be back next week. In fact, we're gonna be here for the next six weeks doing a series all around getting started in your envy for beginners in envy covering all different topic areas. So we'll be back Monday, same time. Hopefully you will join us. Thank you for being here and have a fantastic rest of your day. Bye