

RICA OH MY

Branding Workbook

A guided workbook to help you define, develop, and document your brand identity. Your brand is the sacred energy that draws the right clients to your space before they ever walk through your door.

"Your brand is not what you sell. It is the feeling you create."

This workbook is designed to be completed section by section. Take your time with each prompt. Be honest, be intentional, and trust what comes through. There are no wrong answers here, only your unique truth taking shape.

SECTION 01 Your Why & Your Story

Every powerful brand is rooted in a story. Your "why" is the heartbeat of everything you build. Before choosing colors or fonts, get clear on the deeper purpose driving your business.

EXERCISE 1.1

Why are you starting a yoni wellness business?

Go deeper than "to make money." What called you to this work? What personal experience or belief led you here?

EXERCISE 1.2

Describe the transformation you want to create for your clients.

How do you want women to feel before they visit you vs. after? What shift happens in your space?

EXERCISE 1.3

Write your brand story in 3-5 sentences.

This is the story you'll share on your website's "About" page, in your social media bio, and when people ask what you do. Keep it personal, warm, and clear.

TIP

Your story doesn't have to be dramatic. It just needs to be real. Authenticity builds trust faster than perfection ever will.

SECTION 02 Brand Personality & Energy

If your brand walked into a room, what would people feel? Your brand personality guides every decision: the words you use, the colors you choose, the music playing in your space, and the way you greet a client.

EXERCISE 2.1

Circle or highlight 5 words that describe the energy of your brand.

Choose the words that feel most aligned with your vision. You can also write in your own.

Sacred

Nurturing

Warm

Grounding

Luxurious

Empowering

Feminine

Earthy

Peaceful

Modern

Intimate

Bold

Gentle

Spiritual

Elegant

Cozy

Healing

Radiant

Intentional

Organic

Soulful

Confident

Serene

Sensual

EXERCISE 2.2

My top 5 brand personality words are:

EXERCISE 2.3

If your brand were a person, describe her.

What does she wear? How does she speak? What's her home like? What music is she listening to? How do people feel around her?

My brand IS:

My brand is NOT:

SECTION 03 Your Ideal Client

Your brand should speak directly to the woman you most want to serve. The clearer you are on who she is, the easier it becomes to attract her through your messaging, visuals, and energy.

EXERCISE 3.1

Describe your dream client in detail.

EXERCISE 3.2

Client Profile

Age range

Lifestyle

What she values

Her biggest struggle

What she's searching for

Where she spends time online

How she finds new wellness services

What would make her book immediately

EXERCISE 3.3

What does your ideal client need to hear from you to feel safe enough to book?

Think about her fears, hesitations, and questions. What reassurance does she need?

SECTION 04

Brand Voice & Messaging

Your brand voice is how you "sound" across all platforms: your website, social media, emails, and even how you greet clients in person. Consistency in voice builds recognition and trust.

EXERCISE 4.1

How does your brand communicate?

My brand sounds like:

My brand never sounds like:

EXERCISE 4.2

Write your tagline or mission statement.

Keep it short (under 12 words), memorable, and emotionally resonant. You can have more than one version.

EXERCISE 4.3

Write your elevator pitch (2-3 sentences).

If someone asks "What do you do?" at a networking event, what's your confident, clear answer?

EXERCISE 4.4

List 5-10 words or phrases you will use consistently in your brand.

These become your brand vocabulary: sacred, self-care, ritual, healing, wellness, journey, honor, etc.

VOICE GUIDE TIP

Read your copy out loud. If it doesn't sound like something you would naturally say to a friend (with slightly more polish), rewrite it until it does. Your clients connect with your authenticity, not corporate jargon.

SECTION 05

Visual Identity: Colors

Color is the fastest way to communicate your brand's energy. The colors you choose will appear on your website, social media, signage, packaging, and throughout your physical space. Choose colors that feel aligned with your brand personality.

EXERCISE 5.1

What colors are you naturally drawn to for your brand?

Think about the feeling you want to create. Warm neutrals feel grounding. Blush and rose feel feminine. Deep greens feel earthy. Gold feels luxurious.

EXERCISE 5.2

Build your brand color palette.

Choose 2-3 primary colors and 1-2 accent colors. Fill in the swatches below with your selections (color name and hex code if known).

Primary 1

Primary 2

Primary 3

Accent 1

Accent 2

EXERCISE 5.3

Color usage plan:

WHERE	WHICH COLOR(S)
Website background	
Headlines and titles	

WHERE	WHICH COLOR(S)
Body text	
Buttons and links	
Social media templates	
Physical space (walls, textiles)	
Packaging and print materials	

COLOR PSYCHOLOGY QUICK GUIDE

Blush/Rose: femininity, softness, love. Gold: luxury, warmth, abundance. Sage/Green: nature, healing, growth. Cream/Ivory: purity, calm, elegance. Earth tones: grounding, stability, warmth. Deep purple: spirituality, depth, royalty. White: clean, fresh, spacious.

SECTION 06 Visual Identity: Typography

Fonts carry personality. A serif feels elegant and timeless. A clean sans-serif feels modern and approachable. A script feels personal and handcrafted. Choose fonts that reflect your brand energy.

EXERCISE 6.1

Select your brand fonts.

USAGE	FONT NAME	STYLE/FEELING
Heading font		
Body text font		
Accent/script font (optional)		

EXERCISE 6.2

Font pairing inspiration:

Some popular pairings for wellness brands. Use these as starting points:

- ✦ Cormorant Garamond (headings) + Questrial (body): elegant and clean
- ✦ Playfair Display (headings) + Lato (body): luxurious and modern
- ✦ Libre Baskerville (headings) + Source Sans Pro (body): classic and readable
- ✦ Josefin Sans (headings) + Open Sans (body): minimal and contemporary
- ✦ Bodoni Moda (headings) + Montserrat (body): high-end and refined

RULE OF THUMB

Stick to 2 fonts maximum (3 if one is a decorative accent used sparingly). Too many fonts create visual chaos and weaken your brand's consistency.

SECTION 07 Logo Direction

Your logo is the visual anchor of your brand. It doesn't need to be complex. In fact, the most memorable logos are often the simplest. Use this section to clarify what you want before working with a designer (or designing it yourself).

EXERCISE 7.1

What style of logo appeals to you?

Text only (wordmark)

Text + icon

Icon/symbol only

Handwritten/script

Minimalist

Detailed/ornate

Vintage/stamp style

Botanical elements

EXERCISE 7.2

What symbols or imagery feel aligned with your brand?

Think: lotus, moon phases, leaves, feminine silhouettes, steam, water, hands, flowers, geometric shapes, etc.

EXERCISE 7.3

Collect 3-5 logos you admire (from any industry).

Paste images, write brand names, or describe what you like about each one.



Paste or describe logo inspiration here

SECTION 08

Photography & Visual Direction

The images you use across your brand (website, social, marketing) shape how people perceive your business. Define your visual direction so everything feels cohesive.

EXERCISE 8.1

Describe the overall look and feel of your brand imagery.

ELEMENT	YOUR DIRECTION
Lighting	
Color tone (warm/cool/neutral)	
Mood / emotion	
Setting / environment	
Props or elements	
People (yes/no, how shown)	

EXERCISE 8.2

Create a visual moodboard for your brand.

Collect 8-12 images that represent the look, feel, and energy of your brand. Include spaces, textures, colors, products, and lifestyle imagery.



Paste or attach moodboard images here

Use Pinterest, magazines, or screenshots for inspiration

SECTION 09 Your Brand Summary

Compile your decisions from this workbook into a single-page brand overview. This becomes your guide for every design decision, piece of content, and client interaction moving forward.

BRAND ELEMENT	YOUR DECISION
Business name	
Tagline / mission	
Brand personality (5 words)	
Ideal client (one sentence)	
Brand voice (one sentence)	
Primary colors	
Accent colors	
Heading font	
Body font	
Logo style	
Photography direction	

NEXT STEP

Once this summary is complete, use it as a brief for your logo designer, website builder, social media templates, and physical space design. Every visual decision should pass through this filter: "Does this match my brand summary?"

SECTION 10 Branding Checklist

Track your branding progress here. Check off each item as you finalize it.

- ☐ Brand story written
- ☐ Brand personality words defined
- ☐ Ideal client profile completed
- ☐ Tagline / mission statement finalized
- ☐ Elevator pitch written
- ☐ Brand vocabulary list created
- ☐ Color palette selected (2-3 primary + 1-2 accent)
- ☐ Fonts chosen (heading + body)
- ☐ Logo direction defined
- ☐ Logo designed or commissioned
- ☐ Photography style defined
- ☐ Visual moodboard created
- ☐ Brand summary page completed
- ☐ Brand guide document compiled
- ☐ Business cards designed
- ☐ Social media templates created

This workbook is provided as part of the Rica Oh My Yoni Wellness Business Launch Program. Take your time completing each section. Your brand is a living thing; it will evolve as you grow. What matters now is establishing a clear, intentional foundation.

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"Your vision deserves a plan, and your purpose deserves a platform." 🌱