

MASTERCLASS:

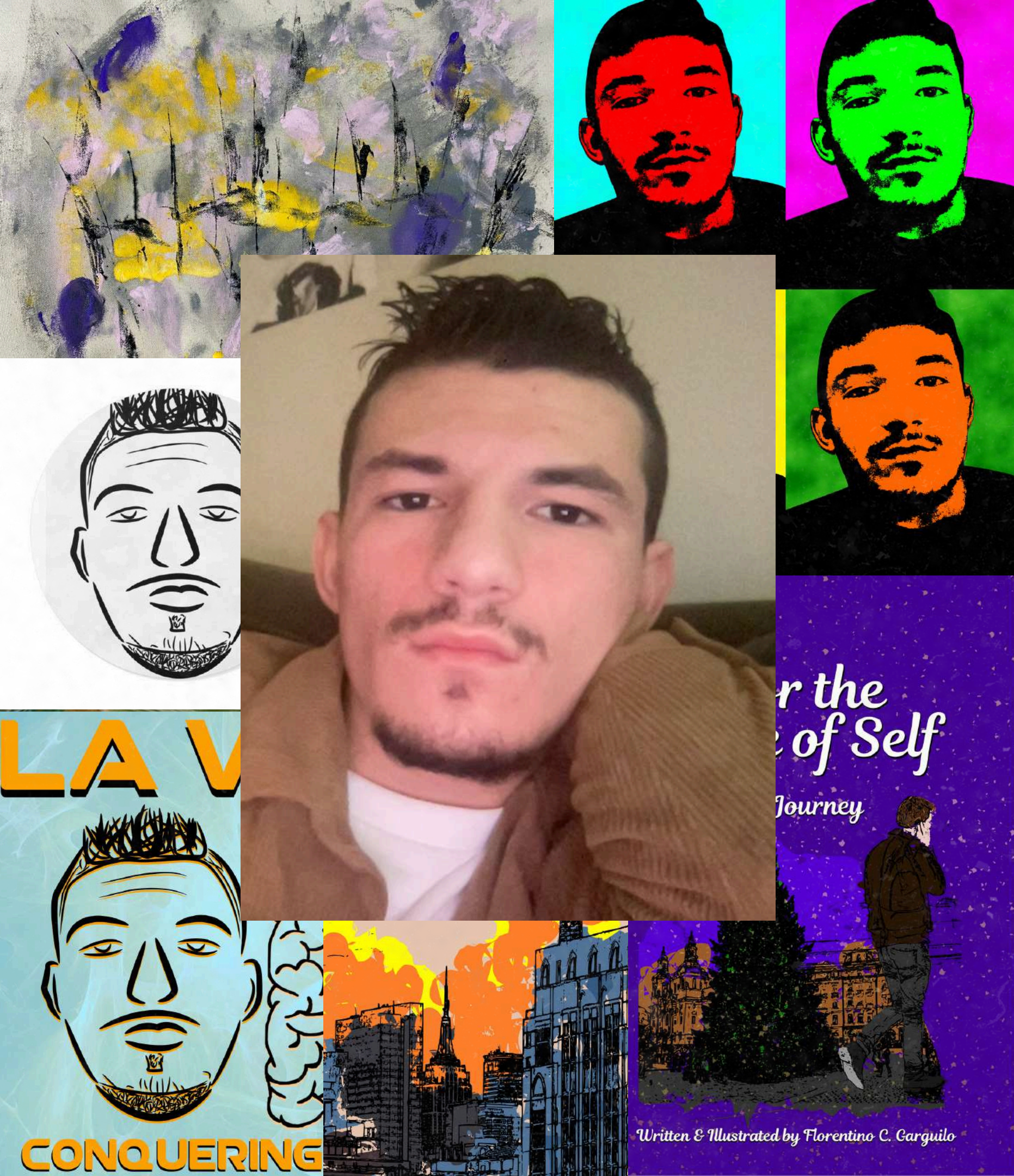
# DEVELOPING YOUR OWN ART BRAND: THE ESSENTIALS

FLORENTINO GARGUILO

ARTIST / AUTHOR / COACH



**Creative**  
**CC**  
**Consulting**  
Florentino Garguilo



# ABOUT ME

- Artist "Tino Art"
- Author
- Coach
- Art upholder

[www.TinoArt.com](http://www.TinoArt.com)

@\_TinoArt

# BY THE END OF THIS MASTERCLASS...

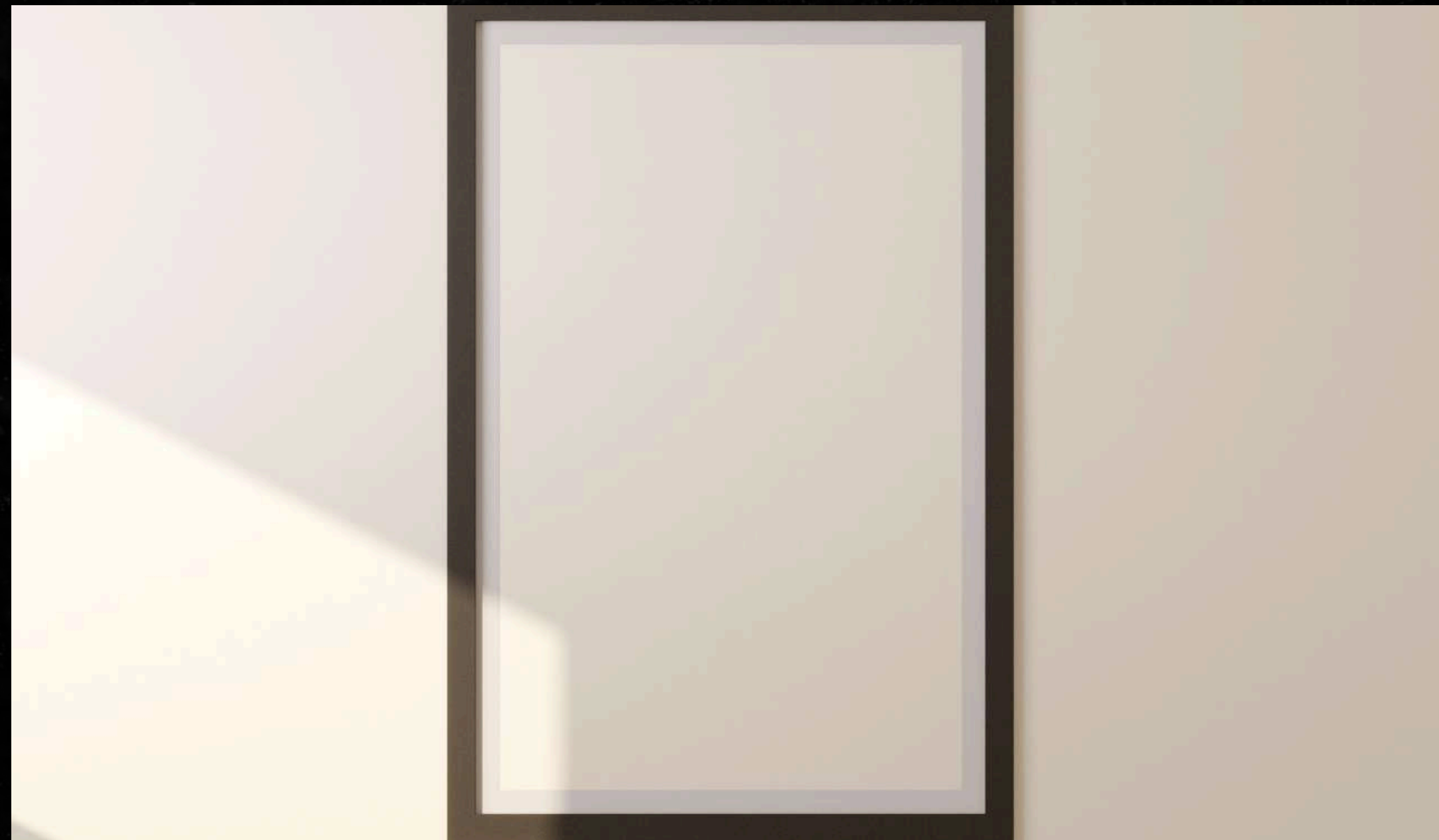


- Define what a brand even is.
- Reflect on artist identity.
- Importance of branding.
- Essentials of branding.
- Web design, logos, & social media.
- Other considerations.

# BEFORE WE PROCEED

- No two artists are alike
- Your needs may be different than others
- Art branding may not be for you
- You may want to take advice that resonates and reject others
- Creative Consulting is always here for you every step of the way to guide you personally through your creative journey. Book now

# WHAT IS AN ART BRAND?



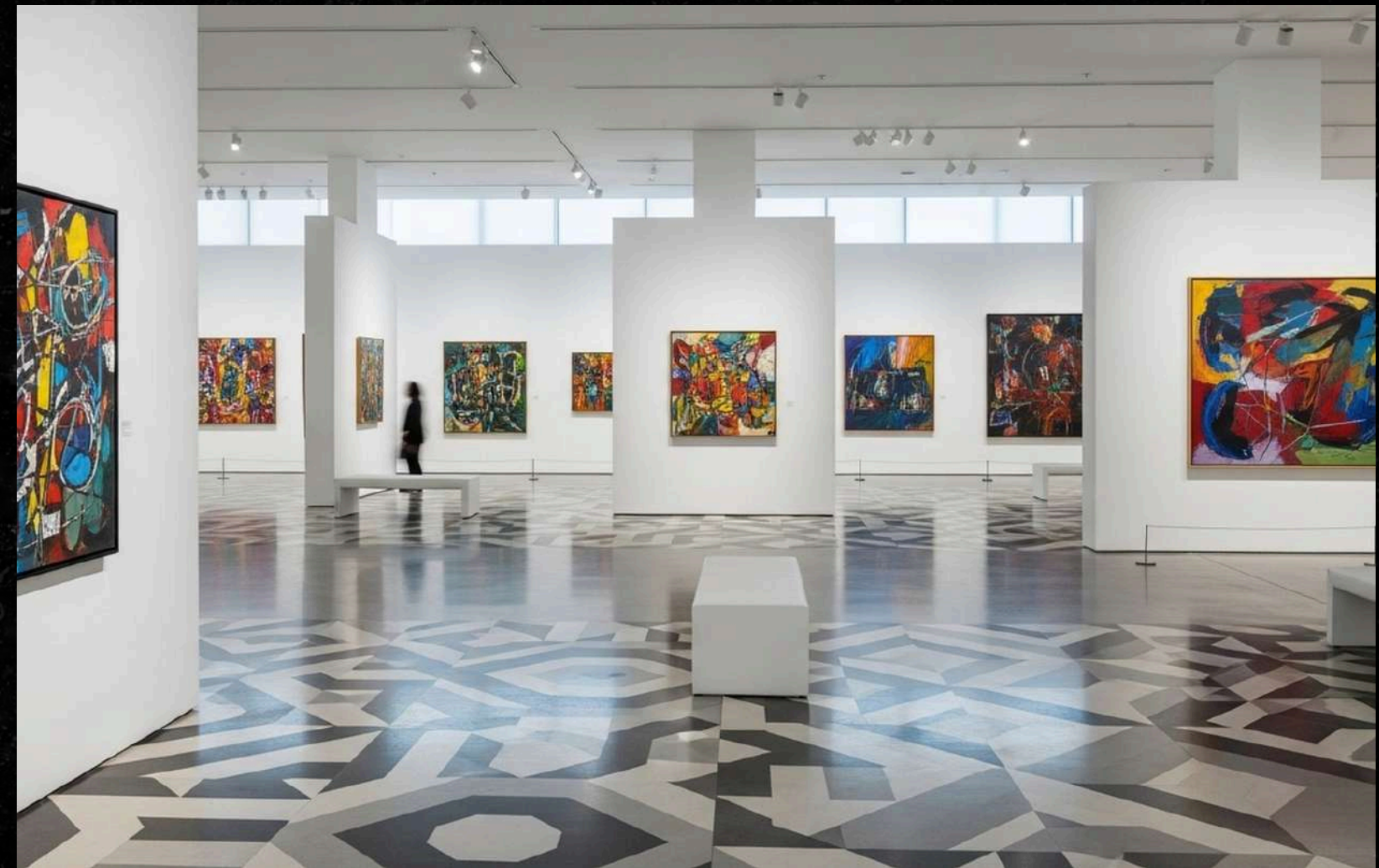
- Your art
- Your voice
- Your style
- Your message/objectives
- You!

*\*None of these would be easily understood without a cohesive brand*

# WHY SHOULD I HAVE AN ART BRAND?

*Branding does the following:*

- Creates an artist identity
- Makes your art memorable
- Makes your art identifiable
- Ties your work into one cohesive umbrella
- Allows your art to be found
- Greater opportunities



# EXAMPLE



VS



Anyone can have burgers; but there's only one McDonald's

# EXAMPLE

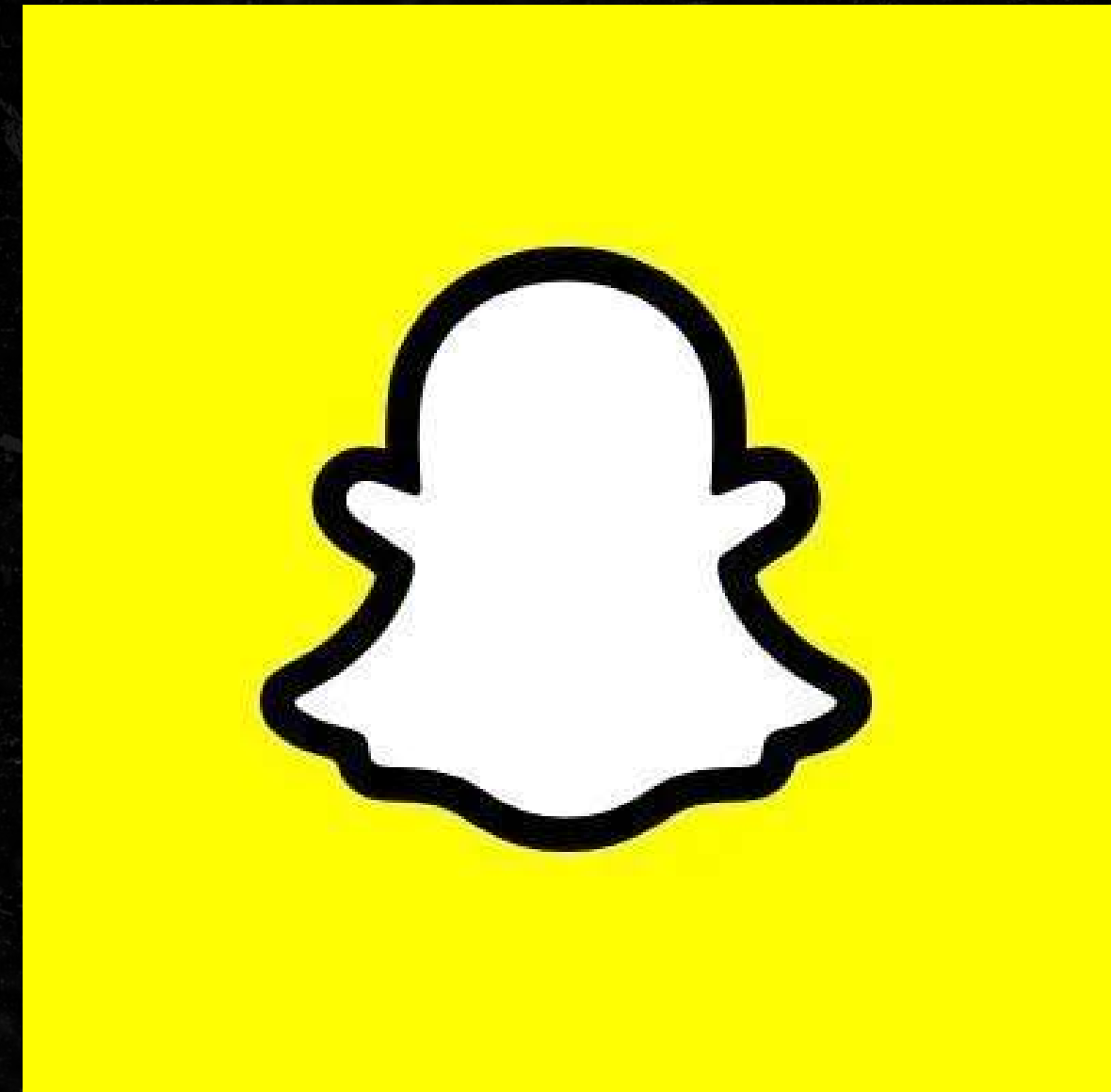
**“I make fizzy  
carbonated drinks  
in cans and bottles”** vs



Due to brand identity, we all know Coca-Cola and what they produce

# EXAMPLE

- **Yellow background**
- **White ghost**



Sometimes, we can identify a brand just by its logo (or even less)

# HOW TO DEVELOP YOUR ART BRAND

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STEP 1: THE REFLECTION STAGE

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- Think about what you want your artist image to be
- Who are you as an artist?
- Who are you as a person?
- What are your values?
- What is your mission?
- How would you describe your art to others?
- What do you want your art to accomplish?
- What impression should a stranger get of you upon seeing your work?
- What makes you different?
- What is your intentions with your art?

# HOW TO DEVELOP YOUR ART BRAND

STEP 2: THE PLANNING STAGE

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- What is your brand name?
- What color scheme reflects your brand best?
- What is your tagline?
- Mission statement?
- What are your values?
- What will be your main identifier? (Logo dev.)



# BRAND NAME

- Can be literally your name
- Can be variation
- Or completely different

Example: "Made by Teresa"

Example: "Tino Art"

Example: "The Crafty Chic"

Example: "La Vita"

Example: "Johnathon Smith"

# TAGLINE

- Short
- Memorable
- Punchy
- Reflects your identity, message
- Not mandatory, but good for site, logo, understanding

“I treat every aspect of my life as art.”

*“it's finger lickin' good”*



Think different.

**CONQUERING LIFE**

**NIKE**  
**JUST DO IT.**

“Guiding artists, students, and creators to thrive.”

# MISSION STATEMENT

- Longer
- What you do
- How you do it
- Why you do it
- Not mandatory, but good for site, galleries, and deeper understanding

# EXAMPLE: NIKE

 About

[Magazine](#)

[Mission](#)

[Company](#)

[Newsroom](#)

English ▾



*Our NIKE, Inc. Mission*

**TO BRING INSPIRATION  
AND INNOVATION TO  
EVERY ATHLETE\* IN THE  
WORLD.**

\*If you have a body, you are an athlete.

# EXAMPLE: NIKE

At NIKE, these words guide every aspect of our work and have for over 50 years. They are our rally cry to serve sport and create the future for the athletes\* of tomorrow.

From our support of Joan Benoit Samuelson, who won the first women's Olympic Games marathon, to our work powering the future of youth sport, our mission helps make athletes'\* dreams real. Every audacious moonshot to create more sustainable products and every step forward in building a responsible supply chain is rooted in our conviction that a better future lies on the other side of serving athletes\* as only NIKE can.

## Focus Areas

Today, our mission comes to life through key focus areas: We work to ensure each NIKE employee and future talent has what they need to succeed. We are redefining sport for the next generation, so all youth have an opportunity to play and achieve their greatest potential. We are innovating and scaling more sustainable solutions to help protect our planet. And we champion a transparent, responsible supply chain so people can thrive.

# EXAMPLE: NIKE



Diversity, Equity & Inclusion



The Future of Youth Sport



Sustainability



Responsible Supply Chain

# EXAMPLE: NIKE

## Featured Initiatives



### Improving Sport Access & Experience

We're focused on providing quality coaching, engaging more kids in sport, especially girls, and addressing barriers that keep too many youth on the sidelines.



### Health and Safety

We believe a safe and healthy work environment is a fundamental human right.



### Enabling Accessibility

We build programs and partnerships to create a more flexible, accessible and better work environment for employees with disabilities.

# EXAMPLE: CREATIVE CONSULTING!

## Mission

Our mission is simple: to ignite the fire of creativity. We do this by:

- For Everyone: Offering video masterclasses and written guides on creative pursuits, plus links to affordable tools, software, and success tips.
- For Artists: Meeting one-on-one, both in-person and virtually, for personalized consultations about art, publishing, and branding.
- For Students: Meeting one-on-one, both in-person and virtually, for personalized coaching about writing, public speaking, and academia.
- For Organizations: Supporting and leading fundraising and events for school clubs, art programs, and creative initiatives.
- For Art Lovers: Providing art-inspired merchandise so you can proudly display your love of creativity.

At Creative Consulting, there's truly something for everyone, whether you're a casual community member or an experienced artist.

# EXAMPLE: CREATIVE CONSULTING!

## Values

All forms of creativity matter: While many groups focus on one art form (e.g., painting), Creative Consulting celebrates and helps guide every expression: visual arts, music, performance, comedy, fashion, and beyond. If it requires creative thinking, it's art.

Art is subjective: We believe there's no such thing as "good" or "bad" art, which is why we don't measure creativity in competitions. If you're expressing yourself, finding joy, and embracing your creative side, then you're making great art.

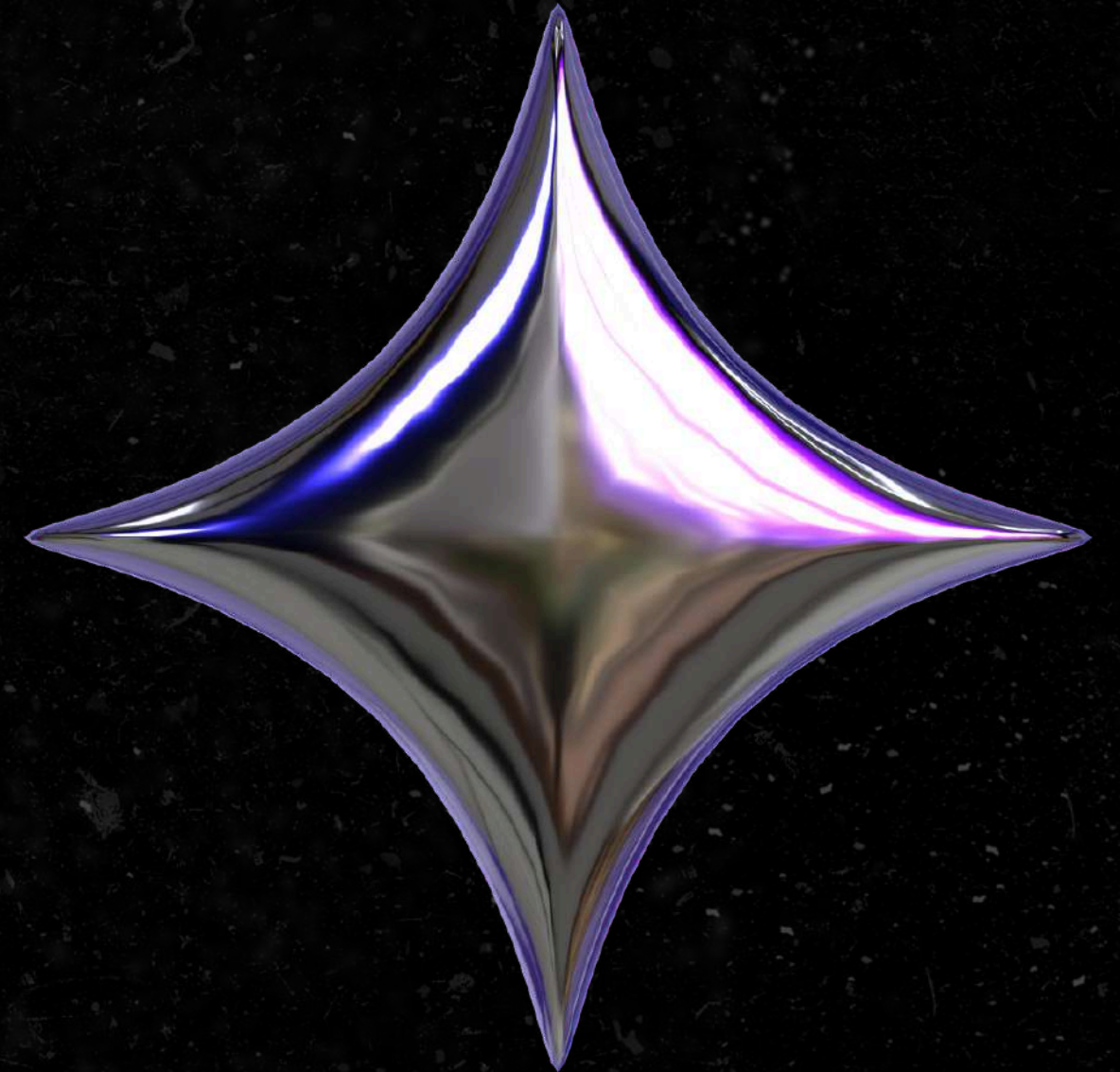
Every artist is different: During consultations, no two outcomes will be alike. Each artist has their own goals, objectives, and approaches to art. We excel at meeting every artist where they are and tailoring advice to their needs.

# HOW TO DEVELOP YOUR ART BRAND

STEP 3: CREATE A LOGO

# STEP 3: CREATE A LOGO

- A logo that will be the "center" of your brand
- Sometimes the first thing people see
- Make it on Adobe Illustrator, Canva, "Logo Makers," Hire Someone



# LOGO TIPS

- Should reflect your artist identity
- Stick with an intentional color scheme
- Should still be easy to identify in small scales
- Should be easy to indentify when in B&W
- Less is more. Not too complex
- One easy identifier
- Typography matters!
- Tap into color psychology

*\*Creative Consulting can always help give feedback on logo ideas through our consultations appointments*

# COLOR PSYCHOLOGY

## COLOR EMOTION GUIDE

<b>OPTIMISM</b>	CLARITY WARMTH	Nikon, UPS, Denny's, NBC, Google
<b>FRIENDLY</b>	CHEERFUL CONFIDENCE	Nickelodeon, Hooters, Amazon, Sprint, IMDb, CAT, Chevrolet
<b>EXCITEMENT</b>	YOUTHFUL BOLD	Payless, Penzoil, Subway, eBay, Kellogg's, Kmart, Oracle, YouTube, Coca-Cola, CNN, Netflix
<b>CREATIVE</b>	IMAGINATIVE WISE	Syfy, Monster, Big Brothers Big Sisters, Aussie, Barbie, Virgin, Exxon, Fanta, IKEA, Best Buy
<b>TRUST</b>	DEPENDABLE STRENGTH	Dell, JPMorgan, Flickr, Lowe's, American Express, Intel, Orkut, Target, Harley-Davidson, DHL
<b>PEACEFUL</b>	GROWTH HEALTH	Whole Foods, Girl Scouts, Land Rover, Animal Planet, HP, NASA, Lynx, Lay's, Hertz, Goodyear
<b>BALANCE</b>	NEUTRAL CALM	CN, Apple, Mercedes, Tropicana, Spotify, Hess, Starbucks, Facebook, Hallmark, Walmart, Cadbury, Oreo, Avis, Shutterfly, Ferrari, Sumo, Schwepes, McDonald's

At the bottom of the guide, there is a row of icons: a yin-yang symbol, a peace sign, a flexing arm, a lightbulb, a lightning bolt, a smiley face, and a thumbs up gesture.

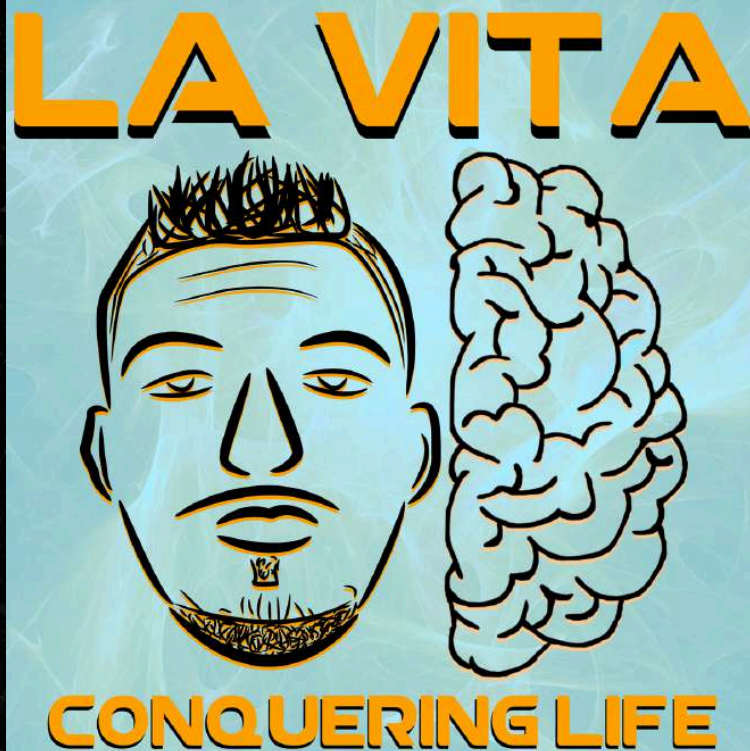
Source: <https://thelogocompany.net/psychology-of-color-in-logo-design/>

# LOGO TIPS: MODERN TRENDS

- A common modern trend is for logo “minimalism”



# ANALYZING LOGOS



# HOW TO DEVELOP YOUR ART BRAND

STEP 4: CREATE MODE OF CONTACT

# STEP 4: CREATE MODE OF CONTACT

- Phone number?
- Studio Address?
- DM's?
- Email?
- BONUS POINTS: Business Email



*\*It is NOT recommended to use private contact info*

# HOW TO DEVELOP YOUR ART BRAND

STEP 5: CREATE A WEBSITE

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- Having a brand website helps showcase your work, discoverability, and artist exposure
- Platforms like Squarespace, Wordpress, and Wix offer drag-and-drop site development
- Pricing varies on your needs and plans
- Domain registration



# WHAT TO HAVE ON YOUR SITE

*\*The following are solely suggestions based on your needs*

- Homepage
- About
- Art showcase
- Internal/external way to purchase
- Social Media Links
- Mission!
- Values!
- Events/Exhibitions
- References to you
- Contact



*Remember to make site theme, colors, and typography consistent with brand logo!*

# EXAMPLE

[Home](#)

[About](#) [Books](#) [Songs](#) [Digital](#) [Acrylic & Oil](#) [Photography](#) [Short Films](#)

[Podcast 'La Vita'](#) [Tino Party](#) [Shop](#) [Show Your Love](#) [Contact](#)

[Creative Consulting](#)



## Florentino Garguilo

Creativity has always been at the heart of Florentino's life. In a world often marked by division, creativity holds the power to unite us. Explore the diverse creative works of Florentino Garguilo, from digital art and acrylic paintings to photography, poetry, writing, and short films. With a focus on minimalism, contemporary style, and abstraction, this site invites you to experience a journey of inspiration and artistic expression.

Florentino's core philosophy is that he treats every aspect of his life as art. Like a paintbrush to a canvas, Florentino goes above and beyond to ensure that everything he does is masterpiece-worthy. Therefore, traditional art isn't the only limitation presented by this site. Explore all facets of his life



# HOW TO DEVELOP YOUR ART BRAND

STEP 6: SOCIAL MEDIA, SOCIAL  
MEDIA, SOCIAL MEDIA!

# STEP 6: SOCIAL MEDIA, SOCIAL MEDIA, SOCIAL MEDIA!

- Social media is increasingly becoming the biggest mode of art exposure
- A full time job in itself!
- A separate masterclass will be held on the specifics of social media strategy



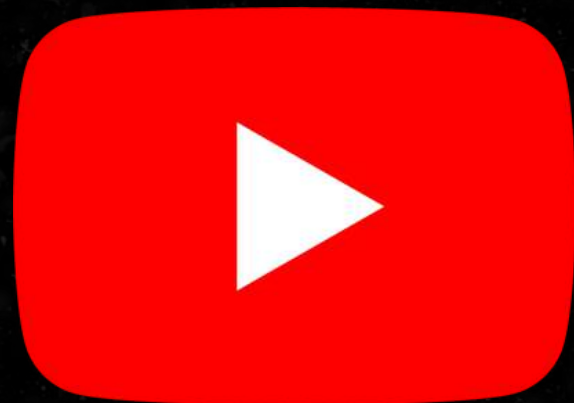
# SOCIAL MEDIA RUNDOWN



- Instagram: Good for posting pictures, "Carousels," reels, and stories



- Facebook: Slowly becoming obsolete. Older audience. Good for linking with Instagram, written posts, and pictures



- Youtube: Good for videos, showing art process, tutorials, POV's, events

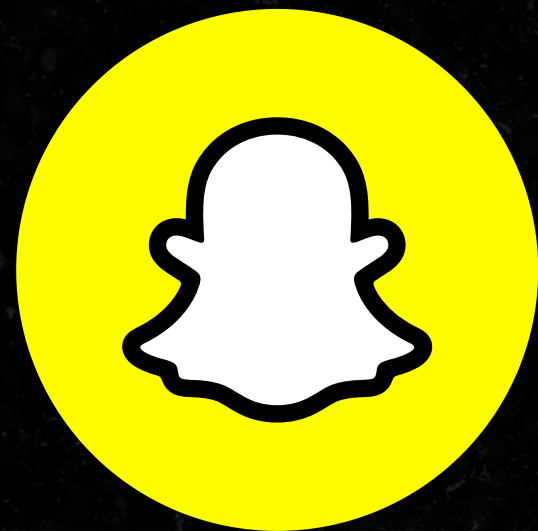
# SOCIAL MEDIA RUNDOWN



- TikTok: Big among younger audience. Good for short videos (max 2 minutes)



- Twitter (X): More "blog" style for thoughts, memes, etc. Not ideal for art. Same with Reddit



- Snapchat: Quick, disappearing "snaps." Not art ideal

# SOCIAL MEDIA RUNDOWN



- DeviantArt: Platform to share your art and build a niche community



- Behance: A portfolio platform for artists to share their work, and gain following, clients, and employers



- Pinterest: Can post and save inspiration boards. Artists can use this to upload their art. Statistically more female audience

# SOCIAL MEDIA RUNDOWN



- ArtStation: Portfolio networking platform for artists who specialize in illustration, game developing, and professional endeavors

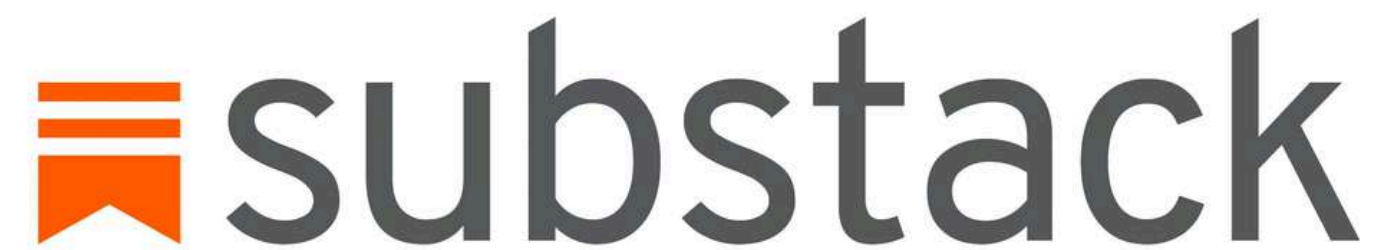


- SoundCloud: Used for musical artists to upload and share music/songs



- Wattpad: A community of writers to share and read stories, fan fiction, and original writings

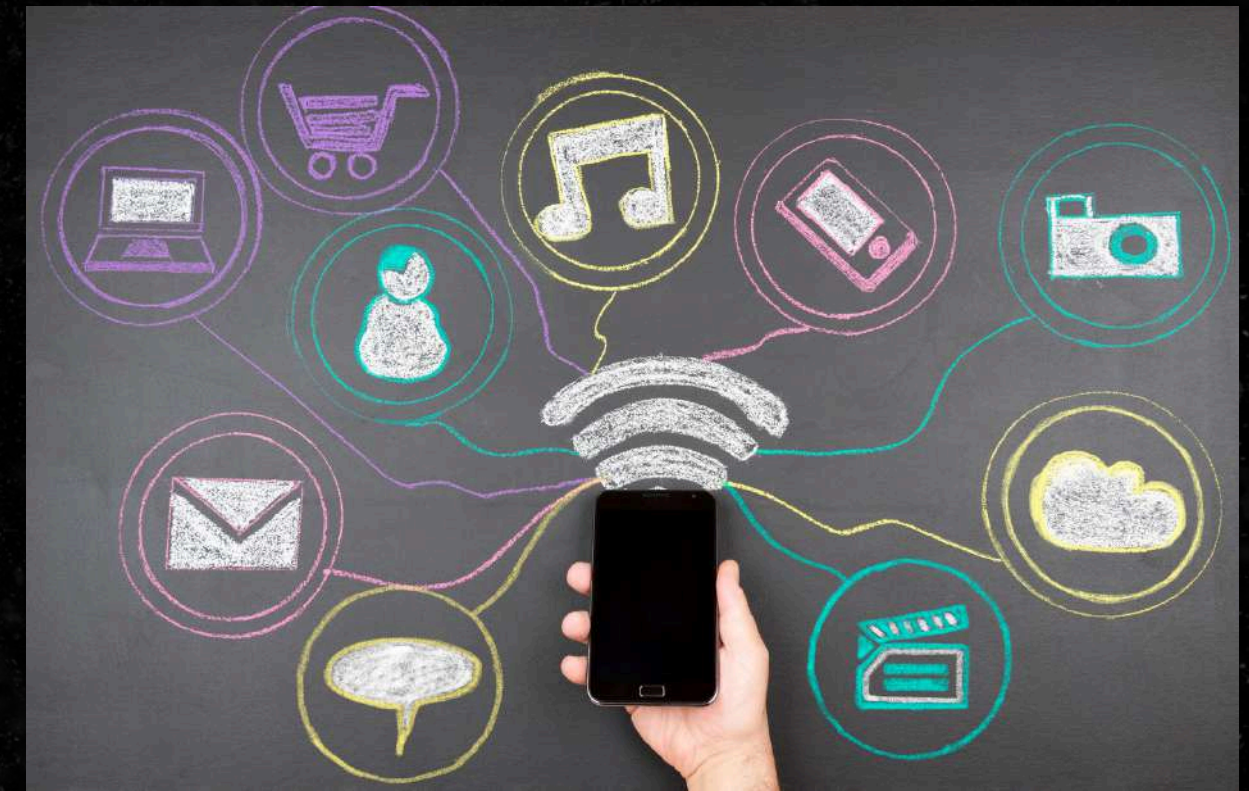
# SOCIAL MEDIA RUNDOWN



- Substack: Emerging platform to share blogs, pictures, live streams, pictures, and meaningful content. Offers you subscription-based abilities

# GENERAL SOCIAL MEDIA TIPS

- Platforms value consistency, post variety, and engaging with audience
- Hashtags are increasingly becoming useless (Instagram even limited # count)
- Understanding the algorithm is HARD!
- Best way to gain traction is to post across different platforms
- Size your posts according to platform (will be discussed in separate masterclass)



# HOW TO DEVELOP YOUR ART BRAND

STEP 7: BUSINESS CARDS

# STEP 7: BUSINESS CARDS

- Business Cards are crucial for networking, exposure, and even casual interactions
- Should have brand name, logo, social media, contact
- Remember consistency! Color scheme, typography, etc.
- Illustrator, Canva, Hire Someone, etc.

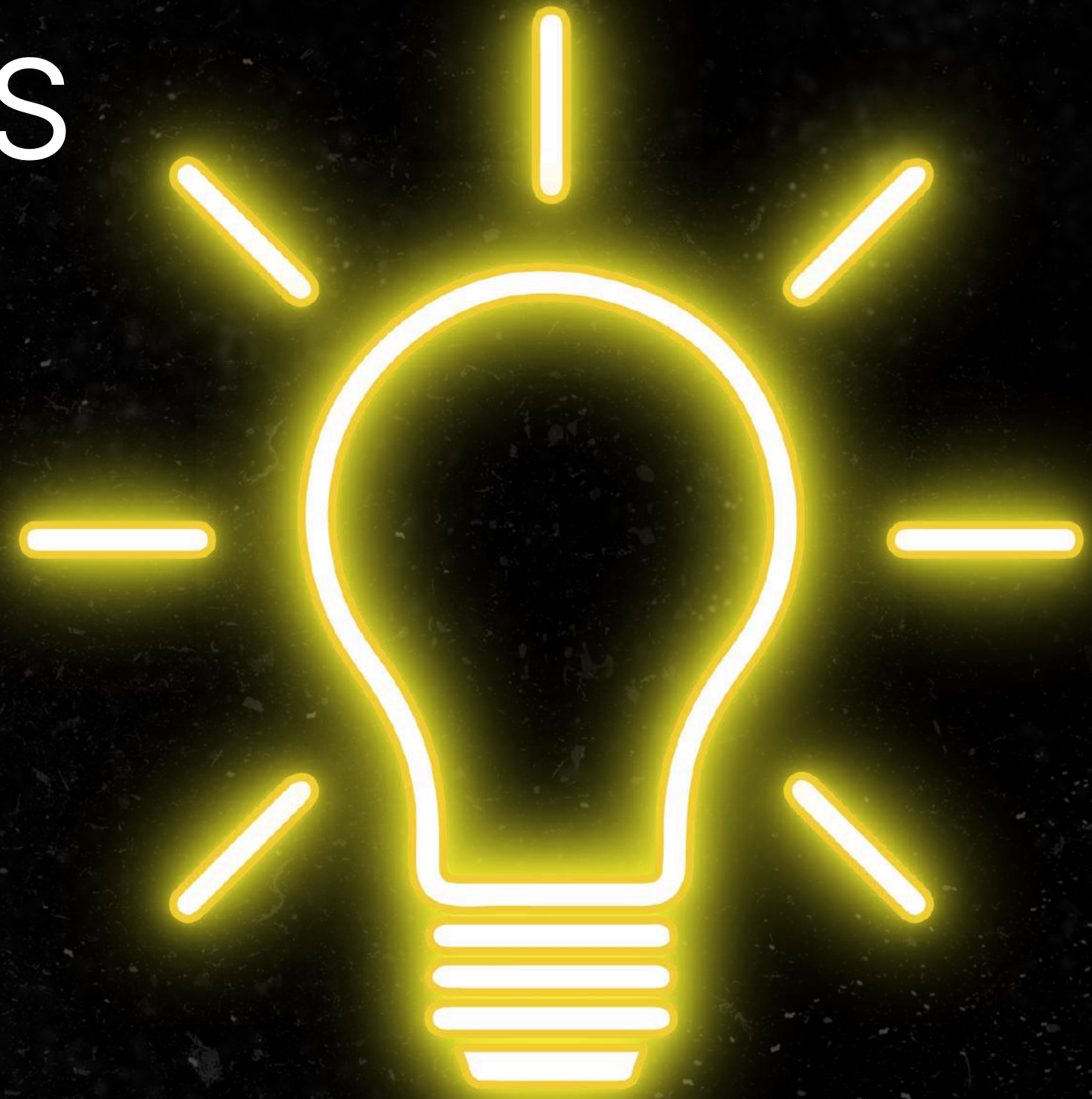


# HOW TO DEVELOP YOUR ART BRAND

OTHER CONSIDERATIONS

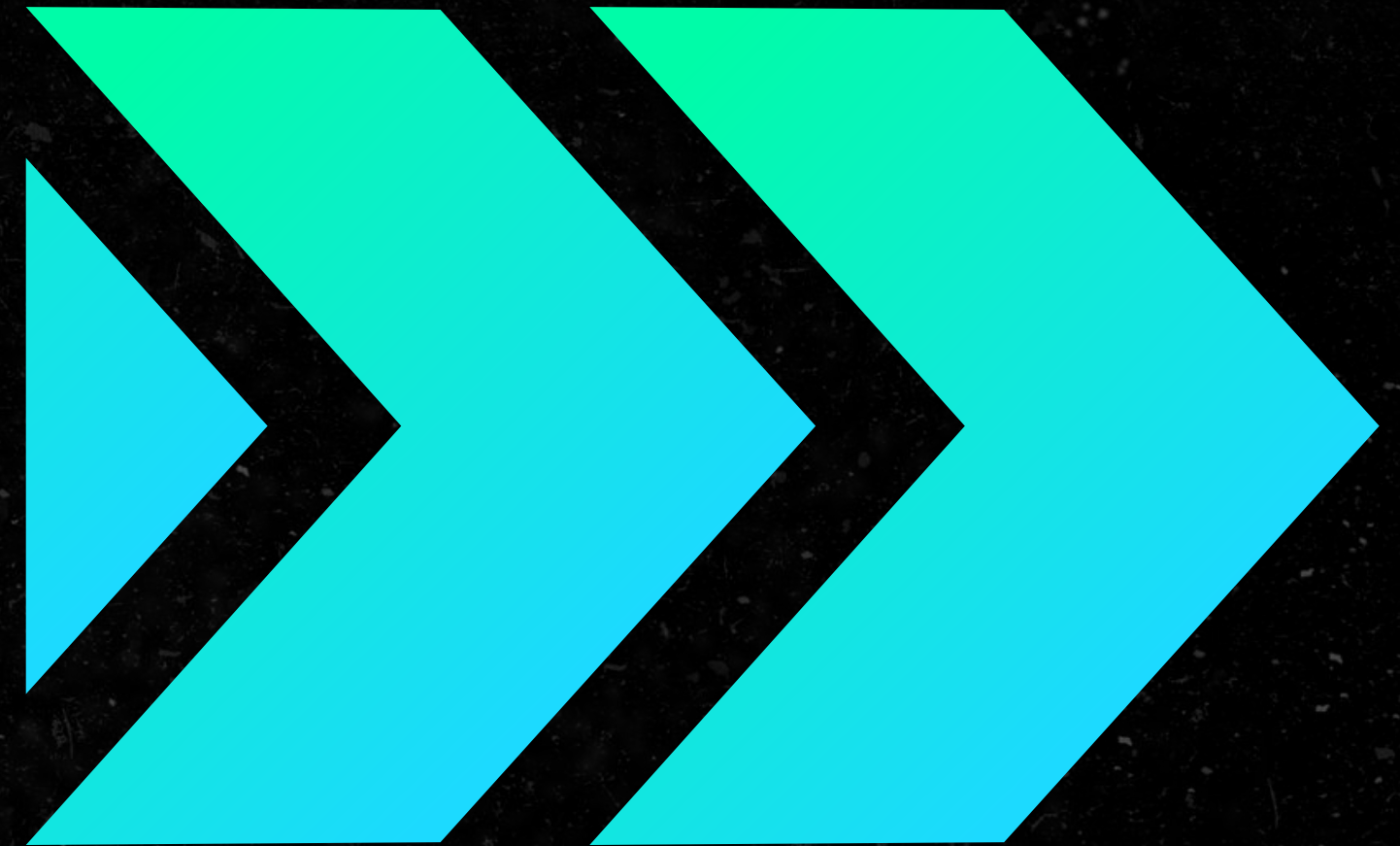
# OTHER CONSIDERATIONS

- Signature for paintings
- Stamps for your brand logo
- Linktree
- Stickers, cards, pins for art sales
- Understanding that your brand may evolve through time!
- You may not want to brand and that's okay too



# RECAP

- Branding is essential for art identity and validity
- 7 steps:
  - Reflect
  - Plan
  - Create logo
  - Create mode of contact
  - Create a website
  - Social Media
  - Business Cards
- Consistency, intention, evolution



# ART BRANDING IS HARD

- We understand branding requires time, energy, and strategy, while taking away time for creativity
- That is why Creative Consulting is here. Book now to discuss a strategic plan that is specific for your artist needs

[www.CreativeConsultingny.com/consulting](http://www.CreativeConsultingny.com/consulting)

# Creative



# Consulting

Florentino Garguilo

## THANK YOU



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