



LEVERAGING AI AND BRANDING

USING ARTIFICIAL INTELLIGENCE AND STRONG BRANDING TO DRIVE GROWTH

Community
Futures  Wild Rose

Digital
Economy
Program

 BUSINESS INK  DIGITAL
MAIN ST.

Agenda

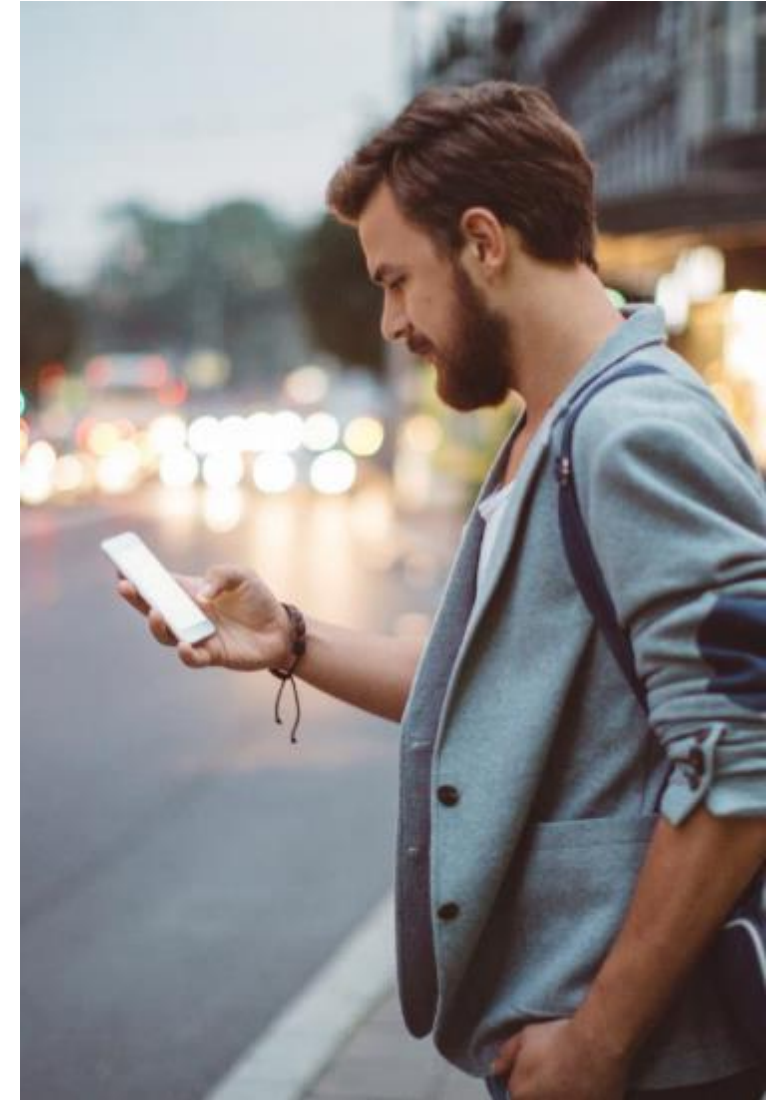
What is AI and what are some examples of artificial intelligence

AI tools and technologies that you can start using today

Why branding is crucial for your business – no matter how big or small

Creating a brand identity without breaking the bank

Logo design – how it relates to your brand and some ways to create an effective logo





What is Artificial Intelligence?



Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think, learn, and make decisions like humans. These systems can perform tasks such as recognizing speech, making decisions, solving problems, or learning from data. AI is used in a wide range of applications, from voice assistants like Siri and Alexa to more complex systems like self-driving cars and personalized recommendations on streaming services.

AI Technology and Tools – Chat GPT

Chat GPT – what is it???

ChatGPT is an artificial language model that is used to provide answers to prompts it receives. It's designed to assist with a wide range of tasks, such as answering questions, providing explanations, creating content, and engaging in conversations.

4 Important Points to Remember:

1. Make prompts as clear and specific as possible.
2. AI has limitations – it will not understand emotion or context.
3. You need to check your facts! AI has been known to make mistakes!
4. You can rephrase your prompts, and rewrite the response in various ways







ChatGPT ▾

MA

 ChatGPT

 German Tutor (Learn G...

 Explore GPTs



Create a cartoon illustration of my pet



Create a workout plan



Activities to make friends in new city



Explain nostalgia to a kindergartener



Upgrade plan
Get GPT-4, DALL-E, and more



Message ChatGPT



ChatGPT can make mistakes. Check important info.



ChatGPT

The screenshot shows the ChatGPT web interface. On the left is a sidebar with navigation options: 'ChatGPT', 'German Tutor (Learn G...', and 'Explore GPTs'. At the bottom left, there is an 'Upgrade plan' section with the text 'Get GPT-4, DALL-E, and more'. The main chat area contains a user prompt: 'Please create an ad for a vintage clothing store that is having a fall clearance sale.' The AI response is an advertisement for 'Vintage Vogue' featuring a '50% OFF EVERYTHING!' sale from September 15th to October 5th at 123 Retro Lane, Downtown. The ad includes a paragraph of descriptive text, a call to action, and a list of hashtags: #VintageVogue #FallClearance #ShopVintage and .troStyle. At the bottom of the chat area is a text input field with the placeholder 'Message ChatGPT' and a send button. A small disclaimer at the bottom center reads 'ChatGPT can make mistakes. Check important info.' and a help icon is visible at the bottom right.

ChatGPT

German Tutor (Learn G...

Explore GPTs

Upgrade plan
Get GPT-4, DALL-E, and more

Please create an ad for a vintage clothing store that is having a fall clearance sale.

🍁 Fall Clearance Sale at Vintage Vogue! 🍁

🌟 50% OFF EVERYTHING! 🌟

Step into the past with style and score BIG on the best vintage finds! Whether you're a fan of 70s boho chic, 80s glam, or timeless 90s grunge, **Vintage Vogue** has it all. From cozy knits to iconic denim, bold accessories, and statement coats—this is your chance to revamp your wardrobe without breaking the bank.

Hurry! Once it's gone, it's gone!

Sale Dates: September 15th - October 5th

Location: 123 Retro Lane, Downtown

Shop our exclusive vintage collection before it's too late!

#VintageVogue #FallClearance #ShopVintage .troStyle

Message ChatGPT

ChatGPT can make mistakes. Check important info.

AI generated ad using ChatGPT



ChatGPT ▾



MA



ChatGPT



German Tutor (Learn G...



Explore GPTs

Change the above to sound like a pirate



🚩 Arrr! Set Sail fer Vintage Treasures at our Fall Clearance Sale! 🚩

📌 50% OFF ALL YE CAN CARRY! 📌

Hoist the sails an' plunder the finest vintage booty this side o' the seas! Whether ye be seekin' groovy garb from the 70s, flashy flair from the 80s, or grungy gold from the 90s, **Vintage Vogue** be the place fer treasure hunters like yerself. From snug sweaters to legendary denim, bold baubles, an' grand coats—ye'll find riches aplenty!

Make haste, mateys! Once it's gone, it's gone!

📅 **Sale Dates:** September 15th - October 5th

📍 **Where to Drop Anchor:** 123 Retro Lane, Downtown

📷 *Come fill yer chest with vintage treasures before the winds change!*

#VintageVogue #FallClearance #PlunderVintage ⬇️ #PirateStyle



Message ChatGPT



Upgrade plan

Get GPT-4, DALL-E, and more

ChatGPT can make mistakes. Check important info.

Why Branding Matters

For online businesses, having an identity that sticks out from the crowd is crucial. A strong brand builds trust and credibility, which are essential for attracting and retaining customers.

For small businesses, effective branding can make all the difference in allowing you to set yourself apart from larger competitors. Your unique voice and personality will help you to connect with your audience on a personal level.

Some ways to help develop your unique brand over time:

- Consistently share your story and values across various platforms
- Create a persona for your audience – speak directly to them in your marketing
- Develop a catchy tagline or catchphrase that resonates with your brand
- Start to find ways to engage with your audience over social media, and through email marketing
- Consider the topics that your audience might be interested in to create unique content for newsletters or blogs
- Adapt and evolve – take into consideration customer feedback while remaining true to your identity



Brand Identity

Some additional points to consider:

- Know who you are! What are your values? Who is your audience? What sets you apart from your competition?
- Have a strong visual identity. Your logo, fonts, colors and brand personality should be reflected consistently across all platforms!
- Focus on customer experience! Respond immediately to comments online, and gather feedback where you can!



FREE SHIPPING ON ORDERS OVER \$68 (CAN & USA)

routine.
NATURAL BEAUTY

ACCOUNT SEARCH CART (0)

SHOP ALL

DEODORANT

HAIR

BODY

FACE

HOME

SALE

ABOUT

FIND A STORE

QUIZ



Welcome!

We are sisters and Routine co-founders Neige and Pippa.

At Routine, we believe that your scent is like a fingerprint, and how you choose to smell tells a story. Our credo is to offer beautiful, natural personal products that feel and smell incredible. Everyday routines that do good and are life-changing. To compliment your pheromones without compromise. To honour nature. To produce kinder to the earth, mindfully sourced packaging and products in our neighbourhood home of Canadian Rockies. To fall in love with how YOU smell.

And most honestly, to bring to the joy, fun and wild back into the modern bathroom. Giddyup! Xo, N & P

A Local Example : routine.



routinecream

routinecream Pssst! Inside info alert 📢

Our BRAND new, yuuuumy, much anticipated scent: SO & SO is debuting at the routine shop and refill bar in CALGARY now! In addition, the entire line of our limited edition coloured label Natural Mist's in all your favourite classic smells are available right now.

This is an in store exclusive bc we wanted to launch in time for what we consider to be the new year- September!

For hair, body, atmosphere. Spray you, spray me!

Store hours:
Wednesday 12:00 - 5:30
Thursday to Saturday 11:00 - 5:30

4539 6 St NE Suite #3, Calgary, AB T2E 3Z6

#explore #explorepage #trending #trendingreels #viral #natural #naturalbeauty #naturalskincare #naturalhair #routine #routinenatural #yyc #calgary #shoplocal #shopyyc

2w



routinecream

routinecream Check out our steez. Get in your last runs of the season, sweat it up and put on yo Routine. What's your go to spring ski scent? 🏂🌨️

@taylorkatephotos

#explore #explorepage #trending #yyc #calgary #routine #natural #naturalbeauty #naturalskincare #refill #shop #local #localbusiness #shoplocal #naturalhair #naturaldeodorant #ski #skiseason #springski #snowboarding

Edited · 21w

kimbotlay Cat Lady! 🐾

21w 1 like Reply

— View replies (1)

rance.soo Cuteeeee 🍷❤️

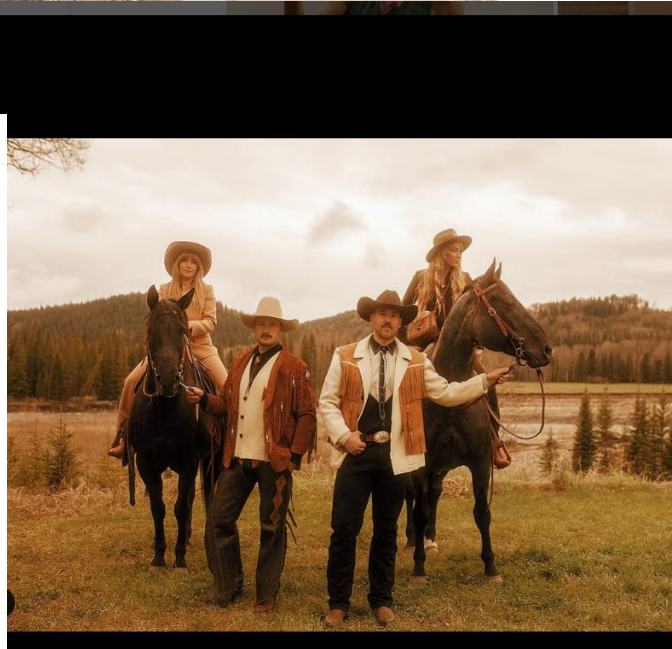
21w 1 like Reply

kneecola16 Love this so much 🍷

21w 1 like Reply

534 likes
April 15

Add a comment...



routinecream

routinecream Git on down to smell good town. 🌵🌵

#explore #explorepage #trending #trendingreels #viral #natural #naturalbeauty #naturalskincare #naturalhair #routine #routinenatural #yyc #calgary #shoplocal #shopyyc

10w

hoitatattoo Yeee haaaaa!!! Can't wait to see you guys on the boardssss

10w 2 likes Reply

— View replies (1)

joannamagik Yahooooo ya two x two

10w 3 likes Reply

wilddrabbittvintage Yall have our vote for mayor and council of smell good city 🌵🌵🌵🌵

10w 3 likes Reply

ugcwithmon Your aesthetic is constantly on point

Logo Design

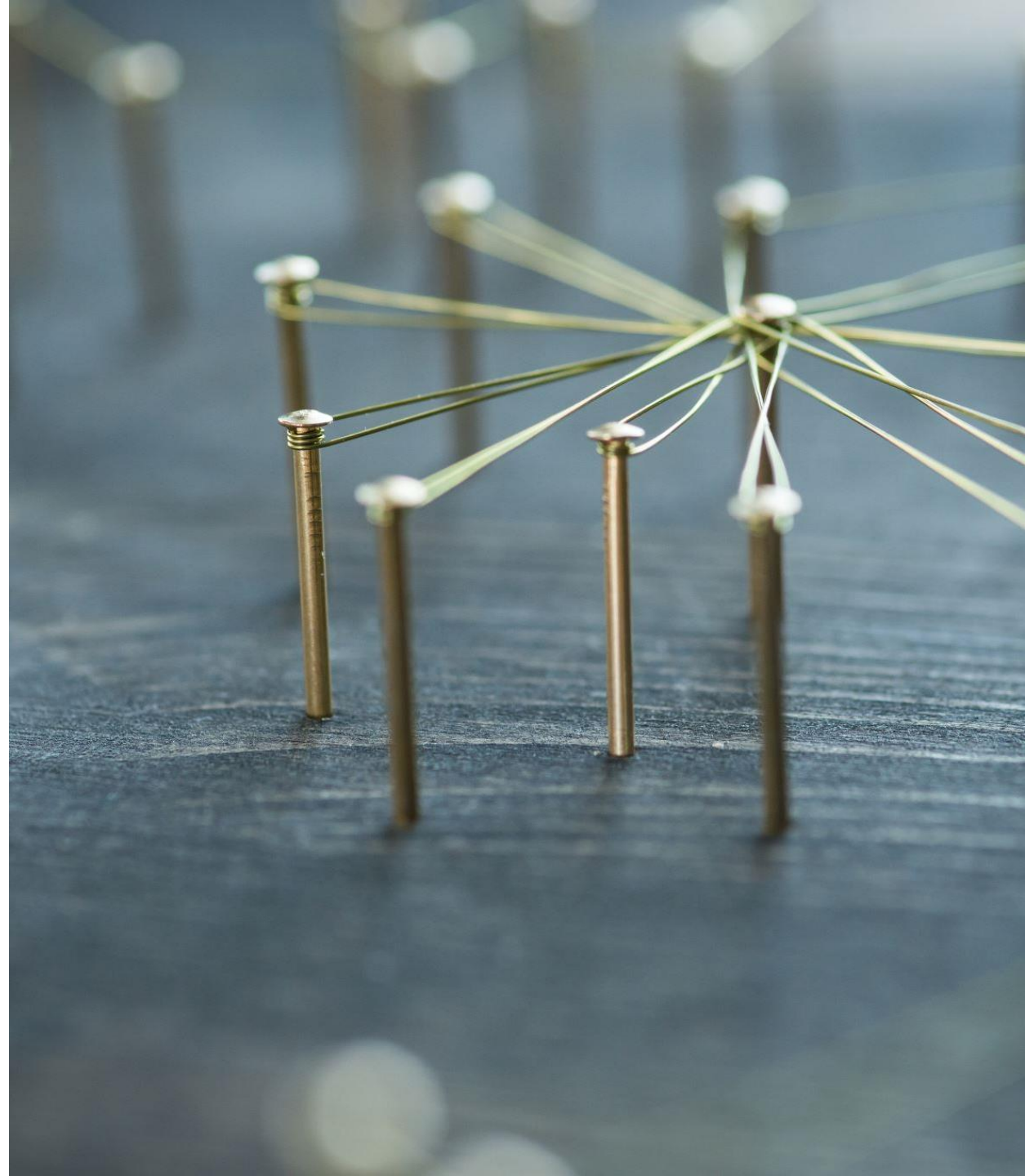
Brand identity – as we discussed earlier, having a clear image of what you want to represent is crucial

Check out similar businesses and their logos – see what resonates with you and what you think works well

Create an image of what your business does or the service it offers

Choose colors and fonts that align with your brand identity and can be used across varying platforms

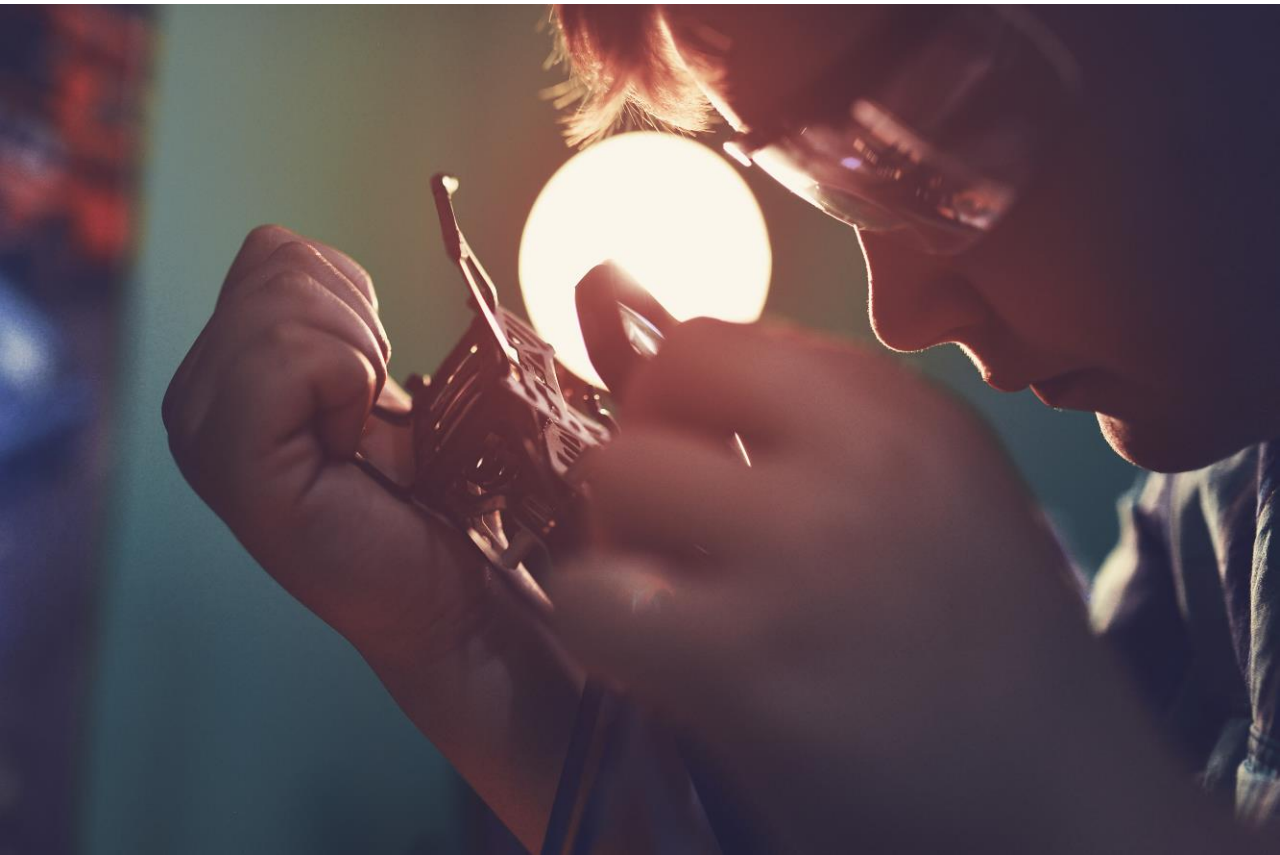
Consider using a program such as Canva or your website platform.



Using Canva to Create a Logo

Steps to creating a logo in Canva

1. Log into Canva
2. Click on 'Create a design' and then start typing 'logo'
3. From there you will see a selection of templates that you can use or customize. You can also use keywords to bring up selected images
4. You can now modify fonts, images, colors, sizes, etc.
5. Add your logo to your Canva brand kit for future use





Personal

Free • 8 1

Canva Pro

Come back to Canva Pro and get another 30-day trial.

Get another free trial

Home

Magic Studio

Projects

Templates

Brand

What will you design today?

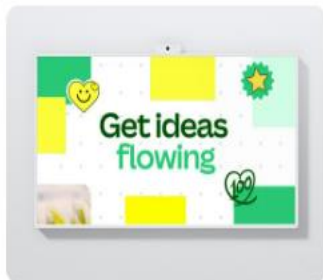
Search your content and Canva's

- For you
- Docs
- Whiteboards
- Presentations
- Social media
- Videos

You might want to try...



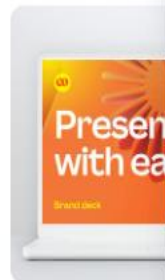
Doc



Whiteboard



Flyer (A4 21 × 29.7 cm)



Presentation (16:9)

Search

Suggested

- Doc
- Whiteboard
- Flyer (A4 21 × 29.7 cm)
- Presentation (16:9)
- Instagram Post (Square)
- Instagram Story
- Logo 500 × 500 px
- Your Story
- Mobile Video
- Facebook Post (Landscape)

Start creating from your media



Design

Elements

Text

Brand

Uploads

Draw

Projects

Apps

Photos

retro circle logo clothing

Templates

Styles

The grid contains the following logos:

- Warner Spencer (orange and teal)
- AROWAI INDUSTRIES MEN'S CLOTHING ESTD. 2022 (black and yellow)
- Larana CLOTHING STORE (green)
- BORCELLE ESTD. 2023 GOLD BREW COFFEE (white with black text)
- THE HENRIETTA STYLE ORIGINAL CLOTHING (black and white)
- PARADISE SURFING ESTD. 2017 SYDNEY, AUSTRALIA (black and white)
- RIMBERIO (brown and black)
- HANOVER STREETWEAR (black and white)

Position

+ Add page

Page 1 / 1 85%

Notes

Icons for zoom, share, and help are visible in the bottom right corner.

Design

Logo • 500 x 500 px

Elements

Template style

Gentyp
GENTY SANS

More like this

- ROYO** KIDS SHOP
- Warner Spencer**
- Fauget** STREETWEAR
- Neil**

Text

Brand

Uploads

Draw

Projects

Apps

Photos

Animate **Position**



+ Add page

Notes Page 1 / 1 85%



File

Resize



Untitled design - Logo

Get another free trial

S



Print with Canva



Share



Design



Elements



Text



Brand



Uploads



Draw



Projects



Apps

Font

Text styles

Try "Calligraphy" or "Open Sans"

Document fonts

Senty

Genty Sans

Recommended fonts

Cooper BT

ITC Motter Corpus Condensed

HERTICAL

Klein

Poppins

Recently used

Codec Pro

Anastasia Script

Genty



-

41.6

+



B

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⌘

aA



Effects



Animate

Position

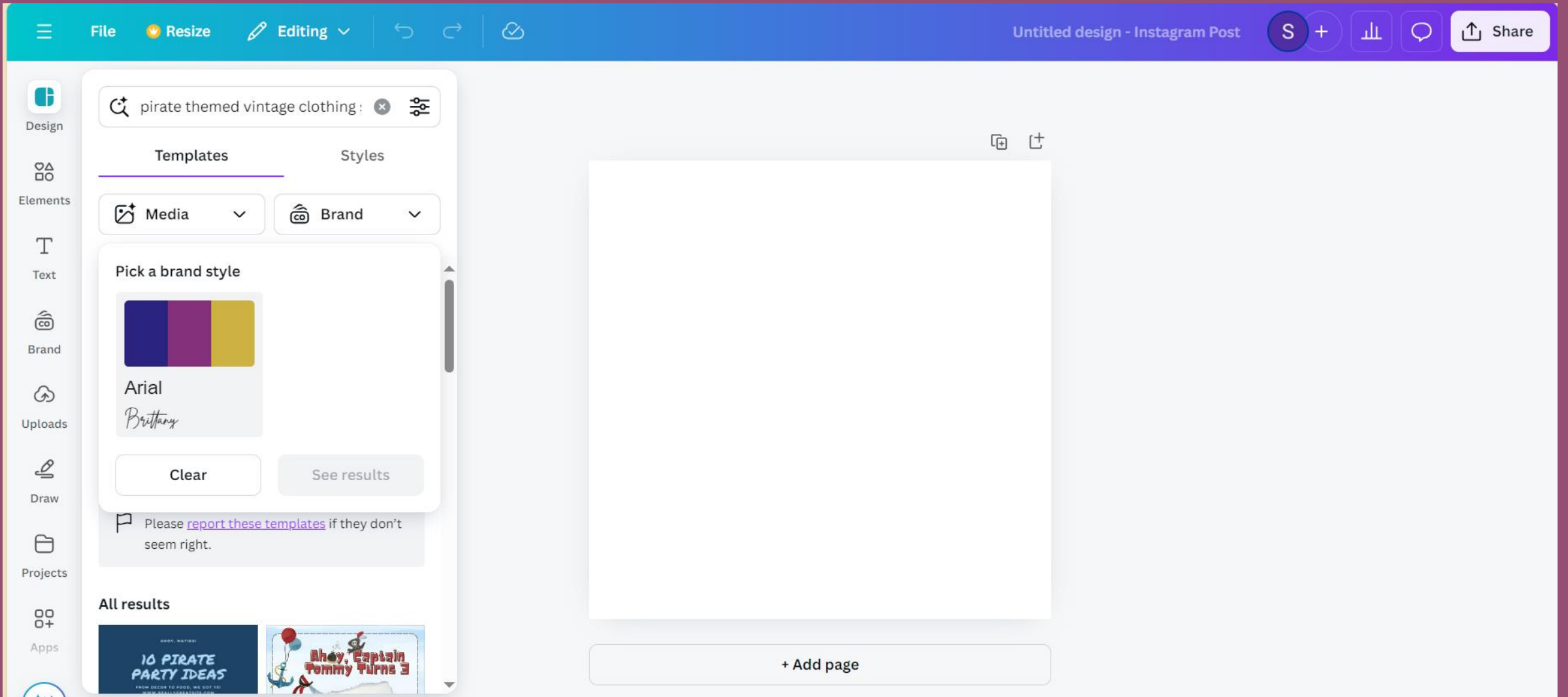


Magic Write

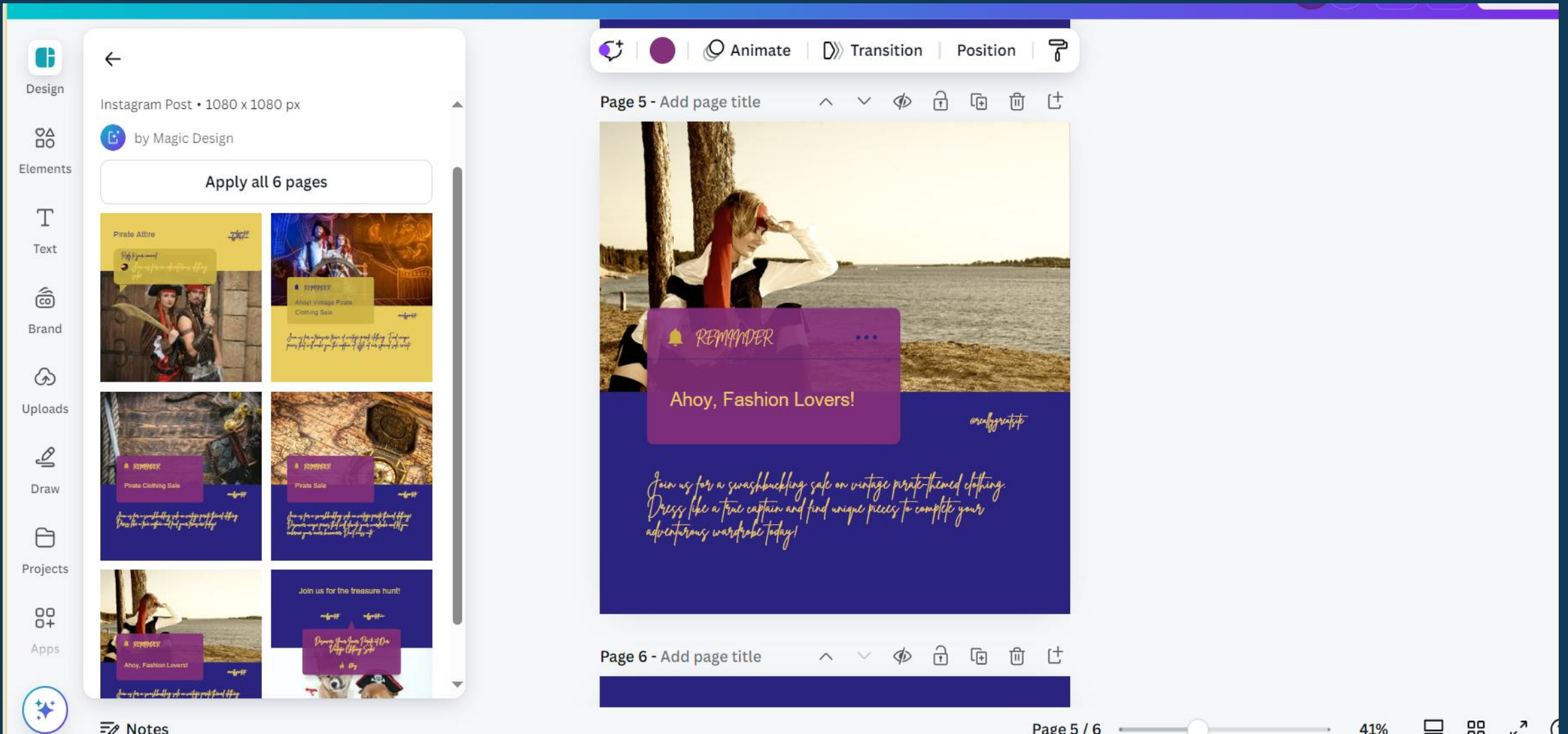


+ Add page





Using the brand kit to design an ad



Our pirate themed vintage clothing sale!

Q and A



THANKYOU FORYOUR PARTICIPATION!

LOOKING FORWARD TO SEEING YOU AGAIN IN THE NEXT SESSIONS!



Digital Economy Program

