

Stand Out & Shine: How to Build Your Brand

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Speaker Introductions



Stand Out & Shine

How to Build Your Brand

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Develop Your Business Strategy

The SPARK Canvas

One page business plan to
highlight the most
important information
about your business

The SPARK Canvas

PROBLEM	SOLUTION	CUSTOMERS	KNOWLEDGE
COMPETITION	ADVANTAGE	COSTS	REVENUE/PRICING

What Problem will Your
Business Solve?

Customer Problem



Solving an Issue



Fulfilling a need

Anna is Fulfilling a Need:

People want unique hand-made products rather than mass-produced gifts



How Will You
Solve it?

Your Business **Solution**



Product



Service

Anna's Product:

One-of-a-kind pieces of art to decorate your home or for gift giving with a powerful story of inclusion and possibility.



Who will You Sell
Your Product or
Service to?

Customers



People



Organizations

Customers Demographics



Anna's Customers:

Gift shop owners looking for unique products & gift buyers seeking one-of-a-kind art for special occasions



Who will the
Competitors be for
Your Business?

Anna's Competitors:

Allie's Art & Design



Mosburgart Studio



What Makes your
Product or Service
Different?

Competitive Advantage



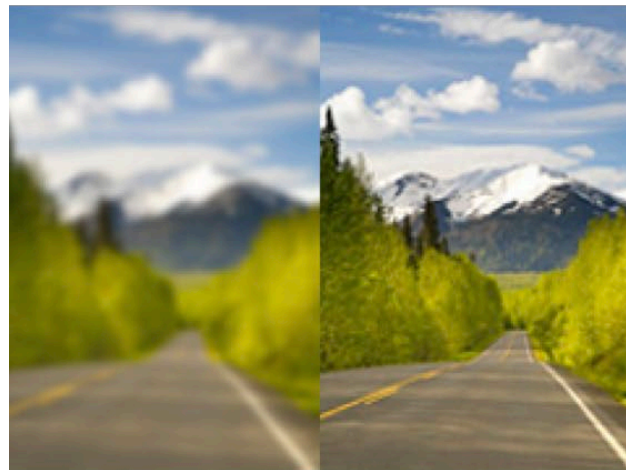
Price



Speed of Service



Ease of Use



Quality

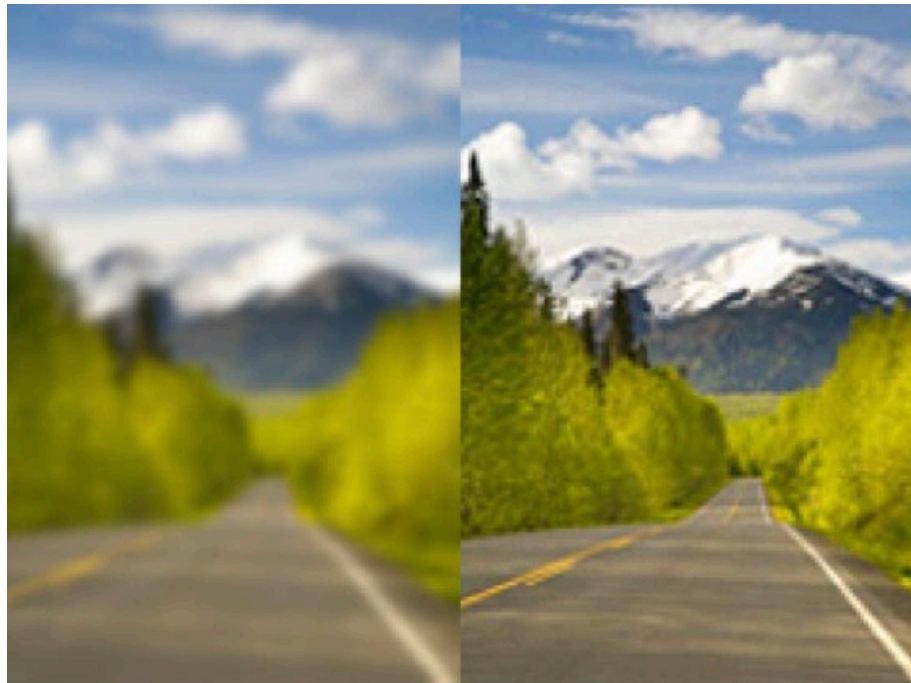


Customer Experience



Specialty

Anna's Competitive Advantage



Quality



Specialty

Anna's Spark Canvas

PROBLEM	SOLUTION	CUSTOMERS	KNOWLEDGE
People want handmade products rather than mass produced items	Beautiful hand-made products that are created with love by Anna	Gift shop owners People buying gifts	Adults Mostly Female People who like home decor People who want one-of-a-kind art
COMPETITION	ADVANTAGE	COSTS	REVENUE
Allie Art Designs Mosburgart Studios People selling on Etsy Vendors at art shows	Quality of Product Speciality (made by a person with Down syndrome)	Tiles \$2.50 Paints \$1.00 Supplies \$3.25	Average price \$20.00 per tile Profit \$10.00 per tile

Creating Your Brand Identity

Your Brand



It's what your customers think and
feel about your business

Name Your Business

Use Your
Own Name



Combine
Words

NETFLIX

Describe
What You Do

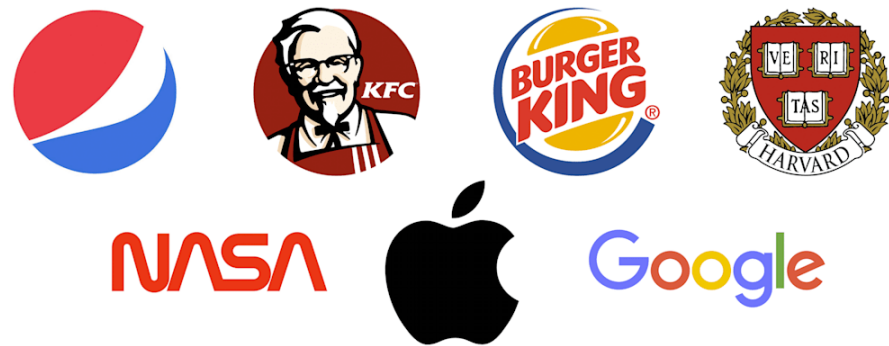


Names with
Feelings



Create Your Brand

Logo



Fonts

NATURAL	<i>Creative</i>	<i>Retro</i>
Editorial	<i>Whimsical</i>	Unique
Versatile	<i>Elegant</i>	Edgy



Colors

Types of Logos

Wordmark



Symbol



Abstract



Combination



Colors

Red

Strength
Excitement
Love

Orange

Warm
Friendly
Playful

Yellow

Happiness
Positivity
Hope

Green

Health
Growth
Reliable

Blue

Trust
Loyalty
Responsible

Purple

Creative
Kind
Calm

Black

Strong
Elegant
Mysterious

Fonts

Serif

Sans Serif

Script/Cursive

DISPLAY//DECORATIVE

Your Brand Messaging



Warm &
Encouraging



Professional



Fun and
Energetic



Calm &
Reassuring

Bring It to Life - Making Your Brand Real

Social Media



Marketing Materials

Social Media Graphics

Business Cards

Flyers

Labels & Packaging



Create a Website



WIX
Wix.com

 **SQUARESPACE**
squarespace.com


Square
squareup.com

Make it Accessible



High Contrast



Clear Fonts



Alt text for images



Captions on videos

Brand Building Power List

- Start with your SPARK Canvas
- Know your Customers
- Keep it Simple, Consistent & Keep it YOU
- Design for Everyone (accessible)
- Use Free Tools to Get Started
- Tell Your Story

Contact Information



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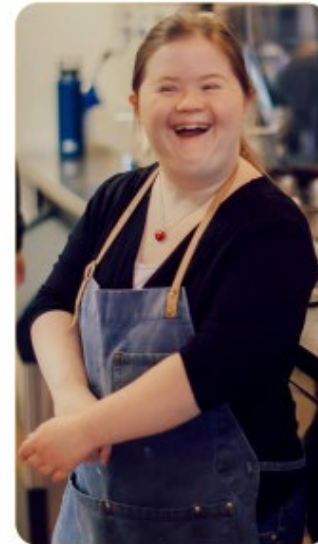
Questions?



Entrepreneurship Guide



**Entrepreneurship
Guide**



The NDSS Entrepreneurship Guide is designed to help individuals with Down syndrome and their families learn more about entrepreneurship as a pathway to employment and what it takes to start a business.

This resource was developed in partnership with:



NDSS Holiday Gift Guide



Visit:

https://ndss.org/holiday_gift_guide
or scan the QR code



Post-Webinar Survey



Don't Miss Our Next Webinar

Self-Employment and Benefits: What Aspiring Entrepreneurs with Down Syndrome Need to Know

Part 1: December 9, 2025

1 p.m. ET

Part 2: December 16, 2025

1 p.m. ET

Register at:

<https://ndss.org/ndss-webinars>

Questions?
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