

Defining

01

Before you grow, get clear on what you do, why you do it, and who you serve. Good branding starts with knowing your role in your customer's world. When your intention is clear, you can communicate with purpose and build trust.

Your business

Describe your business in 20 words or less.

What do you offer and in which industry?

Your customers

Who are they? Think age, location, work life and lifestyle.

What do they care about? Price, quality, convenience, versatility, or service?

What do they want from your brand?

Use insights from your community or social platforms to guide you.

Differentiating

02

Your brand needs a clear point of difference. Know who else is in your space and why a customer would choose you. This helps you stand out online and in store and ensures you communicate what makes your offer meaningful.

Competition

List your top three competitors.

What do they do well and what frustrates you about their offer or how they communicate?

What do you like or dislike about their visual identity such as colours, logo, type and imagery?

Point of difference

Where do you sit among these competitors?

How is your story, your values or your offer different?

Think pricing, experience, product benefits, service, convenience or design.

Designing

03

Your visual identity must match your values, personality and voice. Consistency in colours, fonts and layout helps people recognise you and trust you. Strong design builds reliability and keeps your brand looking cohesive across every touchpoint.

Design elements

Describe your brand aesthetic/style. EG. what Fashion Brand or Car Brand do you align with.

What shapes suit your brand?

- Soft and round for friendly and approachable.
- Sharp and angular for strength and confidence.
- Vertical for presence.
- Horizontal for calm.

Logo

Write a few words describing how you want your logo to feel.

Illustrative or minimal.

Classic or modern.

Playful or refined.

Organic or structured.

Youthful or mature.

traditional and stable or

modern and clean or

expressive and elegant or

bold and unique.

Colours

Which colours support your mission and personality?

How do you want customers to feel when they see your brand?

eg

Red- energising, bold, full of life

Green- natural, fresh, grounded

Blue- reliable, calm, confident

White- simple, clear, considered

Yellow- friendly, warm, open

Purple- creative, premium, expressive

Black- strong, modern, refined

Marketing

04

A strong brand identity becomes the blueprint for your marketing. Show up where your audience spends their time and share content that reflects your values and the experience you want them to have.

Community

Where does your audience spend time online or in person?

Name 10 to 15 people who can be your first micro-community. These are people who will share, comment and support your content as you start building momentum.

Your business goals

Set one clear and reachable goal for the next 12 months.

What five things do you want customers to know about you that help them decide to buy?

Sharing your message

How will you reach your goals?

Think physical marketing, paid campaigns, organic social, newsletters, website updates, partnerships, referrals or blog content.

Adding value

List five ways you can educate, inspire or support your audience.

Adding value helps people form an emotional connection with your brand.

Summary

05

Pull everything together so you can communicate your brand clearly and consistently. Use this summary for pitches, website copy, social content or briefing designers.

Brand

your business name _____ is part of the *industry* _____ industry and we connect with our audience with *brand value* _____.

We are *brand personality* _____ and talk to our customers in a *brand voice* _____ way.

What sets us apart is *point of difference* _____.

Community

Our typical client is in their *customer age group* _____, lives in *customer location* _____ and values *customer value* _____.

They need *customer need* _____ from a business and spend time on/in *online or in-person spaces* _____.

Design

Our brand is *overall look and feel* _____.

We communicate visually with a *style* _____ aesthetic and use *shapes* _____ shapes.

Our colours are _____.

Our logo has a _____ feel.

Connect

Our main goals are *your business goals* _____.

We will do this on/in *channels* _____ with content like *add value idea* _____.
