



W O R K B O O K

The Brand Blueprint

This ultimate workbook is designed to help
you better understand your brand.

Introduction

The purpose of this workbook is to get you thinking about your brand and define some key aspects.

The areas this workbook will cover is:

- 1.Brand Substance (Mission, Vision, Values & Purpose)
- 2.Your ideal customer
- 3.Your competitors
- 4.Your brand
- 5.Visual expression
- 6.Naming your brand (if it is a new brand)

1. What do we mean by Brand Substance?

Brand Substance

Your brand substance consist of your mission, vision, values and purpose. This forms the foundation of your brand and informs the direction and affect decisions you will make regarding your brand.

For instance, what kind of people you will collaborate with, the causes your brand supports. The kind of clients you want to attract. What do you look for in an employee and is their personality aligned with your brand values & purpose? Make sense?

From here you dive into competitors and target markets to identify what makes you and your business different, ALL to better your position in the market.

Let's get started!

1. Why do you want this specific brand?

2. What is your big dream/vision for your brand?

3. What do you LOVE about your particular industry?

4. What do you want to do differently from what is currently being done?

5. In your ideal environment, what values are important to you for your business?

6. What kind of impact do you want to create?

7. What is the problem that your business has the solution for?

8. Describe your solution & sum it up in 3 words.

9. What would you like your customers, suppliers & the wider public to say about the way you conduct your business?

Define

Look over your answers from the previous pages, then:

Write down some values that you feel is aligned with the brand you want to create

Write down your brand's purpose. Why does it exist? Think about social needs as well and align with your mission & vision.

Define

Look over your answers from the previous pages, then:

Write down your brand's mission to include it's pupose, objectives and how you plan to serve your customers

Write down your brand vision, this is the backbone of what makes you different in the market and informs how you will resonate with customers. This will help create a strong brand personality which will later help with sales & marketing.

2. Many of your customers' purchase decisions are guided by how they feel.

Your Customer

1. What kind of person do you want to attract to your business? (Describe your perfect client.)

2. What do you want your customer to FEEL whilst spending their time at your business?

3. What do you want your customer to FEEL after they have interacted with your brand?

My ideal client

Ideally you will base this on some solid research as well. But thinking about the above answers, write down who you think the ideal customer is for your brand.

Name

Age

Occupation

What is their income bracket?

What are their interests/hobbies?

What social media platforms are they on?

What do they struggle with (that your product/service can help them with)?

3. Know who you are up against!

Your Competitors

1. Who do you consider to be your top 3 competitors?

2. What is the one thing you would want to do better?

3. Name 3-4 brands in the industry that you love & what do you love about them.

4. Make it human

Your Brand Personality

Knowing who your brand is as a person helps. To make it easy for your customers to relate to your brand, we give it a human personality.

Symbolised by personalities like you and me, this will guide how your brand speaks to your customer and how it conducts itself in the public sphere.

1. What characteristics would you like to see in your brand? Is your brand a rebel maybe, or a sage, healer, guy/gal next door type, or.....?

2. How do you want people to feel interacting with your brand?

4. Make it human

Your Brand Voice

Look at the personality traits you assigned your brand. Imagine, if this were a person, how would they speak, what kind of things would that personality say, what would their tone of voice be?

Write down some ideas, is your brand tone of voice cheeky, funny, serious, clever, or....?

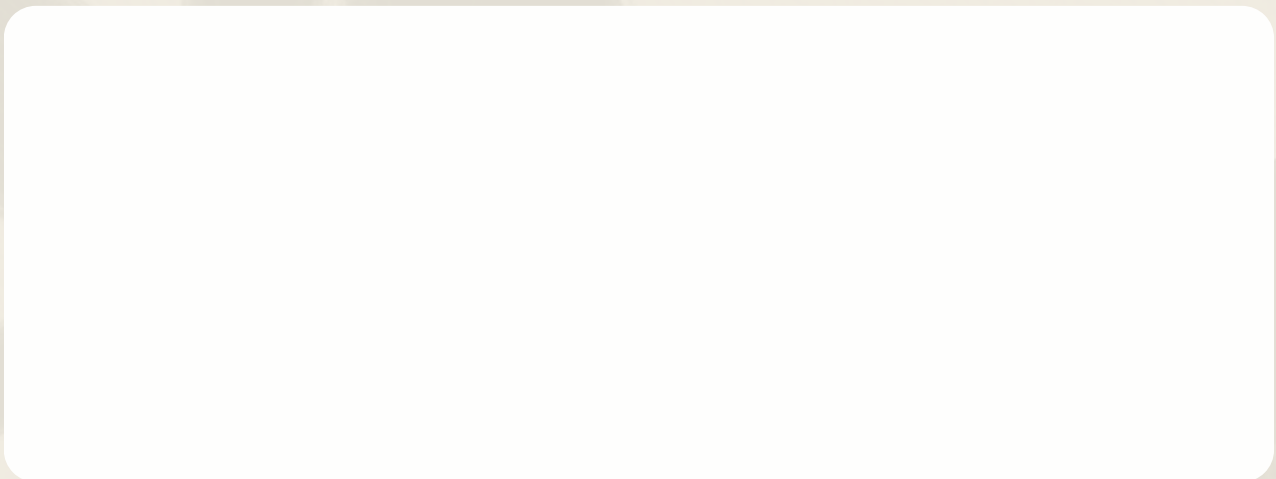
What is a tone voice or words that your brand would NEVER use or say? Write them down

5. Have fun & don't overthink it.

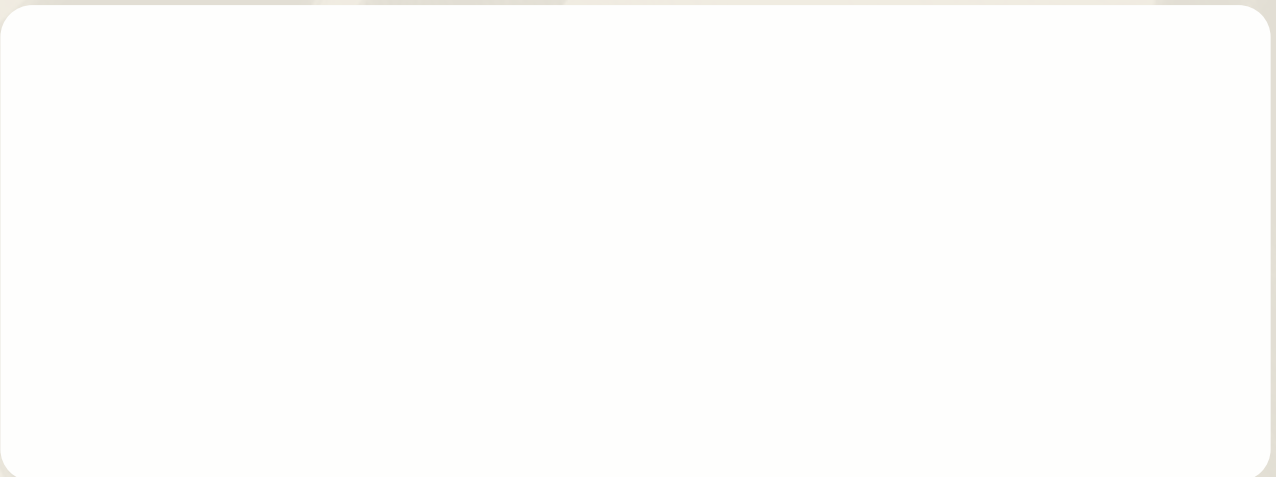
Visual Expression

Create a moodboard of imagery you like or find appealing. Look at things like colour, what you feel when you look at an image, fonts you like and keep your target market in mind. Imagine what would resonate with them. This will help give direction in developing your logo, colour palette, and overall visual direction for your brand across all touch points.

1. Favourite colours:



2. General Mood



6. Naming your brand is as important as naming your child!

Your Brand Name

Here are some things to consider:

1. Choose a name that is easy to pronounce and spell.
2. Be sensitive to other cultures/race issues/slang words/language barriers.
3. Make it catchy.
4. Make it meaningful & related to you and your business.

Here are some ideas to help get you started:

Acronyms

Try using the 1st letter of every word, parts of words or names.

Like: AOL (America Online), BBC (British Broadcasting Corporation).

History

Historical characters, gods, objects, mythical creatures are great inspo!

Like: Nike, the Greek Goddess of Victory.

Merging

Mix two or more words that are meaningful for you.

Like: Evernote (from Forever and Note), Groupon (from Group & Coupon).

Exotic & Foreign

It might sound great & exotic to your audience.

Like: Haagen-Dasz, it doesn't mean anything but it sounds cool!

And some more...

Founder

There are many examples of brands that have been named after their founders.

Like: Ferrari, Boeing & Bayer, Adidas.

Geography

Amazon & Fuji are both examples of this tactic as is Adobe, which was named after the creek that ran behind the founders house.

Partnership Structure

If you have a partner you might use fragments of your names like:

Ben & Jerry's or 20th Century Fox.

Unsung Hero

Pixar is a great example. For the studio the Pixel was essential. They used part of the word and added the initials of the founder Alvy Ray = PIXAR.

Descriptive

What is a word or pair of words that describe what your business does best? Think advantage to the customer.

Like: 7-Eleven, Home Hardware.

Leverage Latin

Latin has an element of mystery, it isn't tied to a specific origin or nationality and they are phonetically appealing.

Like: Acer, Volvo.

Jot down some of your name ideas:



THANK YOU!

The next step

You can use all this information to start building a brand that will be consistent and cohesive across all touch points.

Speaking with the same voice to your audience and get them invested.

If you need help to make sense of it, reach out and let us work on it together.

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