

Brand Strategy

MISSION

Write your mission statement that describes who you are and why you exist. (See Simon Sinek's 'Start With Why' video).

VISION

Write out your vision statement that answers the question, 'Where are we going?' This defines the future that you want to create.

VALUES

Choose 3-5 core values that clearly define how both you and your team will conduct yourselves as you tackle your mission.

TARGET AUDIENCE

Identify exactly who you are speaking to by creating an ideal persona of your customers. Write out everything you know about them.

ARCHETYPE

Choose what type of guide you will be to your audience. Review Carl Jung's 12 Brand Archetypes to narrow in on your top two personalities.

ONLINESS

Find what makes you stand out by reviewing your product's market, and then by filling in, "I am the only _____ that _____."

Brand Identity

NAME

Brainstorm a variety of names that align with your mission, and then check to see if the domain and social handles are available.

BRAND VOICE

Measure key characteristics to decide on how you sound when speaking. Then write out phrases that exemplify what's too extreme and what's just right.

LOGO

Design a logo that represents your who you are. This should include a variety of variations so you can use the logo in all contexts.

TAGLINE

Discover which phrase quickly describes your business and intrigues your audience. Use different writing styles to find the perfect fit.

COLOR SCHEME

Find a color scheme that consists of 3-5 colors that matches the mood of your brand using color psychology. (Colors.co is a great start!)

TYPOGRAPHY

Choose 1-3 fonts that you can consistently use across all of your marketing materials. One should be ideal for titles and one for large amounts of text.

IMAGERY

Identify the imagery style that best tells the brand's story as you look through photography, illustrations, and icons.

PATTERNS

Look through a variety of patterns and shapes to select which types of patterns compliment your brand identity best.

Brand Strategy

Write out each brand element to see your brand at a glance.

MISSION

TARGET AUDIENCE

VISION

ARCHETYPE

VALUES

ONLINESS

Brand Identity

NAME

COLOR SCHEME

BRAND VOICE

TYPOGRAPHY

LOGO

IMAGERY

TAGLINE

PATTERNS