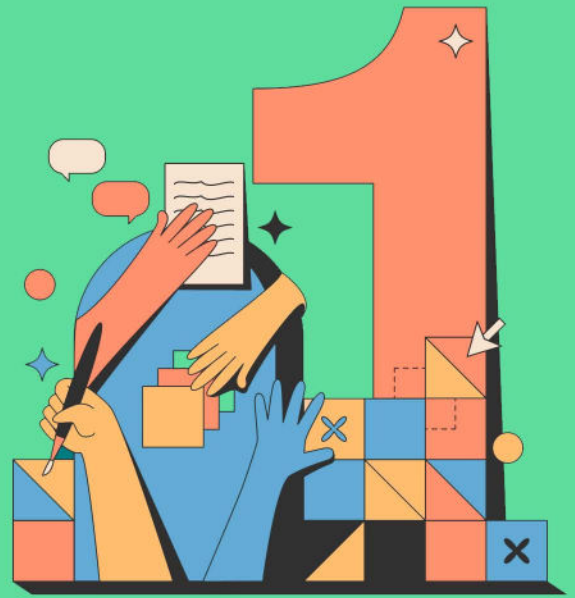


# DEFINING

Let's start by defining your business and brand. To grow your brand with confidence, you need to understand why you do what you do, what makes you unique, and what problems you're trying to solve for your customers.

Prioritize understanding what your customers want and value, and how you will fit into the market... or how you can blaze your own trail!

Your brand must be authentic, memorable, trustworthy, and provide value in order to resonate with your target audience.



## ◆ Your business

Describe your business in 20 words or less.

What product or service does your business offer?

What industry are you in?



## ◆ Your customers

What are the demographics for your current and future customer base?

Age, geography, occupation, etc.

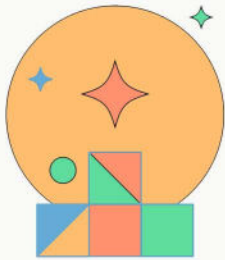
What do they value?

For example: lower price point, quality, versatility, customer service

What would they want from your brand?

Social media platforms sometimes offer tools for you to gain insights about your customer base, or ask people in your target community.





## ◆ Brand values

**What are your values?**

What motivates you to keep going with your business?

What are your guiding beliefs as a business?

How can you fulfill the needs of the customer you outlined above?

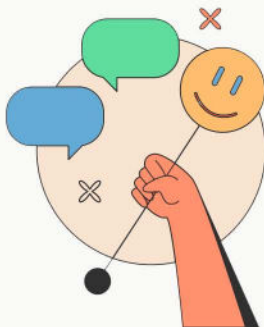


## ◆ Brand personality

**List five adjectives that describe your brand.**

For example: traits like “friendly”, “affordable”, “approachable”

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## ◆ Brand voice

**How do you want to talk to people?**

Words set the tone for your relationship with your audience. For example, would you say, “You’re welcome!” to a customer? You might be more conservative and say, “You are very welcome.” Or you can be more casual and say, “No problem!”

**What is the tone of the conversation when you interact with your customers through your website, social media, signage, etc.?**

Are you:

- |                       |                         |
|-----------------------|-------------------------|
| • Friendly and bubbly | • Professional and warm |
| • Capable and helpful | • Informative and fun   |

# DIFFERENTIATING

Having a clearly defined brand and a strong point of difference is crucial to standing out from the competition.

Think about your brand and your audience. How can you stand out to them in crowded online and physical spaces?

Make sure you communicate your distinct value proposition clearly and effectively.



## ◆ Competition

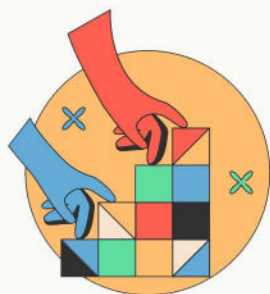
Who are your top three competitors?

Name at least one thing you like and dislike about their product offering - and the way they communicate it.

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Name at least one thing you like and dislike about the visual identities of each competitor; think colors, logo, imagery, font and their overall aesthetic.

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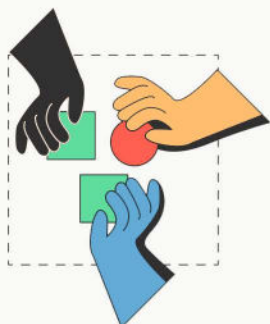
## ◆ Point of difference

Where do you see yourself positioned in comparison to these competitors?  
What do you do differently?

Refer back to your brand values and how you meet your customers' needs.

For example:

- Pricing
- Knowledge
- Product (new features, quality, availability, purpose)
- Your story
- Convenience
- Customer service
- Design



# DESIGNING

Match your design to the values, personality, and voice of your business.

Being consistent with your brand colors, fonts, and other design elements is one of the best ways design can help you build trust and a longstanding relationship with your audience.

People are inherently more drawn to brands who are consistent in everything they do. Make yourself look reliable!



## ◆ Design elements

**Describe your brand's aesthetic.**

Tip: Research different design aesthetics/styles to find what appeals to you, and best represents your brand.

**What shapes best describe your brand?**

For example:

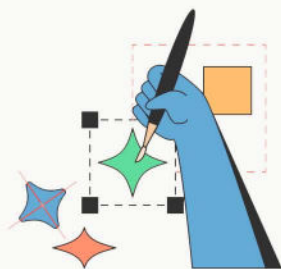
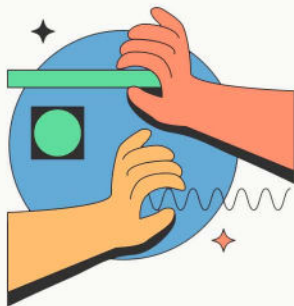
- Soft, round, organic shapes - friendly and inviting
- Sharp and angular shapes - power, intelligence, stability
- Vertical lines - powerful and established
- Horizontal lines - calm, secure

## ◆ Logo

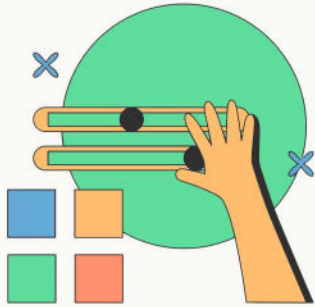
**Write down a few words describing the overall look and feel you want for your logo.**

For example: I see my brand as more,

- Illustrative/photographic
- Classic/modern
- Mature/youthful
- Playful/sophisticated
- Luxurious/urban
- Whimsical/serious
- Organic/geometric







### ✦ Colors

Given its mission, values and offerings, which colors best suit your brand?  
Consider how you want your brand's personality to be perceived and what colors can help you share that with your customers.

For example:

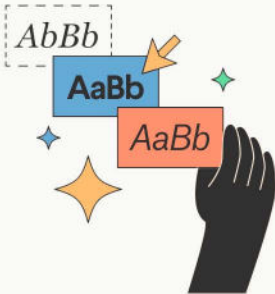
- Red - excitement, passion
- Yellow - accessible, sunshine-y, friendly
- Green - eco-friendly, organic, growth
- Purple - playful, luxurious
- Blue - trustworthiness, maturity
- Black - slick, modern, luxurious
- White - clean, careful, methodical

### ✦ Fonts

Which font(s) best suit your brand?

- Serif - classic, traditional, stable, trustworthy
- Slab serif - traditional but with a confident and youthful twist
- Sans serif - clean, crisp, modern
- Script - elegant, fun, romantic
- Modern - practical, playful, exclusive
- Display - casual, fun, unique

Tip: Find a font you like, then use Adobe Fonts to recommend something similar.  
Or have a look on Font Brief for inspiration.



# MARKETING

Having a strong brand identity will not only help you stand out among the digital clutter, but will also provide you with the most effective blueprint for reaching your target audience.

Where is your audience spending time?

Make sure your audience can find your brand on the platforms and spaces they frequent.



## ✦ Community

**Where is your audience spending time? (online or in-person)**

Ask friends or family that fit into your target market, or look up social media/website analytics to see if your audience is active there.

**When starting out, word-of-mouth can be one of your strongest marketing channels. List 10-15 people to become your first micro-community.**

These are people who would be willing to share your brand with their own networks, join your social media pages, and interact with your posts (as well as other followers).

## ✦ Your business goals

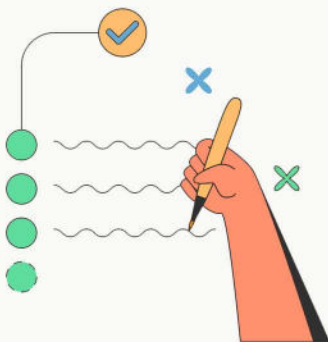
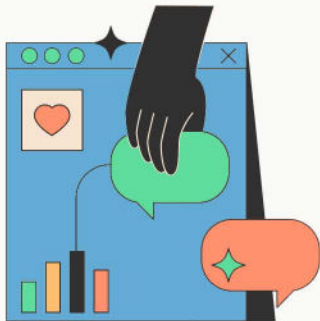
**What is an attainable goal for you in the next 12 months?**

Keep it clear and simple!

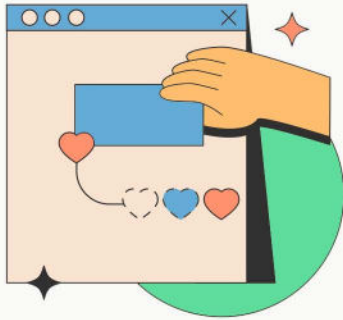
For example: I want to gain 100 new customers in the next 12 months.

**What are five things you want to share with your current/future customer base that will make them consider purchasing?**

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## ● MARKETING



**How can you share these things in the spaces you've identified above?  
How are you going to reach your goal?**

For example: how are you going to gain those 100 new customers?

- Physical (flyers, postcards, business cards, banners etc)
- Paid campaigns
- Organic social content
- Blog content
- Emails & newsletters
- Website
- Collaborations/ partnerships
- Referrals



### ◆ Adding value

**Write down five ways you can enhance your customers experience with fun, educational, or inspirational content**

This will help customers form an emotional connection to your brand, and help you build a devoted customer base.

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