

# Boost Your Branding

With



Your logo is just a symbol for your brand. You can also symbolise your brand through other graphic devices, fonts, colours, uniforms and more.

Your brand is how you, your product or your company are **perceived** by those who **experience** it.

# Character | Category | Position | Experience | Identity

Let's personify your brand by answering these questions speaking on behalf of your brand.

What do you love and why? \_\_\_\_\_

What do you dislike and why? \_\_\_\_\_

Where do you bring the most value to your audience? \_\_\_\_\_

What is the one thing you would change about your industry above all else? Why? \_\_\_\_\_

Why is your market a great space to be in? \_\_\_\_\_

What is the purpose of your existence? \_\_\_\_\_

What is important to you in the way you do business? \_\_\_\_\_

What does your audience need to be protected from?

Now, see if you can answer these questions as if you were your target customer. Knowing how your target customer thinks is key to creating a great brand for them to fall in love with.

# Character | Category | Position | Experience | Identity

Where do you see your business on these scales?  
Mark an 'x' on the line where you feel your business falls on the spectrum.

<b>EXCLUSIVE</b>	_____	<b>ACCESSIBLE</b>
<b>TRADITIONAL</b>	_____	<b>PROGRESSIVE</b>
<b>CORPORATE</b>	_____	<b>FRIENDLY</b>
<b>SERIOUS</b>	_____	<b>FUN, PLAYFUL</b>
<b>UNDERSTATED</b>	_____	<b>BOLD</b>
<b>SIMPLE</b>	_____	<b>COMPLEX</b>
<b>CITY, URBAN</b>	_____	<b>NATURAL</b>
<b>FAMILIAR</b>	_____	<b>DISRUPTIVE</b>
<b>STEADY, STABLE</b>	_____	<b>DYNAMIC</b>
<b>REALISTIC</b>	_____	<b>IDEALISTIC</b>

Think of others you can add...

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Character | Category | Position | Experience | Identity

Highlight three characteristics that together capture the nature of your business. Choosing just **three** will force you to make hard choices. There's no point in having an endless list that everyone can agree to but no one uses. Feel free to add your own words to the list.

Bold  
Helpful  
Serious  
Adventurous  
Imaginative  
Neat  
Youthful  
Dependable  
Friendly  
Authoritative  
Quiet  
Strong  
Whimsical  
Masculine  
Feminine  
Cooperative  
Edgy  
Conservative

Innovative  
Mature  
Calm  
Luxurious  
Humorous  
Mysterious  
Elegant  
Warm  
Healthy  
Worldly  
Glamorous  
Old-Fashioned  
Sweet  
Cosmopolitan  
Gentle  
Humble  
Energetic  
Serious

Caring  
Light-hearted  
Rational  
Witty  
Altruistic  
Tough  
Rugged  
Sexy  
Leader  
Relaxed  
Quirky  
Intellectual  
Clever  
Feisty  
Stoic  
Spiritual  
Liberal  
Rebellious

Choose your three

## Character | **Category** | Position | Experience | Identity

In what space/arena/industry does your business compete?

Remember, you need to be where your potential customers are looking for you. This is not the place where you differentiate, but a place to be specific. Use the space below to work out where you fit and why.

Try to be even more specific with your category and then see if you can think of future categories that your business can naturally grow into...

# Character | Category | **Position** | Experience | Identity

Identify the territories that apply to you and your business. Your business may not have all of the positioning territories.

**Assets** - What we have...

**Offer** - What we offer...

**Skills** - The skills we apply...

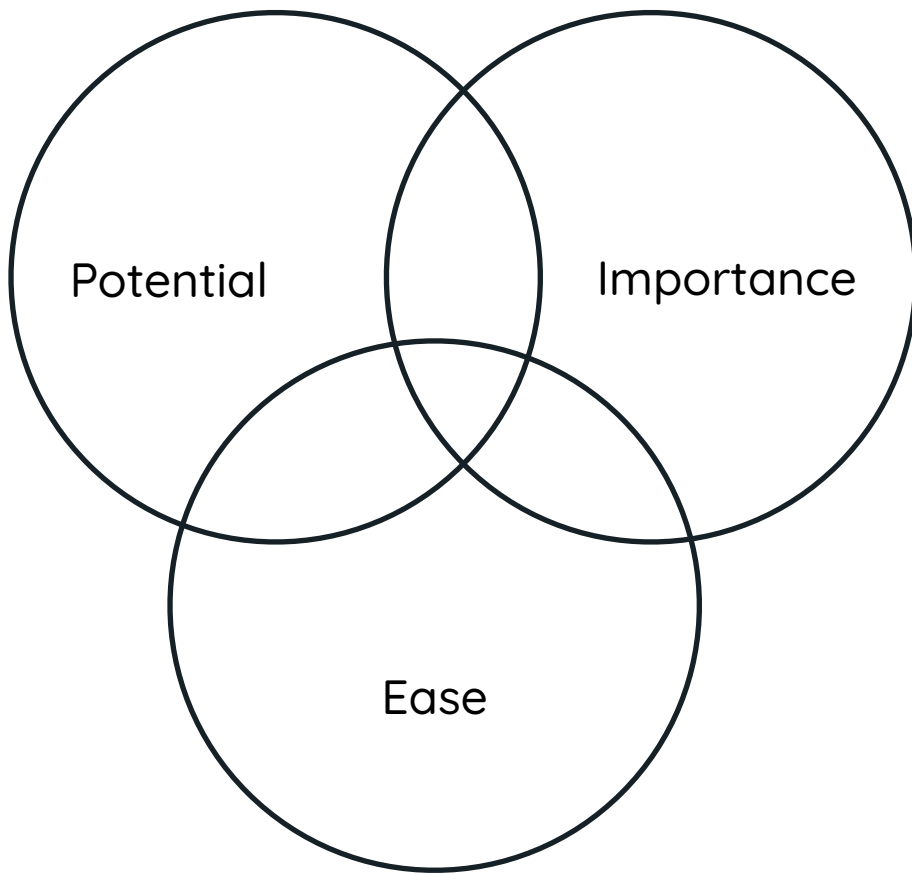
**Mission** - What drives us...

**Approach** - How we do things...



Character | Category | **Position** | Experience | Identity

Make notes on what you think the potential of your business is, the importance and the ease. See where these dimensions overlap.



Character | Category | Position | **Experience** | Identity

Describe the perfect brand experience for your customers; focusing on the beginning, the middle and end. Think about your senses.

Sight, smell, touch, taste, and hearing Let's add 'feel'.

If you're struggling, think about a time when you had a great brand experience.  
What made it great, what feelings were you left with?...

When a brand is **actionable**,  
**compelling**, and **true** it will  
become known for something  
important, instantly  
recognisable, and improve the  
organisation's ability to  
compete.

# Character | Category | Position | Experience | **Identity**

## Brand Audit

How does your current identity reflect your brands personality?

How does your current identity align with/communicate your brand values?

How does your current identity differentiate your brand from your competitors?

What are your biggest opportunities to improve?

# Character | Category | Position | Experience | **Identity**

## Visual Identity

Maybe you already have a logo and colour scheme. Do your visual elements align with your 'Brand'? What do you need to consider or evaluate?

**Logo** - Simplicity, relevance, versatile, unique, memorable...

**Colour Scheme** - Connotations, meaning, context...

**Typography** - font style, size, hierarchy, combinations...

**Visual aids** (photography, illustrations, icons etc.

**Approach** - How we do things...

# Character | Category | Position | Experience | **Identity**

## Verbal Identity

**Tagline** - How do you sum up what you do in a single sentence?...

**Value proposition** - What unique value do customers get from purchasing your product/service?

**Key Messaging** - What are your main selling points or messaging pillars?

**Voice** - How do you speak in your content?

Character | Category | Position | Experience | **Identity**

Sketch it out...

A large, empty rectangular box with a thin black border, intended for sketching or drawing. It occupies the central portion of the page.

# Character | Category | Position | Experience | **Identity**

Logo check list. Your logo should have the following:

- **Uniqueness** - stands out amongst competitors
- **Memorable** - creates a visual impact
- **Scalability** - is easily recognisable at different sizes. (Think billboard, pen or app icon)
- **Background tolerant** - can look good and perform well on different backgrounds
- **Colours** - colours influence perception and practicality of the brand
- **Flexible** - can be used in different mediums such as print or web
- **Cohesive** - compliments and reflects all the other elements of the brand identity
- **Intuitive** - clear for designers and collaborators to use



Heres a little helping hand...

Choosing a colour palette...



Coolers

Choosing typography...



Fontjoy

Checking your logo spec...



Logo Lab

Some free images...



Unsplash

If you would like a banding consultation with Guess Design House, get in touch at:

[Hello@guessdesignhouse.com](mailto:Hello@guessdesignhouse.com)

