



the

# BRAND GUIDE

A STRATEGY TEMPLATE  
FOR ENTREPRENEURS.



d.science




## WHAT IS BRANDING

**Branding is...**the act of creating a strategy to trigger an emotional response within a specific audience. This is a really deep positive emotional response that has been meticulously designed and planned over time by the brand chiefs and founders.

Brands are designed and planned. They don't explode overnight. They took time to create and could even be considered works of art. How long did it take Michelangelo to create the statue David? Probably about as long as it takes a brand to command attention in the marketplace

Building the David statue, Michelangelo had to have a vision in his mind of what the outcome looked like. Then he would design the entire statue and start chipping away at the marble.



"A well executed brand  
gives customers the  
opportunity to experience  
an emotion."

-Emelina Spinelli  d.science

### Building a Brand Strategy

Are you struggling to build your brand strategy and rise above the noise of competition? Do you consistently see other business owners consistently crushing it when it comes to standing out from the crowd? Do you wonder how businesses like Facebook, Apple, Google, Starbucks, become so huge and so fast? The secret of their success is each companies' **unique brand strategy**.



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Let us be real for a second, the facts are grim for your brand...

- There are over 6.5 Million new businesses are started each year
- On average there are 5700 tweets per second
- 144.8 billion emails sent per day
- 100 hours of video uploaded to Youtube every minute
- 2,000,000 blog post wrote daily

Add on top of this, everyone and there mother states they can help you "build your brand." Creating a brand is this mythical magic pill, that everyone seems to know they need but cannot explain a definitive strategy to build your brand. I hate to break it to you but...

Your definition of a **brand** is probably wrong.

A brand according to a graphic designers is your logo, typeface, colors, and website. A Public relations experts will say your brand is your reputation.

The great brand strategist Marty Neumier states that a "Brand is not your logo, or colors, or product, or even your face it is the *emotional* and *mental* feeling the public has when they interact with you and your business." A Brand is *intangible*.

Everything in your organization makes up your brand, affects your brand, and can make or break your brand. If everything makes up your brand, and your brand is defined by how your customers think and feel about you, than how do you control it?

You can't. Not completely.

Does this mean to throw up your hands and not care... Absolutely NOT!

## The City and Harbor scenario

Imagine if you will, your "brand" is a city on the coast. Your job is to improve the lives of all the citizens. You task a couple of industrious people to build some docks and do minor fishing. Maybe even trade with the next village down the coast.



But one storm can destroy your docks and the few fishing vessels. This will cripple your city!

To increase shipping traffic the city builds a harbor—they build walls to create a calm port. This port protects the docks and ships. You dig out shipping lanes so larger ships with more goods can make port. Then you build a lighthouse to guide ships into port on stormy nights.



Controlling the ocean is impossible, but using ingenuity, natural resources, and understanding the value of **a long-term plan turns your once small fishing village into a thriving metropolis!**

Look at all the pieces and see how they fit together.

- The City = brand
- Mayor = CEO
- The citizens = customers
- The workers = employees
- Fishing and shipping = essence
- The docks and fishing vessels = infrastructure
- The harbor walls = companies values
- The deeper shipping lanes = website/logo and type
- The lighthouse = marketing efforts
- The mayor's vision is to increase jobs and income is the company's mission/vision
- The ocean... is the ocean of noise, competition, and limitless distractions.



## Why build a brand strategy?

**Building a brand is a long-term strategy.** Measuring a brand takes years not quarters. A brand allows your employees to become emotionally invested in the goal. It is like your the coach before a big game, rallying the troops to win!

The Benefits of Branding from Day 1

1. **Save time, money, and resources**
2. **Rally an audience that supports & believe in you**
3. **Create differentiation for you and your competition**
4. **Have motivated employees who create more value for your business**

It is that simple.

**Now it's time to fill out your own strategy guide.**

### The Format:

**This ebook/workbook is an interactive PDF.** This means that you can type directly in the pdf document. Remember to save consistently so you don't loose your data. Try testing the document first with a test line in the first box. Save it, and reopen it. Do this just to make sure that it is saving properly on your computer.

You are of course also welcome to print the pages out at your convenience and fill them out with the traditional paper and pen. We just wanted to make it super easy to put you in the line of success by making it so you can fill the forms out on your computer, if you fancy!

### Tech Requirements:

Make sure that your computer has the most updated version of Adobe Reader. <http://get.adobe.com/reader> This will allow you to use the interactive function in the pdfs—allowing you to type directly in them and save.



## BRAND STRATEGY GUIDE

\_\_\_\_\_ 's **Brand Strategy**  
(your brand name)

### **Our Brand Essence:**

*An essence is an emotional value in one-two words to describe your brand.*

### **Our Brand Tag Line:**

### **Our Brand Personality Characteristics:**

*A brand is like a person. Identify your brand's characteristics.*

1.

2.

3.

4.

5.

### **Our Brand Purpose:**

*Identify why you are in business.*



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## Our Brand Mission:

*Identify how you are going to achieve your purpose.*

## Our Brand Vision:

*Identify a visual representation of what success looks like.*

## Our Company Core Values:

*Identify the core values that your brand holds near and dear.*

1.
2.
3.
4.
5.
6.
7.
8.





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## **Our Story:**

*Everyone and every brand has a story. Describe it below.*

## **Our Value Proposition:**

*Identify your positioning statement that explains what benefit you provide for who and how you do it radically different than anyone else.*

## **Our Brand Promise:**

*Identify the one thing that you promise consistently, every time.*





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## **Our Contract of Expectations:**

*Every brand sets promises and expectations. This could be in the type of customer service you offer, the quality of your products etc. Identify the expectations your brand sets.*

1.

2.

3.

4.

5.

6.

## **Trends We Are Riding:**

*Identify the macro and micro trends your brand aligns with.*

## **Our Primary Target Audience:**

*Identify your primary market, the customers you sell to and build relationships with.*



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## **The World View of Our Buyers:**

*Groups of people have specific "world views," lenses or common characteristics. Identify them below.*

## **Our Tone of Voice:**

*Identify guidelines for the tone of voice of your brand, much like a person.*

## **Our Imagery:**

*Identify guidelines for the type of imagery you will use in your brand.*





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