

WHAT DO I NEED TO BUILD MY BRAND?

YOUR LOGO



YOUR VISUAL IDENTITY

Logo

Colours

Typeface

Imagery

Iconography

YOUR EMOTIONAL CONNECTION

Vision

Mission

Positioning

Values

Story

Messaging

This stuff ↗

A LOGO AND SOME COLOURS DO NOT MAKETH YOUR BRAND.

Your logo is the tip of the iceberg, the thing everyone sees at every touchpoint. Your visual identity, the tangible bits such as your colours, typeface, graphical style, photography. This is what your audience sees – this is where consistency is key.

Underneath this, holding the tip up for all to see is the emotional connection – the perceived brand that creates trust, builds value and attracts engagement through your vision, values, tone of voice and brand story. This is your brand strategy, the foundation that will help your business grow and succeed.

Read on to learn about the six key elements to build your brand foundations and shape your business...



VISION

BIG

EXCITING

COMPELLING

Your Vision is the reason you exist as a company. A perfect brand vision for your company will help to guide your business strategy and outline where you hope to be one day.

It's the ideas behind your brand that inspires you and your audience. It's your DREAM. It should be **BIG**, **EXCITING** and **COMPELLING**.

To achieve your vision you need to develop the following ...



MISSION

This is the action-orientated vision. How do you create that future? The everyday path you need to take to get to your vision.

PURPOSE OBJECTIVES ACTIONS

This is where you DO not dream. What's your purpose, objectives and actions to achieve the dream.

Your mission statement ensures that your internal teams are "on the same page" but also serves as a baseline for effective business and marketing planning.

VISION = SOMEDAY
MISSION = EVERYDAY

*Vision is the **why** and the Mission is the **what***



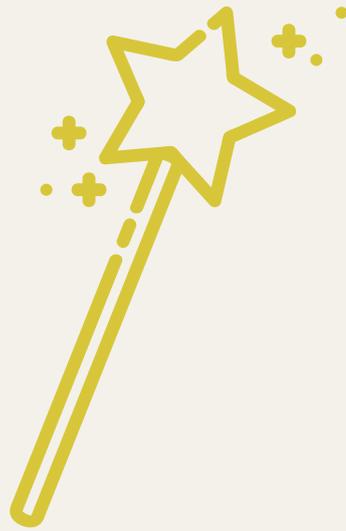
VALUES

ACTIONABLE
MEANINGFUL
TIMELESS

Values are important internally and externally. They guide how people see your business but can help to inspire employees and staff. Leading to a happier, healthier work environment.

Make sure your values are genuine as this will reflect in the way you engage with your audience and how people trust and connect with you.

64% of consumers state that shared values are the primary factor behind their relationship with a brand - Harvard Business Review.



STORY

WHO FOUNDED IT
KEY MOMENTS
AMBITION

The power of a great brand story is immeasurable. If done well, it helps to build recognition and a strong relationships with your customers, makes it authentic to your values, and by doing so you'll build emotional engagement.

Your brand story needs to be honest and consistent to enable you to effectively establish that connection with customers who are genuinely aligned with your business.

Once you have your story you need to ensure your brand is aligned to your story.



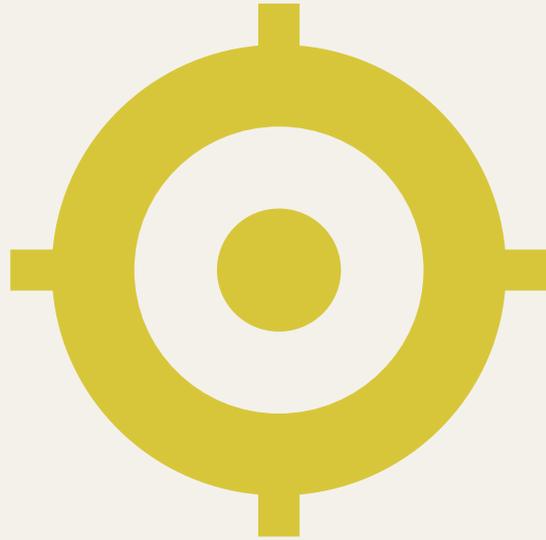
MESSAGE

BE RELEVANT
NO OVER-PROMISE
BE CONSISTENT

A brand message is the verbal communication of your brand promise.

Brand messaging needs to be consistently consistent - this doesn't mean boring – it means coherent and recognisable.

You need to identify the style and voice that your messaging will use to best connect with consumers, and that voice must be consistent with your brand promise. specific messages may vary based on the audience but a strategic plan for your core message are should be included in your brand strategy.



POSITION

Positioning defines what makes you unique to your audiences.

CONSUMERS
COMPETITORS
CAPABILITIES

In order to create a unique and successful positioning for your brand, you need to research...

Your consumer's wants or needs – pain points / is it luxury or affordability?

How your competitors position their brand – what works, how can you stand out.

Your company's capabilities – If you are luxury can you deliver?

HOW CAN I APPLY THIS?

A brand founded on a powerful vision and actioned every day through a strong mission has the advantage of being consistent. And consistency amplifies your brand and earns trust. Every time. So...

What are your goals or how have they changed? Who is your core audience or how have they changed and are there new potential clients out there? By asking these questions, you can plan the best approach to work towards your goals and build your business through branding and marketing.

Remember a good brand is only effective if you have the foundations to help elevate it.

Connect with us

If you would like to find out how we can help you with your brand foundations.

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