Brand: A psychosocial association with a business.
   This includes everything you think of when you think of a business: from the feeling they give you, to the mental image you form, to their logo and the customer service experience.

Exercise: Describe the Starbucks brand without using the words “green”, “mermaid” or “coffee”.

Exercise: Describe the Wal*Mart brand without using the words “cheap” or “value”.

Brand Guidelines include core elements:
   1. Value Proposition
   2. Colour scheme
   3. Fonts
   4. Logo
   5. Voice & tone
   6. Feeling
   7. Supporting Images

Note: It is difficult to create a brand and brand guidelines if you have done no market research and do not know who your target demographic is.

Example: Relation Media’s brand can be expressed below:

Voice & Tone:
   • Light hearted
   • Conversational

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• Inspirational
• Informative

Supporting Images (Images that you’d commonly use or that clearly convey the meaning of your company):

Your turn!

**Remember:** As much as your brand reflects you, it’s not always about you: it’s about attracting the right audience.

**Value Proposition:** What makes me special in this industry is _____________________________

______________________________

______________________________

______________________________

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People should buy from me because ____________________________________________

My choice colours that my target demographic will respond to are (pick up to 3):

________________________________________

________________________________________

________________________________________

My voice and tone will be:

1. ____________________________________________

2. ____________________________________________

3. ____________________________________________

4. ____________________________________________

5. ____________________________________________

The feelings I want people to associate with my business include:

_________________  ___________________  ___________________

_________________  ___________________  ___________________

_________________  ___________________  ___________________

Logo images I like/could use include:
Supporting images for my business would include (cut and paste from printed or online resources):