

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:



**Primary Font: Playfair
Display**

Secondary Font: Modern No. 20

Colours (HEX):
Green #35b729
Blue #2eb2ff
Teal #14cfa5

**Slogan: Inspire. Create.
Engage.**

Voice & Tone:

- Light hearted
- Conversational

- 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 _____

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):