

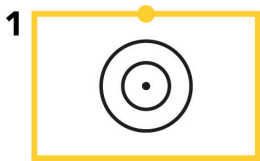
Our Viim is
Your Viim!

BRAND
IDENTITY
SELF DISCOVERY

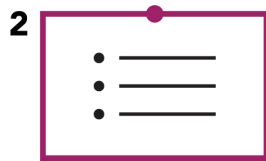
COMPANY: _____

DATE: _____

How to define your BRAND IDENTITY



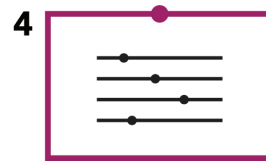
WHAT, HOW &
why



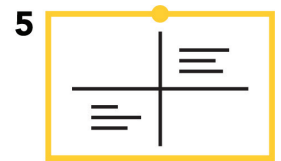
CORE
Values



IDENTIFY TOP
Audiences



PERSONALITY
Spectrum



COMPETITIVE
Landscape

WHAT, HOW, WHY:

Look at your business, product or services and determine the following:
"WHAT WE DO", "HOW WE DO IT" and "WHY".

Use key words, sentences and/or statements to help flush out ideas.

Example - A SHOE STORE:

What we do (service or product)? "We sell shoes."

How we do that? "By offering a custom fit for each runner."

Why do you do it? "To help people live healthier lives."

SUBSTITUTE TEACHER,
aka; **VIDEO TIME!**

[https://www.ted.com/talks/
simon_sinek_how_great_
leaders_inspire_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)



**WHAT
WE DO**

WHAT, HOW, WHY:

Look at your business, product or services and determine the following:
"WHAT WE DO", "HOW WE DO IT" and "WHY".

Use key words, sentences and/or statements to help flush out ideas.

Example:

What does your product do? "It helps people run faster."

How does it do that? "Custom Fit for each runner."

Why do you do it? "To help people live healthier lives."



WHAT, HOW, WHY:

Look at your business, product or services and determine the following:
"WHAT WE DO", "HOW WE DO IT" and "WHY".

Use key words, sentences and/or statements to help flush out ideas.

Example:

What is or does your product do? "We sell running shoes."

How does it do that? "Custom Fit for each runner."

Why do you do it? "To help people live healthier lives."



VALUES:

Next, identify your "WHY" more specifically by listing and ranking your company values. If you do not have values established, use this time to flush them out together.

Company values are often things like:
Honesty, Integrity, Sustainable, Affordable,
Luxury, Data-driven, Service, Simple, Trusted,
Reliable, Accessible to everyone, etc.

KEY WORD: "VALUE"

We know "values" sounds like consultant baloney, but it's just another way of saying "stuff that really matters to us" or, better yet, "decision-making principles".

BRAINSTORM:

FINALIZE:

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

Lots of companies list their values, but very few do the hard work to reduce and prioritize. And prioritization is essential—you've got to cut down to three - five values and rank them so you have one single most important value. If you have ten or twenty values, anything you do can be considered "on brand".

Knowing your most important value makes decisions easier, clarifies your message, and sets you apart from the competition. It's hard work but worth it.

TARGET AUDIENCE:

Identify your top target audience groups for your company, product and/or service. Ideally you would rank your audience by most important to least important. But for this exercise it's more important to flush out simply who your audience is.

Demographics: Age, Gender, Income, Marital Status, Ethnic Background

Psychographics: Activities, Personality and Values, Attitudes

Behavioral: Benefits, Usage Rates, Patterns

Geographics: Local, National, International, Regional

KEY WORD:
"TARGET AUDIENCE"

A target audience is the demographic of people most likely to be interested in your product or service.

BRAINSTORM:

NARROW DOWN:

DEMO: _____

PSYCHO: _____

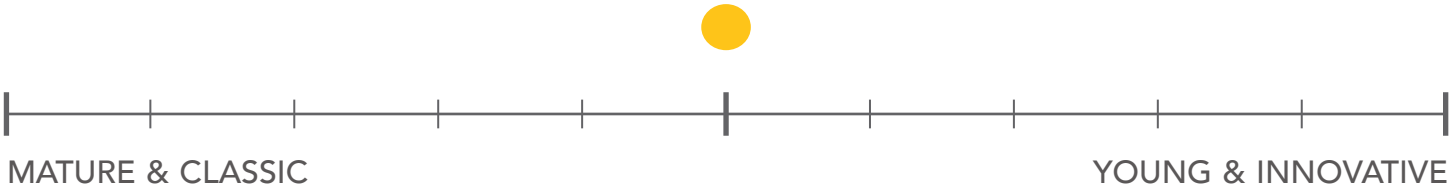
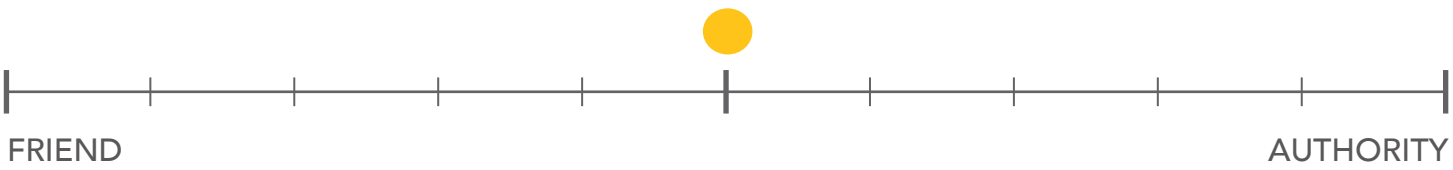
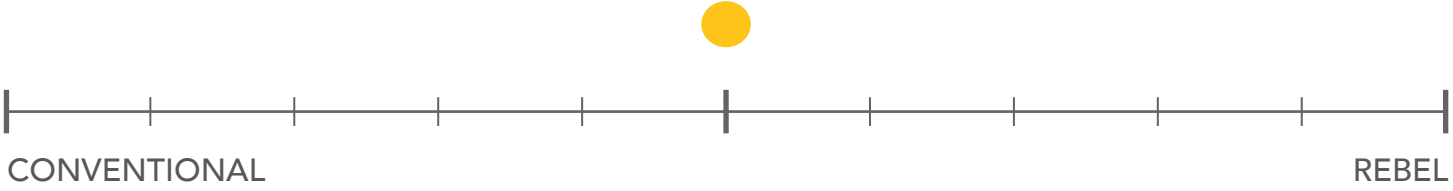
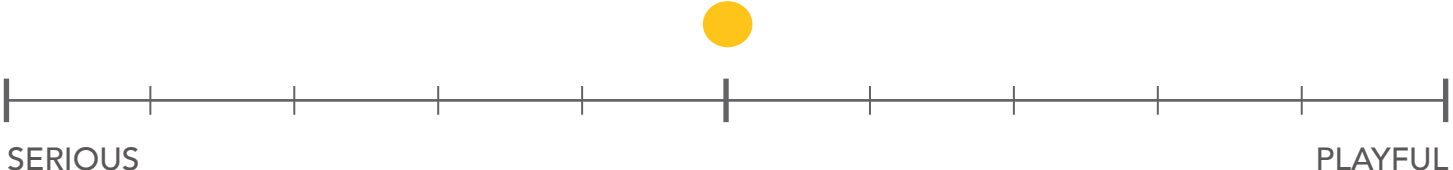
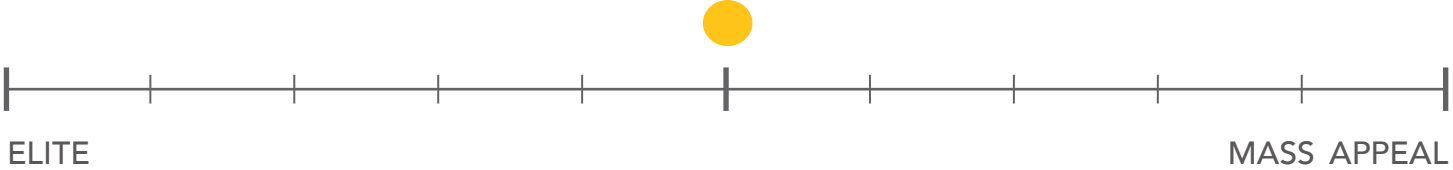
BEHAVE: _____

GEO: _____

PERSONALITY SPECTRUM:

In this exercise, you'll position your company, product or service's "sliders" between pairs of brand extremes.

PRO TIP:
There are good reasons to be on the left or right of any of these lines, and it's even okay if some of your sliders end up in the middle. But it's helpful to be strongly opinionated on at least one or two ranges.



DEFINING OUR PERSONALITY:

In this exercise, write out the percentage of each personality and define what traits or characteristics define that part of your personality.

_____ % ELITE:

_____ % MASS APPEAL:

_____ % SERIOUS:

_____ % PLAYFUL:

_____ % CONVENTIONAL:

_____ % REBEL:

_____ % FRIEND:

_____ % AUTHORITY:

_____ % MATURE & CLASSIC:

_____ % YOUNG & INNOVATIVE:

COMPETITORS:

Understanding where you lie in comparison to your competition helps you understand what makes you unique and drives your ideal client directly to you. List competitors and finalize the list by ranking your most like competitors below.

NOTE:

Don't think of "competitors" as a dirty word. I often describe competitors as those in the same industry that you admire for one reason or another. Be sure to list these individuals, even if they are not direct competition.

LIST COMPETITORS:

FINALIZE:

1. _____
2. _____
3. _____
4. _____
5. _____

BRAND VISUALS, CONSISTENCY & NOTES:

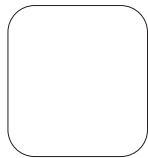
**BUSINESS
NAME:**

**BUSINESS
TAGLINE:**

**BUSINESS
LOGO:**

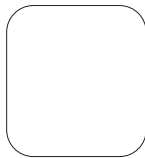
LOGOMARK:

**COLOR
PALETTE:**



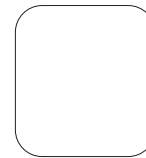
COLOR NAME

COLOR CODE



COLOR NAME

COLOR CODE



COLOR NAME

COLOR CODE



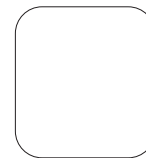
COLOR NAME

COLOR CODE



COLOR NAME

COLOR CODE



COLOR NAME

COLOR CODE

FONTS:

**IMAGES
(Video &
Photography):**

INSPIRATION:

NOTES:

Sometimes it's good to jot down random notes or doodles. Don't worry, this is your copy of the workbook, so go crazy with it!!
