

Finding your voice

“The art of marketing is the art of brand building. If you are not a brand, you are a commodity. Then price is everything and the low cost producers the only winner.”

-Philip Kotler Kellogg School of Management

Branding Workbook

eric
coleman
photography

www.ericcolemanphotography.com

Find your Why

“There are only two ways to influence human behavior:
you can manipulate it or you can inspire it.

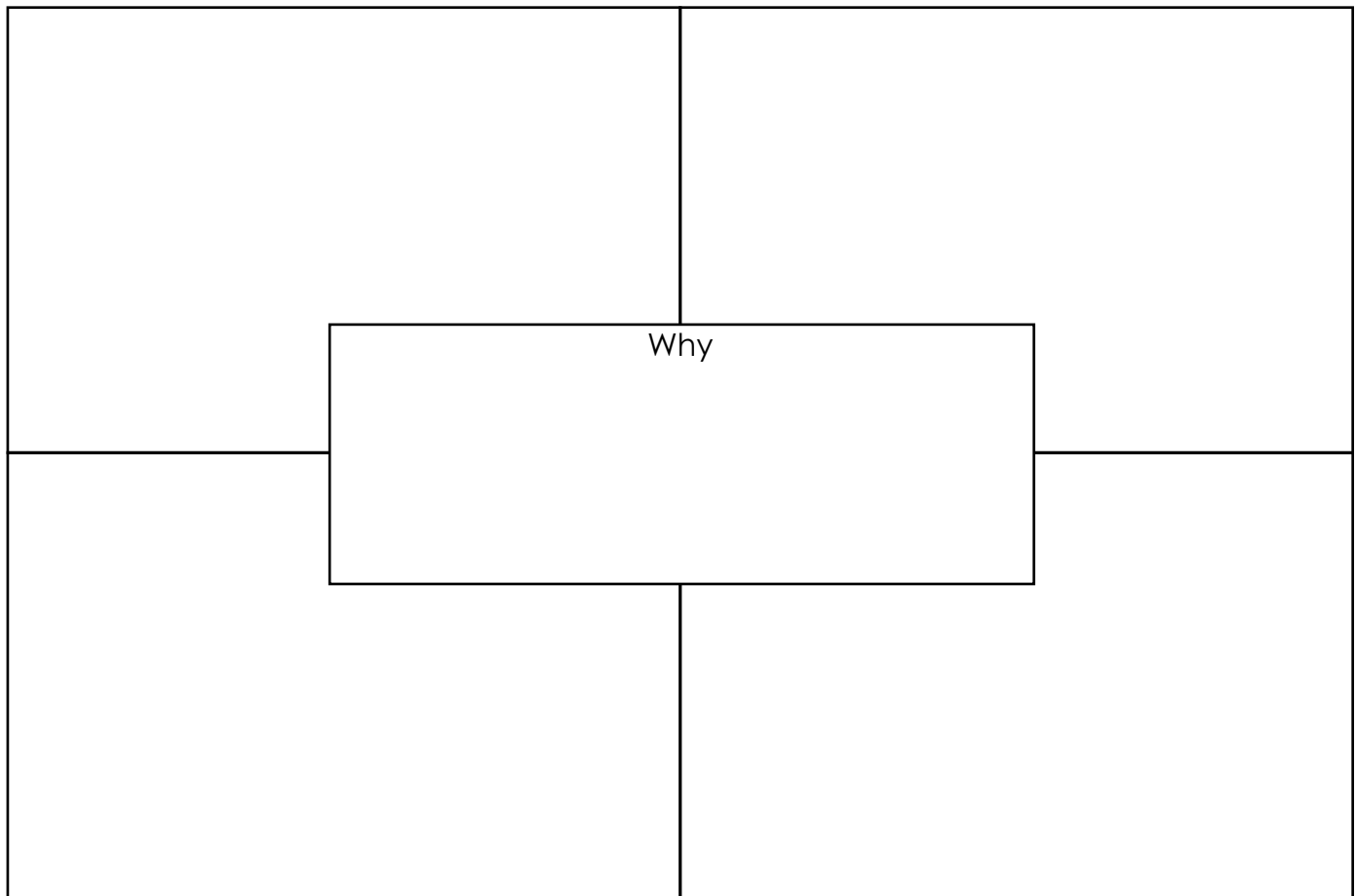
-Simon Sinek.

internal

external

Values/ Passion

Motivations/ Goals



Talents

Skills / Expertise

MBV Statements

A Mission statement should encompass your values and your purpose of being.

A Brand position should differentiate your company by communicating how it uniquely solves a problem your audience faces.

A Vision statement should project where your company is headed.

mission

Google

“Google’s mission is to organize the world’s information and make it universally accessible and useful.”

Hubspot

“To make the world Inbound. We want to transform how organizations attract, engage and delight their customers.”

Nordstroms

In store or online, wherever new opportunities arise—Nordstrom works relentlessly to give customers the most compelling shopping experience possible. The one constant? John W. Nordstrom’s founding philosophy: offer the customer the best possible service, selection, quality and value.”

Richard Branson on Crafting Your Mission Statement:

“Brevity is certainly key, so try using Twitter’s 140-character template when you’re drafting your inspirational message. You need to explain your company’s purpose and outline expectations for internal and external clients alike. Make it unique to your company, make it memorable, keep it real and, just for fun, imagine it on the bottom of a coat of arms.”

brand position

Target

Style on a budget.

Volvo

For upscale American families, Volvo is the family automobile that offers maximum safety.

Home Depot

The hardware department store for do-it-yourselfers.



vision

Charles Schwab

"Helping investors help themselves."

Cold Stone Creamery

"The ultimate ice cream experience."

comScore

"To leverage the power of the Internet to increase the effectiveness and efficiency of our clients' sales and marketing efforts."

Disney

"To make people happy."

Mission Statement

Brand Statement

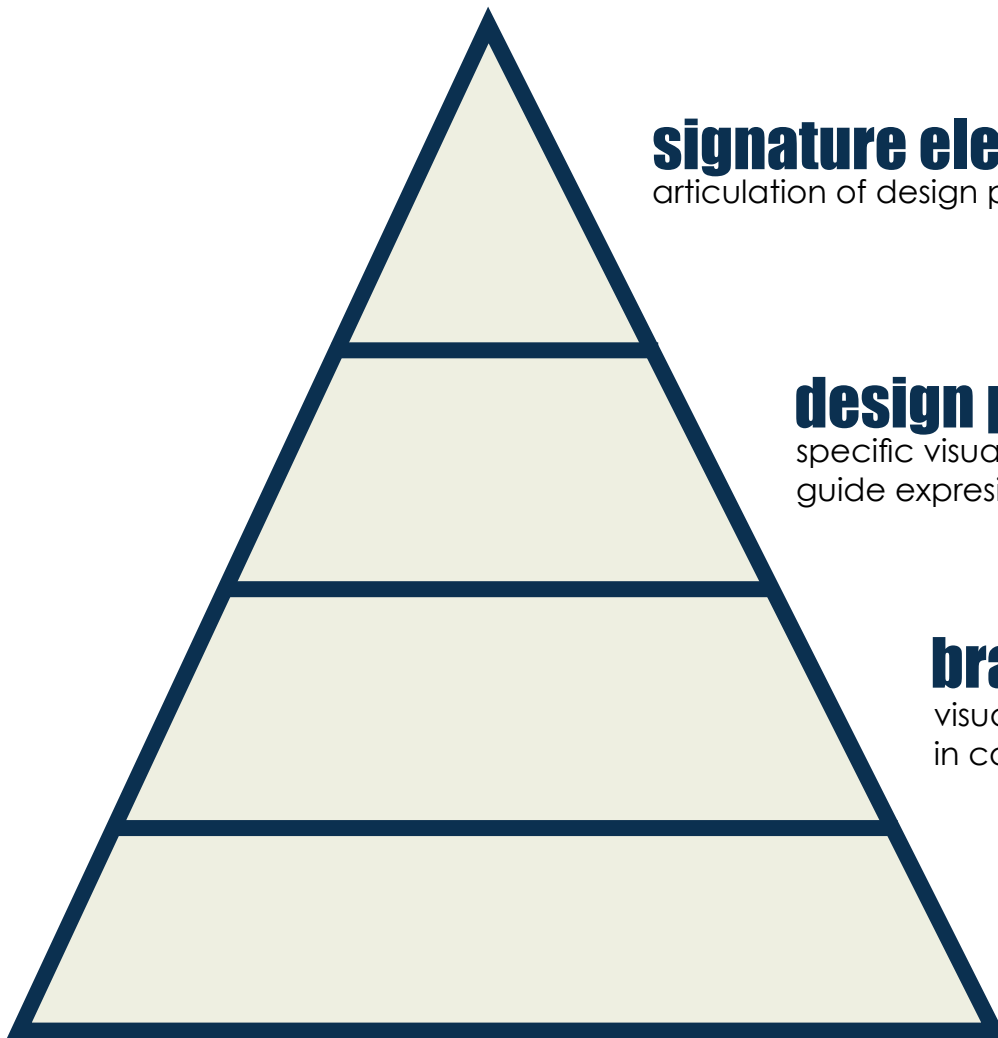
Vision Statement

Visual Brand

Visual brand language

the unique “alphabet” of design elements – such as shape, color, materials, finish, typography and composition – which directly and subliminally communicate a company’s values and personality through compelling imagery and design style.

This “alphabet”, properly designed, results in an emotional connection between the brand and the consumer. Visual brand language is a key ingredient necessary to make an authentic and convincing brand strategy that can be applied uniquely and creatively in all forms of brand communications to both employees and customers



signature elements

articulation of design principles through form

design principles

specific visual concepts which guide expression of the brand

brand position

visual tone of a brand in context to other brands

core values

The heart of the business, your why, brand statement

Design

Who

What

words that describe you, or your business	products you sell or services you offer
online, craft fair, how far will you travel	how do you plan on attracting clients

Where

How

what attracts you?

top 5 brands you buy or look up to

why?

Input

Do you have a color pallet in mind?

Do you have a particular font in mind?

What Feeling would you like your brand / logo to evoke

Do you have any graphic elements you want

Describe your style

Describe any ideas you have in mind

Notes: