



BRANDING EXERCISES

Find your authentic brand voice.

ATTRIBUTES BRAINSTORM

Establish your brand personality.



Brainstorm as many attributes as possible to describe your brand. Then, bucket together similar ones such as "bright" and "cheerful". Finally, pick somewhere between 4-6 words you believe best convey your authentic tone.

SHOW, DON'T TELL

Communicate your identity consistently.



Consider how you will convey your tone. Create 3 columns labeled: "Visual" "Language" "Experience". Note how you'll visually convey (e.g. colors you choose), language you'll use (e.g. in emails), and your client's experience with you (e.g. mints in your office or social media interactions).

THIS, NOT THAT

Know what you are, but also what you're not.



Make a list of brands you love. On the right side of each write what you love about them. On the left side, say what you like that they explicitly are not. It's just as important to note what you dislike as a consumer, so you can avoid it for your company.

VALUE-BASED BRANDING

Ensure your identity conveys unique value.



It's important to know your unique value. Why do clients choose you over your competition? Is that value clear in your brand identity? If not, how can you leverage your brand tone to convey your unique value? Run your thoughts by a friend; What's clear to you, might not be to others!