

DIARY

BRANDCO

Brandc°

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FROM THE BRANDCO CREARE





# WELCOME!

**Hi there! I'm Justine. I'm a brand designer, strategist and owner of BrandCo Creare.**

Welcome to my ***Brand Decode Diary***. This workbook is designed to guide businesses through the process of clarifying their brand identity. Whether you're just starting out or looking to refine your brand, this workbook will help you gain clarity on essential aspects of your business identity.

***The Brand Decode Diary*** provides actionable exercises and insights essential for businesses preparing to invest in custom visual branding. By clarifying your brand identity and messaging, you'll be well-equipped to collaborate effectively with professional designers and ensure your visual assets reflect your brand's essence, driving meaningful connections and business growth.

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## INTRODUCTION

Are you ready to elevate your brand and stand out in your industry? My "**Brand Decode Diary**" is designed to help ambitious entrepreneurs and growing enterprises like yours achieve comprehensive brand development.

Follow the step-by-step guidance, complete the exercises, and utilise the worksheets to build a cohesive and captivating brand identity.

Take your time with each exercise to delve deep into your brand's identity and aspirations.

The insights gained will not only guide your visual branding efforts but also enhance your overall brand strategy and market positioning.

Happy branding journey!  
x Justine



## BUSINESS FOUNDATION

### Mission Statement

Craft a concise and impactful statement that communicates your brand's purpose and mission.

Clearly articulate the problem you solve, the value you bring, and the impact you strive to make. Use the Brand Identity Canvas at the end of this workbook to lay it all out.

By completing the branding identity canvas, you will have a clear overview of your brand's key elements, enabling you to maintain consistency and effectively communicate your brand's identity across various touch points and something tangible to refer back to.

It also serves as a valuable reference when working with designers, marketers, or content creators to ensure they understand and align with your brand vision.

#### Steps to get it done

1. Define Your Purpose: Clearly articulate why your brand exists.
  - Example: "Our mission is to empower women-led businesses by providing high-quality custom branding services."
2. Align with Goals: Ensure your mission aligns with your long-term business goals.
3. Inspire: Make your mission statement inspiring and relatable.

#### Exercise

- Write down your brand's purpose in one sentence.

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- List three long-term goals that align with your mission.

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- Craft a mission statement that combines your purpose and goals.

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## BUSINESS FOUNDATION

### Personality

Define the personality traits or characteristics that your brand embodies.

Consider how your brand should make people feel and the overall impression you want to leave.

Use the canvas to describe your brand's personality and the traits you want to be associated with.

Steps to get it done

- Identify Key Traits: List the characteristics that define your brand.

Example: Friendly, professional, creative.

- Perception: Determine how you want your brand to be perceived by your audience.
- Consistency: Ensure these traits are reflected in all brand communications

Excercise

- List five characteristics that describe your brand's personality.

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- Describe how these traits should influence your brand's image.

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- What are the key traits of your brand?

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- How should your brand be perceived?

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# **BUSINESS FOUNDATION**

## Brand Voice

Objective: Develop a distinctive brand personality that resonates with your target audience.

Your brand voice encompasses the tone, style, and language used in your communications to convey your brand's personality and values.

- Example: Conversational yet professional, empowering and supportive.

## Steps to get it done

1. Determine Tone: Decide on the tone of voice that best represents your brand.
  - Example: Informal, friendly, and supportive.
2. Consistency: Apply this tone consistently in all communications.
3. Resonance: Ensure your brand voice resonates with your target audience.

## Excercise

- Describe the tone of voice your brand will use.

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- Write a sample social media post using this tone.

# **BUSINESS FOUNDATION**

## Brand Values

Core values are the fundamental beliefs that guide your business decisions and behaviors, reflecting what your brand stands for.

- Example: Integrity, Creativity, Empowerment, kindness, positivity.

## Steps to get it done

1. Identify Core Values: List the fundamental beliefs that drive your brand.  
Example: Integrity, creativity, customer focus.
2. Influence Decisions: Show how these values influence your business decisions.
3. Communication: Communicate these values clearly to your audience

## Excercise

- List your brand's core values.

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- Write a brief explanation of how each value influences your business practices.

## YOUR BUSINESS FOUNDATION

Other initial Questions you should consider  
some of these may seem obvious but writing them done makes a  
difference.

Who are you as a business owner?

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What is your business?

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Why did you decide to create your business?

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What are your products or services?

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## YOUR BUSINESS FOUNDATION

What makes your business unique?

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Who are your competitors? What sets you apart from others?

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Notes:

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## IDENTIFY YOUR TARGET AUDIENCE

### Customer Avatar

Objective: Define your ideal customer personas and understand their needs and preferences.

Customer personas or your target clients are detailed profiles representing your ideal customers, encompassing demographics, behaviors, and motivations.

- Example: Persona 1: Sarah, 35, Founder of a sustainable lifestyle brand.

Steps to get it done

- Define Demographics: Identify the age, gender, location, and other demographics of your ideal customers.

Example: Women, ages 25-45, living in urban areas.

- Interests and Behaviors: Understand their interests, behaviors, and purchasing patterns.
- Pain Points: Identify the problems your target audience faces.

Exercise:

- Create a detailed profile for your ideal customer.

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- List their key demographics, interests, and pain points.

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## IDENTIFY YOUR TARGET AUDIENCE

### Customer Painful Problem

Pain points are the specific challenges or problems your ideal customers face, which your products or services aim to address and provide a solution and or transformation effectively.

Example: Sarah struggles with inconsistent brand messaging and visual identity.

Steps to get it done

- Identify Problems: List the main challenges your target audience faces.

Example: Difficulty in creating a professional brand image.

- Solution Offering: Explain how your brand can solve these problems.
- Communication: Clearly communicate how your solutions address their pain points.

Exercise

- List three major problems your target audience faces.

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- Describe how your brand provides solutions to these problems.

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## YOUR BRAND MESSAGING

The last stage is figuring out how to communicate with your target audience. Focus on what your target audience wants from you and how to address them.

Excerise

Where can you find your target audience? List social media platforms, Facebook, Instagram, Pinterest, Linked In Tik Tok etc.

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What type of content resonates with your target audience? Examples of content are blog posts, videos, reels etc.

You will have to do some research here if you are unsure. The best place to start is search a few platforms and look for other businesses in your industry that are doing well.

Type of content	Platform	Content Idea
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# BRANDING IDENTITY CANVAS

<b>Purpose</b>	Brand Voice	Logo	Imagery	Colours	Personality	<b>Mission Statement</b>
				Social Media Networks		
				Tag lines		

# CONGRATULATIONS!

Congratulations on completing the *Brand Decode Diary*! By defining your brand mission and vision, understanding your target audience, crafting your brand voice, articulating your brand values, and establishing clear brand messaging, you've laid a robust foundation for building a compelling brand identity.

Use this workbook as a roadmap to align your visual branding with your business goals and resonate authentically with your audience and move onto the next stage of your Brand Identity which is your visual branding, (the fun stuff.)



## WANT TO WORK WITH ME?

If you are ready to invest in building your visual brand strategy,  
I can help you!

Click the button below to schedule a free consultation.

**BOOK A CALL NOW**

Let's connect on social media!

Follow me at **@jusbrandco** for more  
branding tips.

# Visual Branding Clarity Checklist



## Logo Design

- Consistency: Use your logo uniformly across all platforms.
- Scalability: Ensure it looks good at any size.
- Simplicity: Keep it simple and memorable.
- Color Variations: Have full color and black-and-white versions.



## Colour Scheme

- Define Colours: Select primary and secondary brand colours.
- Consistent Use: Apply colours uniformly in all materials.
- Emotional Impact: Choose colours that evoke desired emotions.
- Accessibility: Ensure readability with good colour contrast.



## Typography

- Font Choices: Choose primary and secondary fonts that reflect your brand personality.
- Readability: Ensure fonts are legible across all media.
- Consistency: Use the same fonts consistently.
- Hierarchy: Establish a clear hierarchy with font sizes/styles.



## Imagery

- High-Quality: Use high-resolution, brand-aligned images.
- Consistent Style: Maintain a uniform image style and tone.
- Relevance: Choose relevant images for your brand and audience.
- Originality: Use original or unique stock images.



## Graphic Elements

- Icons and Illustrations: Use consistent, brand-matching graphics.
- Design Language: Ensure all graphic elements follow a unified design style.



## Layout and Composition

- Alignment: Keep elements aligned for professionalism.
- Whitespace: Use whitespace effectively to avoid clutter.
- Balance: Ensure visual balance to guide the viewer's eye.



## Brand Message

- Clarity: Make your message clear and concise.
- Tone: Use a voice that resonates with your audience.
- Consistency: Keep tone and message uniform across all communications.



## Social Media Branding

- Profile and Cover Photos: Use branded images.
- Post Design: Maintain visual consistency in posts.
- Templates: Create templates for regular posts.



## Printed Materials

- Business Cards and Brochures: Ensure professional design.
- Packaging: Align product packaging with brand identity.

For more tips and personalised advice, follow me on @jusbrandco and visit my website at [THEBRANDCOCREARE.COM](http://THEBRANDCOCREARE.COM)