

roadmap
— TO —
BRAND BUILDING

BRAND BUILDING

STRATEGY

Start here, it's boring
but please don't skip it

IDENTITY

Focus on this next
to clarify everything

DESIGN

This is the fun bit,
use what you've learnt

BRAND *strategy*

FINDING YOUR *why*

Do this first and you'll
never lose your focus

What is your business?
What are your goals?
Who is your target audience?
Who is your competition?
How are you different?

BRAND *identity*

WHAT'S YOUR *story*

The things you don't see
but they matter the most

Your Vision
Brand Mission
Brand Values
Tone of Voice

BRAND *design*

YOUR BRAND'S *face*

The things you do see,
feel and experience

Brand Logos
Typeface
Color Palette
Look, Tone, Feel
Collaterals

HOPE THIS WAS HELPFUL

Good Luck!