

# BRAND WORLD WORK BOOK



CREATING A CLEAR STRATEGY



# INTRO

In the vibrant realm of branding and design, the traditional mood board is undergoing a transformation into something more dynamic and captivating: the brand universe! It's about crafting complete worlds that engage all senses and establish deep connections with customers. Prepare to delve into the thrilling adventure of constructing your brand cosmos.

In the field of branding, it transcends mere imagery and ideas; it represents a lively environment embodying the essence of your brand. Going beyond a basic mood board, a brand universe immerses all senses, enveloping creators and audiences in a rich tapestry of experiences. It entails storytelling and crafting a domain where your brand flourishes with authenticity and significance.

Immerse yourself in the enchanting world of your brand – it's more than a passing fad, it's a crucial strategy in today's competitive environment! Developing a realm where your brand shines will captivate viewers, nurture loyalty, and elevate your brand into a magical journey. Move past conventional mood boards and embark on a path filled with endless brand opportunities!

Before diving into your next branding venture, utilize these insightful questions to discover the perfect name for your new business. Once you have several ideas, verify the availability of domains, social profiles, and trademarks.









# BRAND ASSETS

Create a file of inspo from your brand values, its personality, your ideal location and what will set your company apart from the rest.

- Research colour psychology to ensure your colours match your brand's values and personality.
- What is your brand messaging style? Is it friendly and helpful, informative or exclusive?
- Research typography psychology, each type of font has a meaning: serif, san serif, script, display, monospaced, hand drawn, decorative.
- Finding fonts is extremely technical - will the fonts be legible in small print, will they look good on signage or embroidery. Choosing your font pairings can definitely set your brand apart.
- If you choose hand drawn, ensure that you ask the artist for the entire family of fonts. The full alphabet and numbers in bold, medium and light.
- Start pulling interiors for inspo that match your brand assets. If you want your location to be exclusive, you will want fonts and colours that match.
- Your brand assets should be consistent. It is best to hire an expert so they can give you a full scope of your brand. They can take the inspiration that you started from this work book and create all assets.
- Once you have settled on your brand personality, fonts, colours and location styles, you can work on the name of your company and logos.
- Logos are needed as: primary, secondary, wordmark, icon, symbol, monogram or lettermark, emblem, mascot, responsive, colour variations, and animated.
- Make sure that you have all the files when building out your brand. Ask that your brand strategist have all files available in vector (EPS, AI, SVG) .png, and .jpg. You can easily convert them as needed, but it is nice for your marketing staff to upload full files because there are so many different variations of logos: colour, grayscale, black, white, and reverse for each logo option.



# BRAND TOUCHPOINTS

Ensure your brand is effectively communicated through various touchpoints, including website, social media, packaging, merchandise, advertising, and customer interactions.

- Your website will need professional photography with original imagery. The photographer should shoot all types of looks in different formats so the photos can be used for your launch campaigns. Large format for website, print and billboards, 9:16 and 1:1 for emails and socials.
- Ensure that your website has responsive capabilities and modern UX/UI.
- Your brand's Instagram grid should look like a magazine, keep announcements and news for emails, stories and highlights. It's a great way to boost engagement, followers can sign up or interact with story links.
- Print and Packaging - the paper and packaging quality will say a lot about the quality of your products. The textures and print quality are so important when conveying a message of quality and trust for tactile customers.
- Advertising - there are so many types of digital ad styles. Some of the latest ones are: Airdrop, Product USPs (unique selling proposition) pics or video, user comments on ad, testimonials, google search bar ad, iOS notes, and product comparisons. Each style conveys a different feeling to the viewer, make sure they are professionally created and follow each platform's rules for ad creation.
- Customer Engagement - what is your company's messaging style? Will it be helpful and friendly, or more to the point? Also *where* people contact you will convey a certain experience. Live chat, DMs, social media comments, or emails. Ensure your website has a great CRM so that messages are followed up with promptly.

# CONCLUSION

Establishing your Brand World can seem overwhelming, but it can be quite enjoyable if you have a flair for creativity. Once you've settled on your name and logos, safeguard your brand identity by registering trademarks and securing all relevant website domains (.com, .net, .ca, .org, etc.).

It's crucial to check whether your brand name holds other connotations. Look it up on Urban Dictionary and conduct a Google search. Also, run your name through a language translator to ensure that symbols or names do not have offensive meanings across various languages and cultures.

Make sure you hire a focus group during your brand development, choose people that are your ideal target audience to gather their insights to hone your identity.

For those aiming to expand nationally or internationally, enlisting a branding expert is advisable. While this handbook serves as a start for your branding voyage, investing in differentiating your company and accelerating its growth is a wise choice!

At AWAKE, we are full service agency that can have your new brand, the assets, trademark registered, ads and campaign launch up and running on time and on budget. Use this handy workbook as a guide to assist with our initial onboarding phase, you will be happy to see your vision come to life!