

humanizer

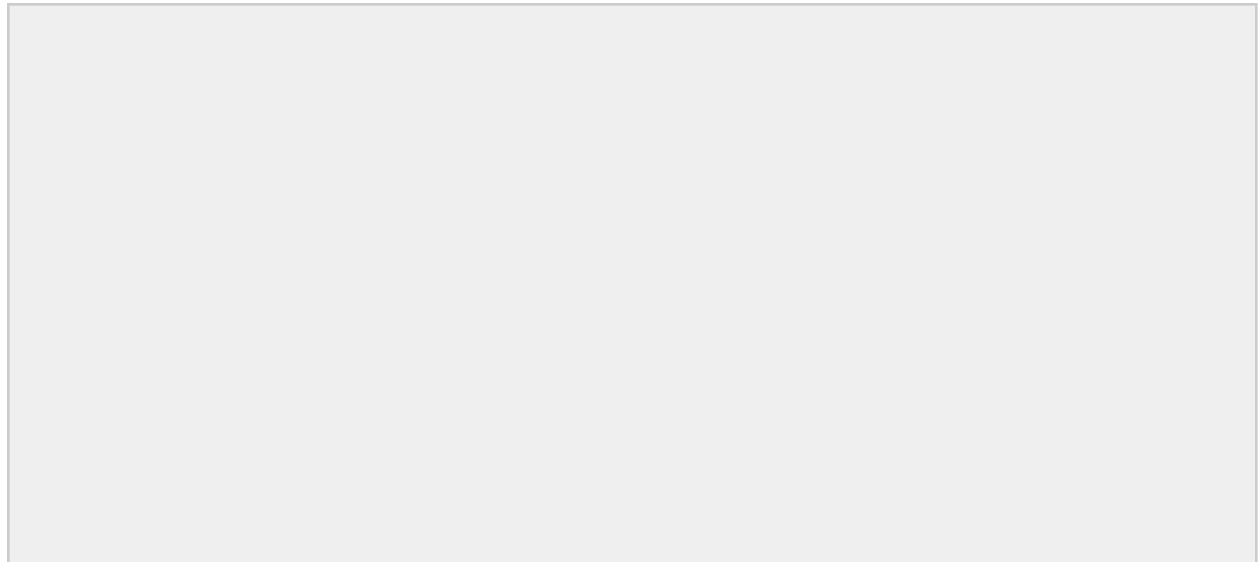
# Brand Brief

Your brand is the representation of your values and priorities as a company. Companies with strong brands scale more easily, have more clarity in terms of their offerings to the market, and even have an easier time hiring and on-boarding employees. When we put this into a design everyone will begin to associate how your brand looks and communicates with what you stand for.

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**1. Understanding the values of your organization is integral to your brand. These are the fundamental drivers behind your organizational identity. What are three words that describe your top values?**

*It's good to do a mind-map here. For example, let's say you have a food truck that sells Japanese-fusion hotdogs. Start by mapping out anything that you can think of related to food, Japan and hotdogs. What words or ideas stand out? Quality? Freshness? Busy? Sophistication? Shibuya? Kyoto? Tech? Sharaku? Manga?*



## 2. Now let's define your organization's political, social, and functional objectives.

**Political objectives** refer to the larger problem you want to tackle, such as helping the environment, or building stronger communities. **Social objectives** are the change you deliver to communities, such as reducing food waste, or helping first-time home buyers. **Functional objectives** are what you enable for your individual customer - things like composting at home, or matching people with homes and mortgages.

### Political Objectives

### Social Objectives

### Functional Objectives

## 3. Now let's talk about your brand's personality. What are three words that describe your organization's personality?

Again, you can mind-map this, or maybe you have them in your mind already. You can even imagine if your organization were a person, what would they be like? Fun? Professional? Warm? Assertive?

**4. How does this translate into your organization's actions?**

*These values and traits are expressed in your organization's actions. For example, if you have a junk removal company and your organization is easy-going, professional, and clean then perhaps you clean your trucks every day, have fresh uniforms, and always show up on time.*

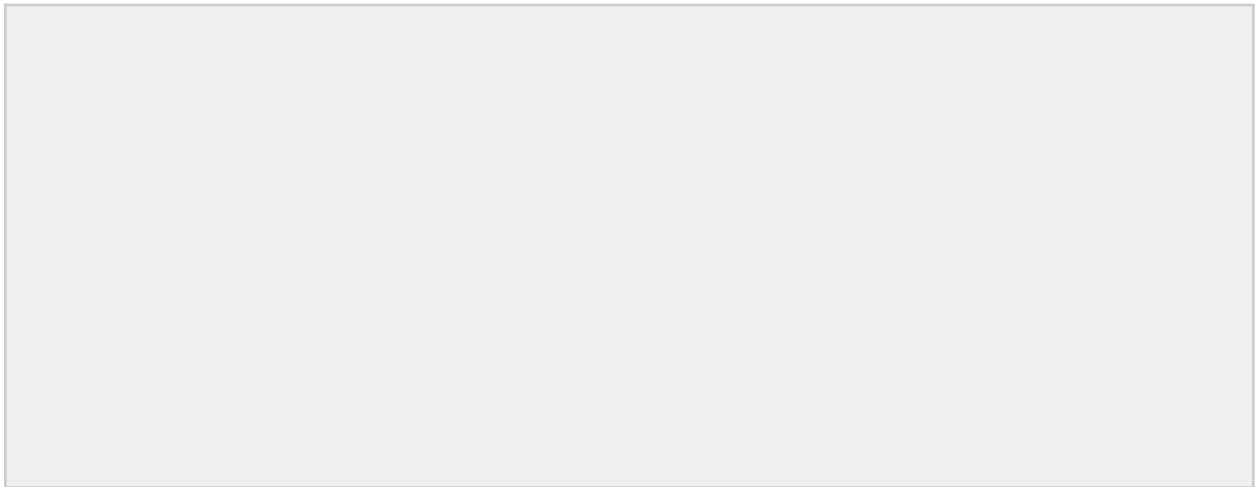
**5. A mission statement articulates your organization's purpose, values and vision. If you have a mission statement add it below.**

**6. Now let's talk about your market. Who interacts with your organization?**

*Write a description of your ideal customer. You can add as many characteristics as you'd like, but make certain you discuss their values, pain points, and obstacles. Make sure to write about why they need your products or services.*

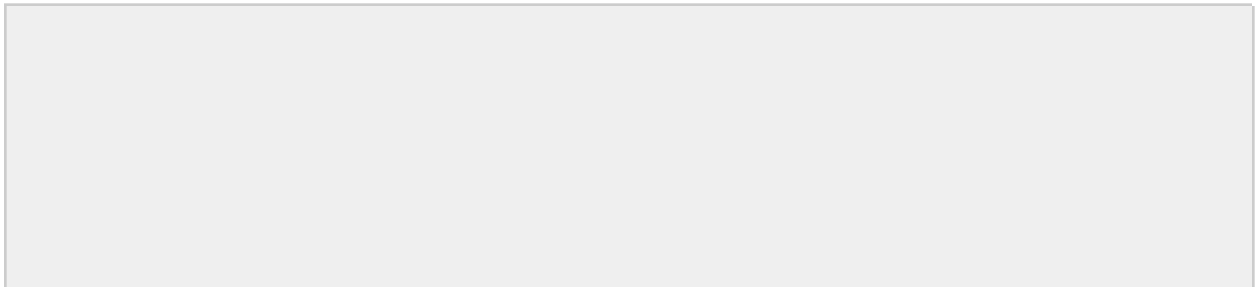
**7. Let's make these customers into profiles. A customer profile can help us personify customer characteristics. You can have 1 or more profiles, depending on your needs.**

*For example, Paul (34) is a college graduate working as a music teacher, he's divorced, with shared custody of his two children. He has a two bedroom apartment, exercises 3-5 times per week, tries dating, and wants to be an X influencer.*



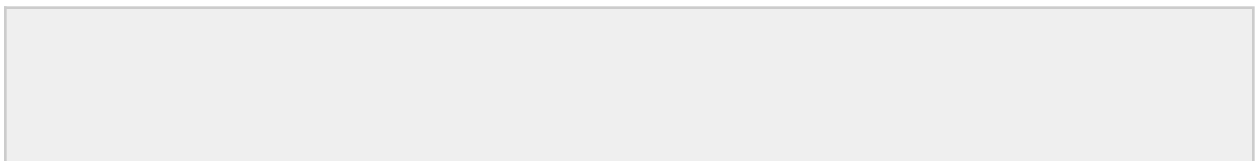
**8. What is it about your brand that is appealing to these customers?**

*How do the values and mission that your brand offers intersect with those of your target customers?*



**9. How do you want your customers to feel when they interact with your brand?**

*Safe? Important? Relaxed?*



**10. Who are your main competitors?**

*List 3-5 competitors in your space. Choose the ones most likely to be alternative choices for your target customers.*

**11. What sets your brand apart from your competitors?**

What offerings, values or other characteristics set you apart from your competitors? You can list these against each competitor if they compare differently.

**12. What is your brand's tagline (if applicable)?**

**13. Do you have a current brand guide or brand materials?**

If so please provide a link.

**14. What imagery or symbols do you associate with your brand?**

**15. What are some brands that you admire that are not competition?**

*Let us know about some brands that you admire and what you like about them. It could be their consistency, their sense of purpose, their quality, or emotional content.*

**16. What channels do you use to communicate with your customers?**

- |                                    |                                       |                                      |
|------------------------------------|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Email     | <input type="checkbox"/> Social Media | <input type="checkbox"/> Website     |
| <input type="checkbox"/> In-person | <input type="checkbox"/> Phone        | <input type="checkbox"/> Outdoor Ads |
| <input type="checkbox"/> Retail    | <input type="checkbox"/> Television   | <input type="checkbox"/> Tradeshows  |

**That's it! Hopefully this helped you get clarity on your brand. You can use this with us, or any other designer. This is also helpful for your social media team, copywriters, and anyone else helping you promote your brand or interacting with customers.**