

SAY HELLO TO THE

NEW **YOU**

Everything you need to know about branding





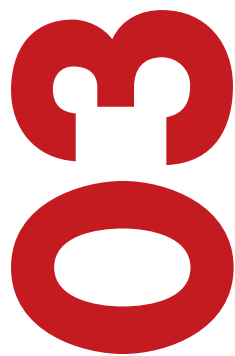
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Back to Basics

"A brand is a person's gut feeling about a product, service, or organization."

— Marty Neumeier, The Brand Gap



01

What is a "brand"?

There's an old maxim that says – it takes roughly 7 seconds for someone to form an opinion about you. When it comes to your brand, it's much more serious. According to 8ways, it takes people just 0.05 seconds to form an opinion about your website.

In all senses of the word, your brand is your identity. It's a way to shout from the rooftops, "Hey world, this is ME!" For the success of your company, venture or initiative, it's important that people perceive your brand in the way you want it to be perceived.

Why does it matter?

Branding is a process. It's an ongoing effort to bridge the gap between "This is me" and "This is who I think you are". It's something that can be influenced by listening to your audience, hearing their honest perceptions and taking steps to close this gap.

You can't just wing it – consistency is key when it comes to branding.



Using **signature colors** can help to increase brand recognition by 80 percent.

(Reboot, 2018)



It takes about **5-7 interactions** with your brand before people start remembering it. So you have to replicate the same look and feel across platforms

(Moore, 2013)



Consistent presentation of a brand has seen to **increase revenue** by 33 percent.

(Lucidpress, 2019)

To build a strong brand and a long-lasting relationship with your community, you need to be able to demonstrate these values:

Authenticity

86%

of consumers say that authenticity is a key factor when deciding what brands they like and want to support (Stackla, 2019)

Trust

81%

of consumers said that they need to be able to trust the brand in order to buy from them (Edelman, 2019)

Transparency

66%

of consumers think transparency is one of the most attractive qualities in a brand (Accenture Strategy, 2018)

Psst!

Click [here](#) to take a fun Brand Personality quiz with your team!

A Strong Foundation

"Bake a good cookie but spend your time working out how to tell a great story about the fortune."

— Bernadette Jiwa



02

Brand Elements

Building Blocks for Your Brand



Vision

Aspirational and ambitious, a good vision statement gives your work, and team, direction. It provides a call for shared success and is the answer to “why are we doing this?” and “where do we want to be in the future?”. Clarity on this helps you form your tagline.

Mission

Mission statements expand on the vision by shedding light on the how. It needs to be an inspiring look at what your brand’s goals are and what you’re actively doing to get there.



Product

What are your unique selling points? What are you really offering? Look at both tangible and intangible features of your brand. Then, think about the benefits that these offer to come up with the key product statements that would excite your audience.



Philosophy

What are the guiding principles and values behind how your brand is run? This is your brand's – and team's – compass so you want to keep the list to 3 or 4 important beliefs. Make sure you back these up with real examples of how your brand lives these values out.

People

The greatest asset you have (or will have) is your team and community. Think about what sets them apart. These could be their valuable skills, powerful connections or positive attitudes they bring to the table. What makes each of your stakeholders great and integral to the success of your business or initiative?



Process

Processes tend to be overlooked in the branding process. Increasingly, customers are starting to ask questions about what goes on behind the scenes. How do you add value at every stage of your stakeholders' journey? Talking about things like how you hire, work and sell gives people the confidence to invest time, energy and money in supporting your business.



The Fortune Cookie Principle

Often, business communication focuses a lot on the “cookie” but the reason we love fortune cookies is precisely because of the somehow-relevant-and-future-predicting “fortune”.

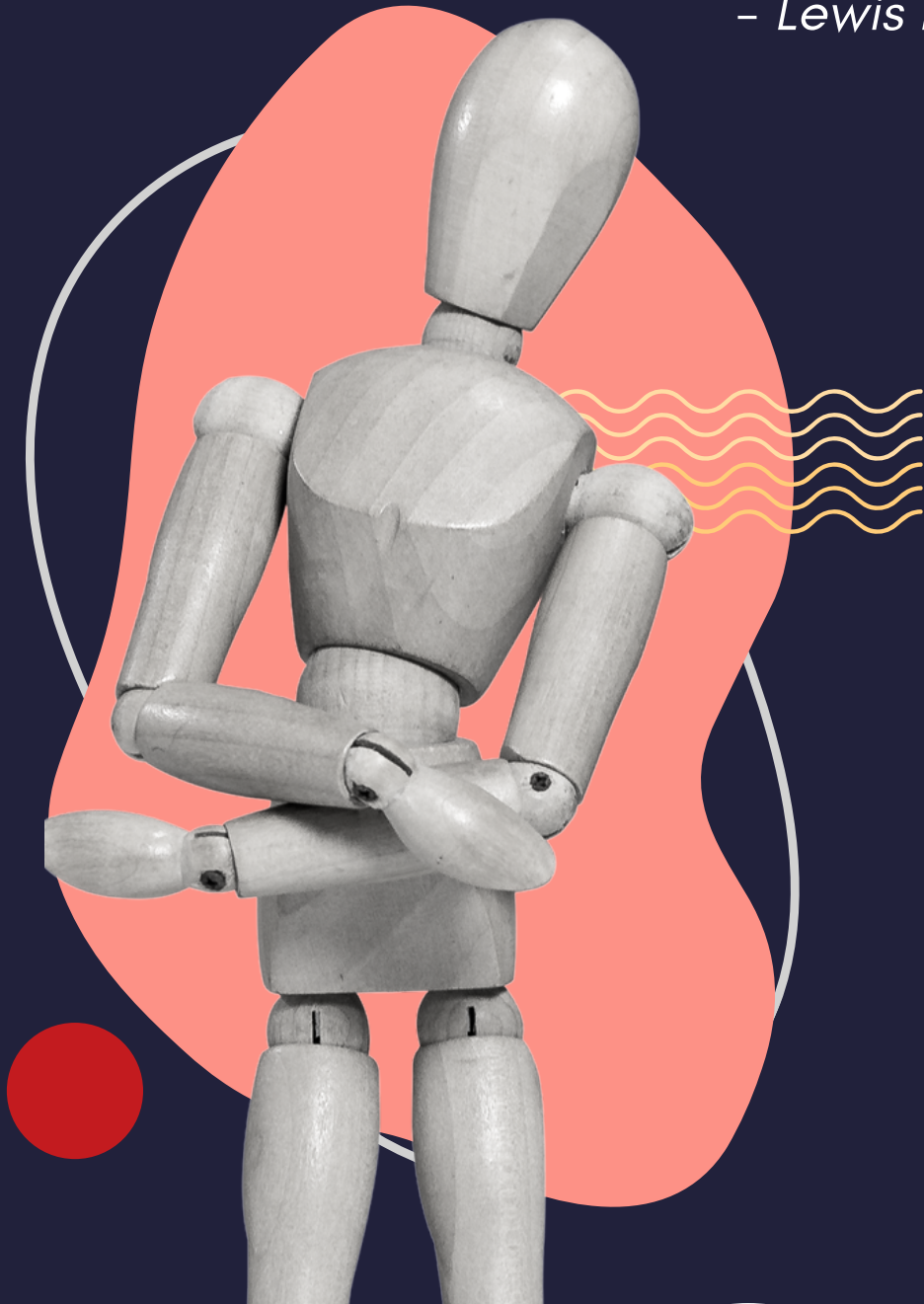
The cookie is your product or service in raw form. The tangible, logical benefits are the what. Branding is not just about observable things like packaging and taglines. More importantly, it's about sharing your purpose, bringing your vision to life, and ultimately changing the way people feel about you. Simply put, your job is not just to build a great product, but it's also to tell the best story you can.



Curating Your Brand

"The most important thing to remember is you must know your audience."

– Lewis Howes



03

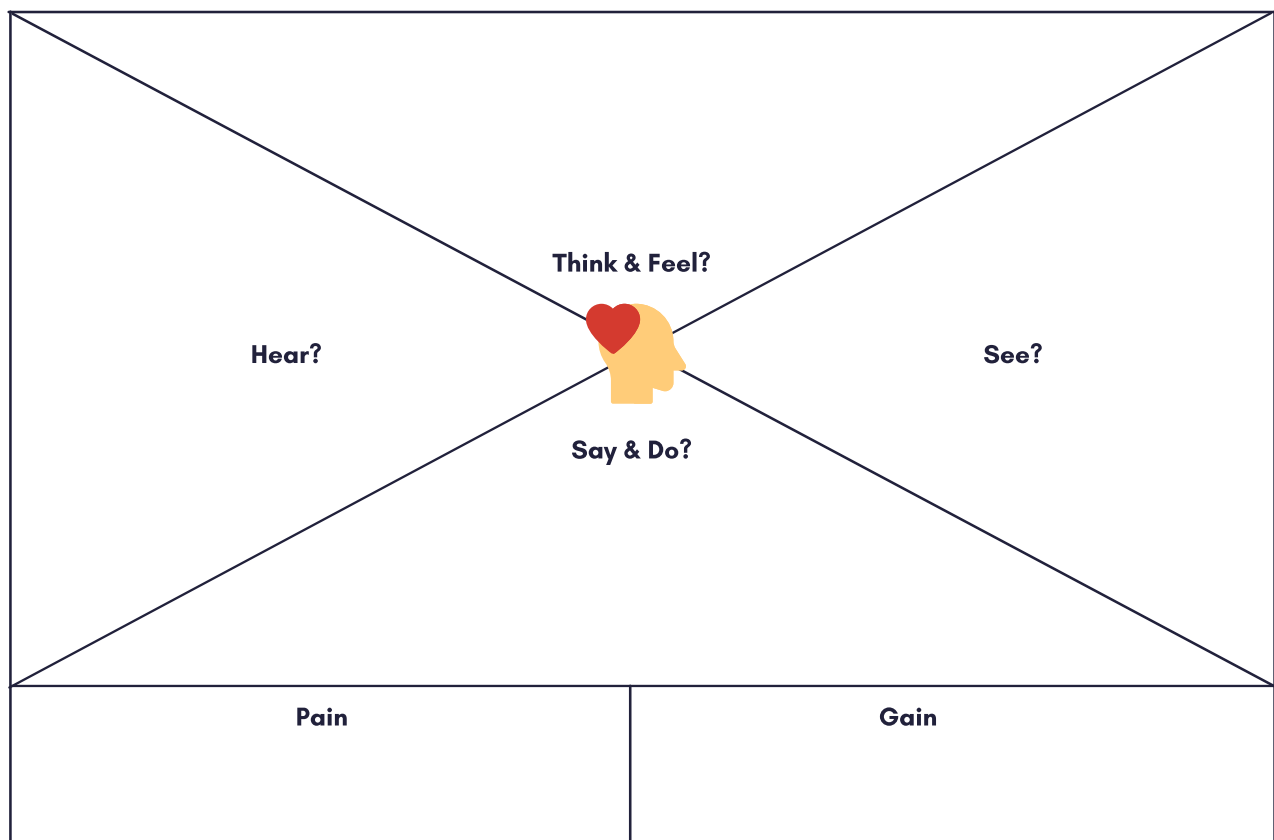
Target Audience

Determine your target audience with one simple question,

"Who is our current audience, and who would we like to attract?"

Empathy Mapping exercise

You need to understand who you're communicating with in order to uncover what they're truly looking for. Empathy mapping is a great tool for developing these insights. It requires you to immerse yourself in your customers' environment to see how it affects their experiences with your product or brand. Gather your team and ask yourselves what users would –



Some Guiding Thought Starters

Some of these may seem indirect but the idea is to get a deeper picture of your audience's perspective and relevant experiences that can shape the way you design your brand and/or communicate with them.



Think & Feel

What occupies the user's thoughts? What matters to them most? What challenges are they facing? What worries them? What excites them? Uncover what they may not be willing to say.

See

What are some important events or milestones that your target audience is experiencing? What's in the news and on social media?

Hear

What are the people in your target audience saying about your brand or the space you're in?

Say & Do

What are they talking about in relation to the space your brand is in? What are the actions they are taking or not taking? Try to capture exact quotes/anecdotes.

Pain

What are some of the most pressing customer pain points that your brand could address?

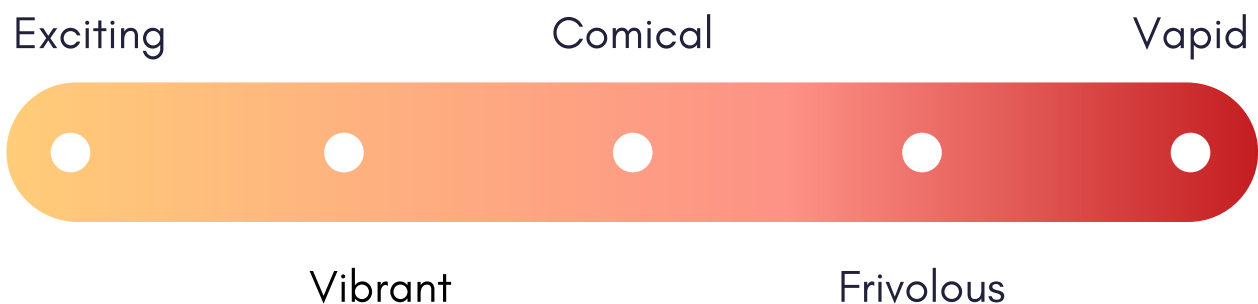
Gain

In what ways can customers benefit from engaging with your brand?

Tone of Voice

Refine communication and sharpen your brand image by sticking to a consistent Tone of Voice (TOV). Think of this as your brand's persona or guiding principles behind how your brand should be coming across to your audience.

While unearthing your TOV, **avoid vague descriptors** that can contribute to an ambiguous brand identity. For example, the generic word "fun" conjures many connotations like:



To help you zero in on your brand-specific TOV, try this activity. Pick a positive adjective for your TOV and a potential negative extreme of that adjective. For example, Fun but not Frivolous. Repeat this 3x for a complete TOV.

Here are more examples:

- Kind but not pushover
- Authoritative but not preachy

If you need a starting point, try picking out **3 positive and distinctively different TOV adjectives** from this word cloud. Turn these into a more precise set of TOV guidelines by thinking about what the negative extremes of these could be.



Level Up!

To take this to the next level, add a description that explains how your TOV is relevant specifically to your brand. This will help guide your communications to be more precise.

For example, a brand committed to sustainability may have something like this:

Optimistic but not unrealistic

We are clear and transparent about what it means to be pursue sustainability. We hold hopeful ideals but are grounded in reality. We understand the conversation surrounding the climate crisis and do not purport to be single-handedly solving the issue with our efforts.

Time for a New Look

"Design is the silent ambassador of your brand."

— Paul Rand



04

The Science of Visual Communication

80%

**of information
processed by
the brain is visual**

(Haupt & Huber, 2008)



80%

**of people will watch a video
but only 20% will read text on
a page** *(mysmn, 2015)*

The human brain is hardwired for visuals. It takes the brain 114 milliseconds to "convert" sounds into words but only 13 milliseconds to process images. This is why the look of your brand matters. That split-second is all your customer needs to decide whether your brand is worth engaging with!

Envisioning a New Look

1 Have a Goal

What do you want people to take away from interactions with your brand? How do you want them to feel? What do you want them to remember? Work to determine how the visuals can communicate this message. Begin with the end in mind.

2 Align with Brand Elements

Use your visuals to strategically convey as much information as possible about your brand. How can you bring your vision, mission, philosophy, people, product and process to life?

3 Think about the Finer Details

Your new look should be evident anywhere your brand makes an appearance; be it in marketing collaterals, written reports or physical spaces. Make sure to cover all bases and think beyond digital assets like your website or social media channels. Here's a non-exhaustive list for some items that tend to be overlooked.

Some Nitty-Gritties

- | | |
|---|--|
| <input type="checkbox"/> Printed graphics | <input type="checkbox"/> Charts and graphs |
| <input type="checkbox"/> Office Signage | <input type="checkbox"/> Print-outs, memos, and paper handouts |
| <input type="checkbox"/> Infographics | <input type="checkbox"/> Email signature |
| <input type="checkbox"/> Presentations | <input type="checkbox"/> Corporate / Partner decks |
| <input type="checkbox"/> Postcards | <input type="checkbox"/> Favicon |
| <input type="checkbox"/> Letterheads | <input type="checkbox"/> Gifts with brand identity |

Some Guiding Questions

Why are we branding/rebranding?

What makes us **unique**?

How can we communicate this **creatively**?

WHO ARE WE?

Do we want our visuals to capture **who we want to be or who we are**?

Who do we want to be **5 years from now**?

What imagery will our target audiences **resonate** with?

What are some **competitors** doing well?

What are some examples of **eye-catching** visuals we have seen and loved?

What is going to give our look the **WOW** factor?

Icing on the Cake

"The best marketing doesn't feel like marketing."

— Tom Fishburne



Internal Communication

Before launching, make sure that the members of your team are clued-in about all aspects of your branding/rebranding process. This means that everyone must understand the importance of branding and be able to independently communicate the refreshed look and feel of your brand.

Some Ideas

- Create a brand identity guide that they can reference any time they face uncertainty so that moving forward, all brand encounters are consistent and unified.
- Host a fun workshop on your brand's new "dos and donts". Keep your team engaged with a creative jamming session where everyone gets an opportunity to apply the new brand identity to various design prompts.





Create Buzz

Generate excitement as you prep your big debut to the world. Here are some ways you could do this:

- Push out teasers or other content pieces that spark curiosity.
- Authentically share what your brand is all about and how you're working to build work that genuinely serves your audience.
- Share your enthusiasm about what's to come with everyone else. Anything goes: social media posts, videos, ads or thoughtfully-crafted blogs.
- Include strategic Calls to Action (CTA) to drive conversions. For example, "Be the first to know! Subscribe to our newsletter."

Inform

Be an open book. Share all the aspects of your brand and be honest about your vision, goals, values and even challenges or frustrations. If you have rebranded, share the WHY behind this change and how your customers stand to benefit from this new and evolved 'you'.

Above all, keep it light. Think back to the fortune cookie principle – approach your content as a 'story' and invite your community to join you on this journey.





Storytelling

Storytelling is the foundation of all great marketing. Content is the vehicle that shares that story to the world, driving emotional connections, awareness and understanding of your brand.

Reveal your comprehensive branding to the world with a BANG.

For inspiration, check out how these brands did it:

- [Burger King Rebrand](#)
- [Airbnb](#)

Thought Leadership

A great way to keep audiences tuned in is by establishing thought leadership.

Pinpoint the areas of expertise that your brand is uniquely positioned to talk about. Demonstrate that there's more to you than "good looks" - create events, blog articles, LinkedIn posts or well crafted downloadable guides around these topics (just like this one 😊).



List of Resources

Free and accessible

- **Milanote**: Template for branding
- **Behance**: Design inspiration & Creative Community
- **Dribbble**: Design inspiration & Creative Advice
- **The Dieline**: Packaging inspiration
- **Audio Library**: Copyright free music on YouTube
- **Ls.graphics**: High quality mockups
- **Rotato Mockups**: Custom 3D mockups (MacOS)
- **Adobe Colour**: Colour palette
- **Coolers.co**: Colour palette generator

Paid but Affordable

- **Envato Elements**: All in one package you need
- **Audio Jungle**: Music/Sound packs
- **Mr. Mockups**: High quality mockups
- **PixelBuddha**: All resources in one place

Professionals to follow

- **The Futur**: Design & Education Platform
- **Dot Lung**: Instagram Strategist
- **Satori Graphics**: Learning the Design Basics 101

Books to read

(Try looking for these at your newest library)

- Logo Modernism
- The Brand Gap
- Interaction of Colour
- Make it happen : materials and techniques for graphic design
- The package design book (2&4)
- Design thinking for visual communication

Programs

(Adobe Alternatives)

- GIMP
- Affinity
- Inkscape
- Krita

Fonts

- Google Fonts
- Dafont
- Font Squirrel
- MyFonts
- Wordmark

Illustration templates

- Avataaars
- Sapiens
- Openpeeps
- Fresh Folk
- Humaaans

THANK
YOU

for reading and we wish you the best on
your journey!



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