

Developing a brand identity is often understated or overlooked. Return On Investment (ROI) is hard to justify to a new business starting out and so it is often put aside and maybe creating the logo will work out.

Successful businesses will create a brand identity which provides the basis needed to develop marketing tactics for lead generation and customer loyalty. The worth of Coca Cola is mainly in its Branding, think about it, who in the world would not recognise their logo?

Once you have created your branding identity, you can have stationary done, cards printed, website and social media campaigns run and overtime your brand will grow and create part of your companies' value, so yes there is a ROI, but not up front or apparent at the time when it needs doing.

By completing the following guide and providing us with that, we should be able to create the type of branding that will take your business forward and help make you stand out in your industry and attract the type of clients / customers you want.

Using the following, please fill in the form online for us so we can get started for you straight away.

Brand Values

1. **Company mission statement:** This should already exist in your Business Plan, but if it does not then write a sentence or two explaining what your company goals are and why you exist.
2. **Positioning statement:** This is like your company mission statement, only more specific to your offering/s.

Coca-Cola Positioning Statement:

“Unlike other beverage options, Coca-Cola products inspire happiness and make a positive difference in customers' lives, and the brand is intensely focused on the needs of consumers and customers.”

To start off with, here is a simple template you can use to craft your brand positioning statement:

[Brand] provides [Target audience] with [Unique Value] than any other [Your Industry] by [Proof Points].

Try this many times until you feel you have got the right combination for your own business. Great to brainstorm with sales staff and management, or friends if you are just starting out.

3. **Product/service benefits:** What are you doing for your target audience, saving them money, making them feel good or filling a need they have.
4. **Five words that represent your brand:** Think about your brand's personality. How would you describe it?
5. **Three messages your brand needs to communicate:** Why does your brand matter? These messages should be relevant to your target audience.
6. **Value proposition:** How do you solve your customers' problems? This should summarize why someone should buy your product or invest in your services.

Brand Attributes

The following questions will dive into the essence and identity of your brand.

7. How does your brand's image fall between these opposing characteristics?
 - Masculine/Feminine
 - Simple/Intricate
 - Grey/Colorful
 - Conservative/Extravagant
 - Approachable/Authoritative
 - Necessity/Luxury
 - Fun/Serious
 - Professional/Casual

- Modern/Classic
 - Sporty/Elegant
 - Extreme/Safe
8. What colours represent your brand?
 9. What colours would you not like to see?
 10. What words would you use to describe your brand's image?
 11. What words would you not want used to describe your brand's image?
 12. What attributes and/or emotions do you want associated with your brand?
 13. What attributes and/or emotions would you not want associated with your brand?

Abstract Values

To answer the following questions, use your imagination to think of your brand in unique situations.

14. How would you describe your brand to a friend?
15. How would you describe its style?
16. What other brands would be its friends?
17. Where would your brand hang out?
18. Age? Gender?
19. What actor/actress would be perfect to play your brand? Why?

20. What kind of car would your brand be?

21. What animal would represent your brand?

Design

This section will create the look and feel of your brand. Put a lot of thought into picking exactly what you think best matches you and your business.

22. Which one of these logo formats do you believe best represents your brand?

Text Mark

This format includes your company's name in stylized typeface and/or your company initials in a simple shape.



Pictorial Mark

This mark includes literal or representative imagery to symbolize your brand.



Abstract Mark

This format includes abstract shapes and symbols that convey a specific idea or attribute. These types of logos are very unique and identifiable often without the company name.



Emblem or Enclosure Mark

This features the name or initials of the company, usually as part of a pictorial element or shape.



23. Which one of these logo styles do you feel best represents your brand?

Common elements typically include vibrant colors, a subtle 3D feel, bold type, color transitions, shadows, gloss and reflection.



Contemporary

Common elements include fresh colors, stylized imagery and clean type.



Classic

Common elements include timeless colors, literal imagery and traditional type.



Detailed/Stylized

Common elements include detail, textures, flowing lines and distinctive type.



Complex illustration

These include a hand-drawn feel depicting a scene or character.



24. What style of font do you feel best represents your brand?

- **Serif**
Serif - A serif font has finishing strokes projecting from the ends of the characters.
- **Slab Serif**
Slab Serif - A slab serif font has large block-like finishing strokes.
- **Sans Serif**
Sans Serif - A sans serif font is clean and stark with no finishing strokes.

- Script

Script - A script font immitates handwriting and can be formal or casual.

- Blackletter

Blackletter - A blackletter font is a heavy and reminiscent of European hand lettering.

Remember: Your responses will ultimately determine your brand's positioning, so this exercise should take you some time. This is one task that should never be rushed!

We know that a branding project is a lot of work, and hopefully this brand and logo questionnaire helps you. We're happy to help guide you with this if you are new to the process.