

**poised avenue**  
DESIGN STUDIO

**Company Name**

BRAND STRATEGY

# Foundation

# *Brand Overview*

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BRAND MISSION STATEMENT

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# Leader Profile

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## YOU VALUE...

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- *Word or Phrase*

# *Brand* Descriptors

A successful brand evokes emotion and connection with its audience. And, the best way to successfully do so is by creating a brand that has personality—one that is relatable and memorable (much like the awesome stranger you met at the last party you went to, we want your brand to make a lasting first impression). The best way to go about creating personality in a brand is to give it a slight tension within its brand story, that means creating a juxtaposition within its brand descriptors. This gives it a human-edge and keeps a brand away from becoming too predictable or corporate. Think of some of the most successful brands, like Apple (innovative yet corporate) or Soulcycle (edgy yet welcoming). They have multiple avenues in which they can take their marketing, while staying on-brand and being recognizable without being predictable or boring. Having slight tension within a brand story also allows for room for growth and change (again, without straying too far from brand). However, this slight bout of tension is always within a brand's surface level descriptors. It's important to remember that a brand's core descriptors (read: values) are solid, predictable, and reliable—what a brand is built on rather than its personality. On the next two slides we'll look over your brand's surface level descriptors and core value descriptors. Overall, both set of descriptors will help you to confidently make both on-brand creative and business decisions moving forward.

YOUR COMPANY'S SURFACE LEVEL DESCRIPTORS

Word

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YOUR COMPANY'S CORE DESCRIPTORS

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**Audience**

# Audience Overview

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## THEY VALUE...

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AUDIENCE DESCRIPTORS

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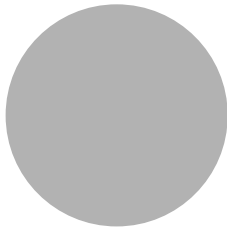
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# Audience Profile #1

NAME, AGE, LOCATION, INCOME



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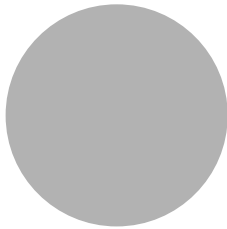
# Name's *Purchase Path*

THE TYPICAL FLOW OF HOW YOUR AUDIENCE INTERACTS WITH YOU

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# Audience Profile #2

NAME, AGE, LOCATION, INCOME



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# Name's *Purchase Path*

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# Purchase *Advantage*

FOR THOSE WHO ARE STRUGGLING TO SAY YES OR HIT BUY

In any business, there will be people who say yes or hit buy immediately. There will also be people who potentially hesitate. In your case, possible hesitation typically lies around XXXXXXXX. Because of this, it is integral that you speak about WHY you've chosen to focus on XXXXXXXXXXXX. Educate your audience on what steps you're taking to XXXXXXXXXXXXX. Make it clear that you value XXXXXXXXXXXX. All of this should be the focal point of your website, as well as your social media accounts. By continually hitting home the message of quality, you will be teaching your audience to expect better AND to understand that your services cost a little more because of added measures. Another way to combat hesitation is to build trust. Sharing XXXXXX will give your audience a peek behind the curtain, which in turn will naturally boost their eagerness to support you and your brand.



# Competition

# Intro

IT'S REALLY ALL ABOUT YOUR BRAND, NOT YOUR COMPETITORS

While it's great to be aware of your various competitors and the ways in which you can stand out (which we'll cover), too much scrutiny on those within your industry can distract from the core of your brand. Remember that what works for some does not mean that it will work or resonate for all. Staying true to who you are and what your brand represents will help the right people (your people) come along. There is only one you, after all. Our job is to help you showcase your own set of unique skills and values. Because of this, we don't focus too much on competition. YOUR brand is the focal point.

# How *You* Stand Out

## YOUR COMPETITORS

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## YOUR BRAND

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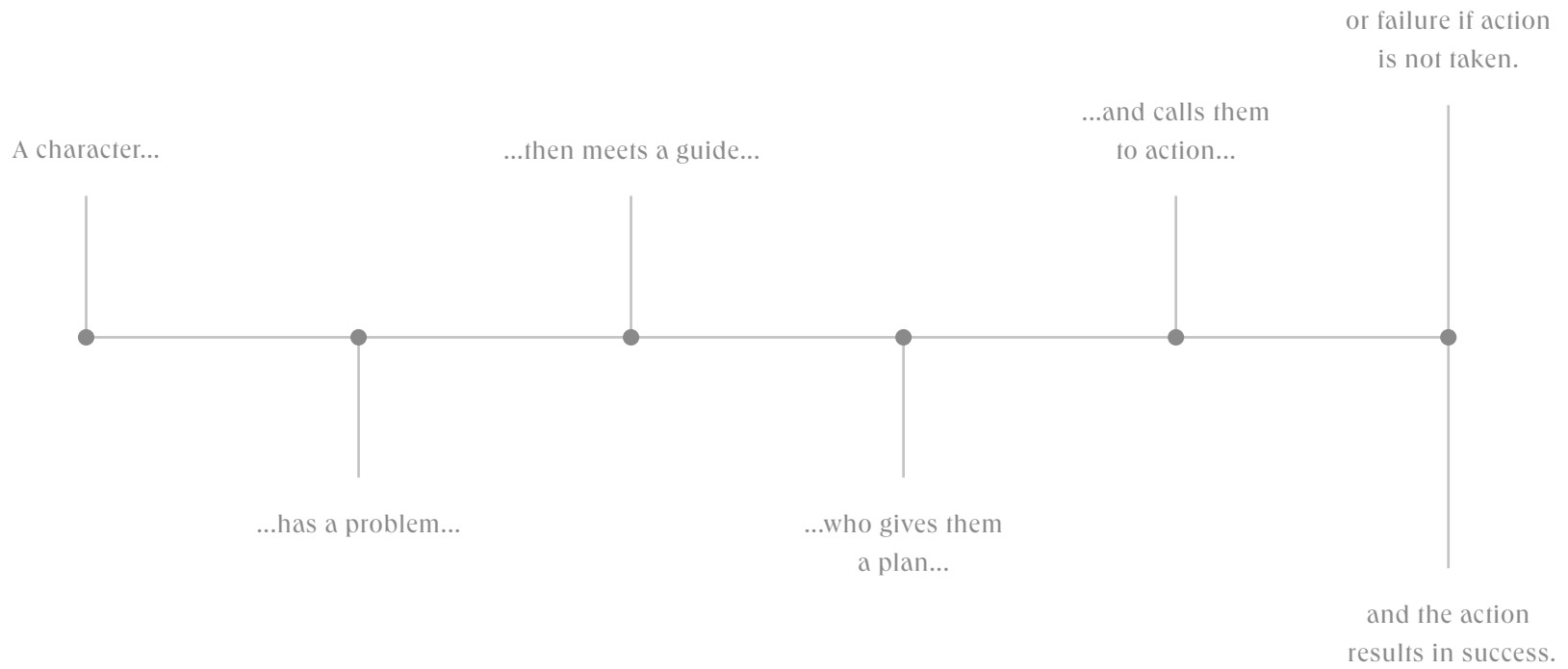
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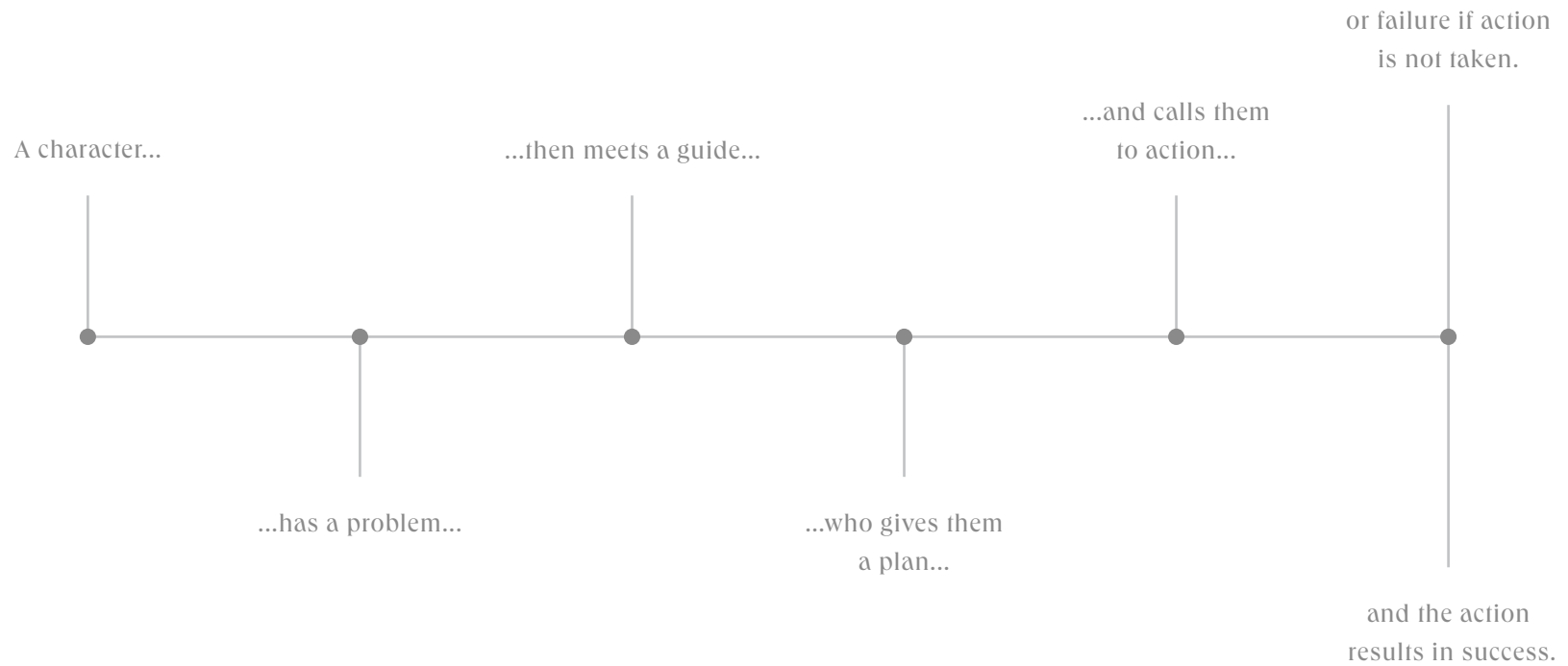
# Voice and Tone

# *Brand Story Overview*

## WHAT IS A BRAND STORY AND WHY IS IT IMPORTANT?

All stories follow the same guidelines, that's what makes it good—a story that captures and retains your attention from beginning to end. On the following two slides, you'll find an overview of the seven aspects every story follows and how your brand fits within each aspect. Why is this important in branding? Because your audience should immediately understand how they fit within your story (or if they fit at all), clearly and concisely. Cutting any excess noise within your branding (that includes copy [words] and visuals) tells your audience exactly what you offer, if it's what they need, and how their life will improve after purchasing from you, immediately. This cuts confusion and loss of interest. Cleaning up your brand story so it's succinct and to the point is both persuasive and engaging to the right audience (who we're trying to attract, after all). Use this brand story to guide marketing copy across your website, socials, and more.





# *Voice & Tone Overview*

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# Your *Content* Opportunity

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BRAND TAGLINE

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BRAND VOICE

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# Visuals

VISUAL BRAND DESCRIPTORS

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# *Moodboard* Intro

## WHAT IS A MOODBOARD?

Your moodboard is a collection of type (fonts), photography (tone), and color that acts as the first step in representing your brand visually. Moodboards are a jumping-off point for us to go from words to visuals, and they give you a sneak peek of the direction I'm thinking for your visuals. Moodboards do not need to be perfect - they are simply a way to make sure we are on the same page before moving forward to your initial concept development. Notice what will resonate with your brand and audience, and if any type catches your eye, let us know!



# *Moodboard* Breakdown

01 – TYPE

Word or Phrase

02 – TONE

Word or Phrase

03 – COLOR

Word or Phrase

04 – TYPE

Word or Phrase

05 – TYPE

Word or Phrase

06 – TONE

Word or Phrase

07 – COLOR

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08 – TYPE

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09 – TYPE

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10 – TONE

Word or Phrase

11 – COLOR

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12 – TYPE

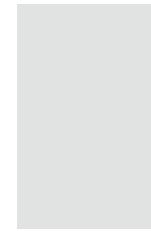
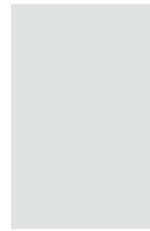
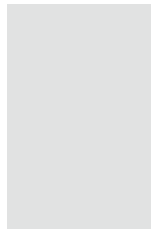
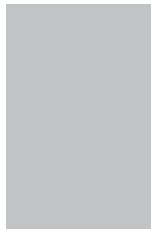
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# *Color Palette*



# *Color Psychology*



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