

Brand
workbook
& checklist



Ta-da-da...

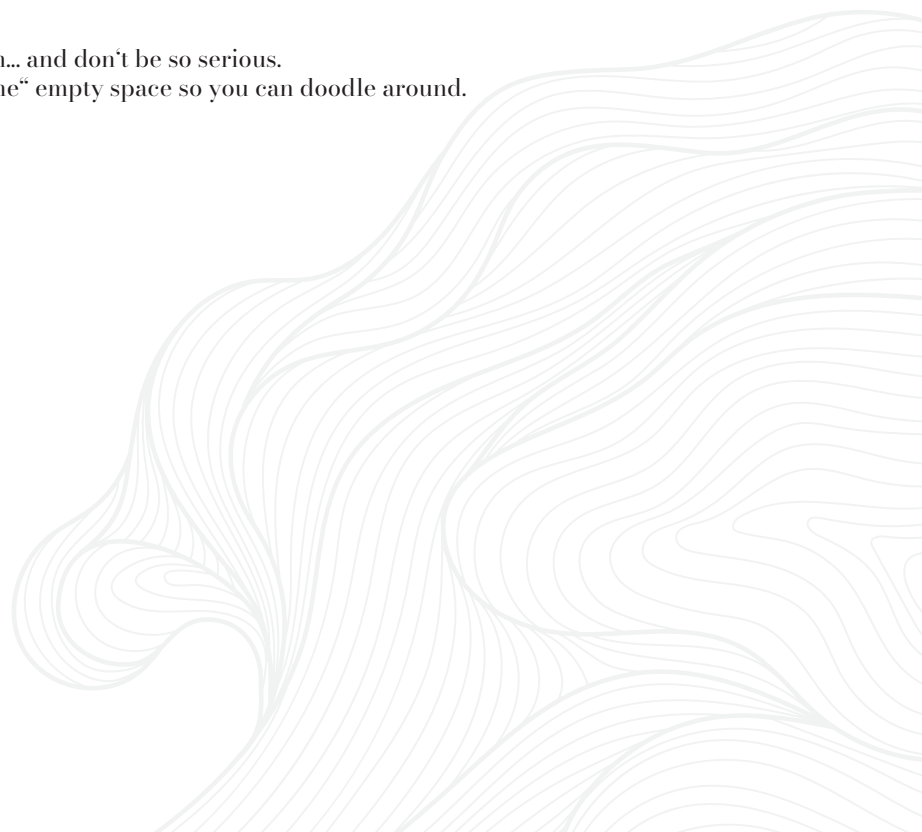
Here we go...

Together we are going to clarify your vision
and uncover the Soul behind your passion.
Because *Your Passion* matters and it is important!

Your passion is what makes You - You.
Your journey and passion create strong emotional connection
with those around you that builds trust.

By doing this work, you lay the foundation for an
authentic, leading brand that connects on a deep human level.

Oh... and don't be so serious.
I have left you „some“ empty space so you can doodle around.



/ Do we have Your Brand name already? /

/ Brand Vision /

Let's start with the vision... What is your North Star? What kind of impact do you want to make on your customers, people around you? On your industry or maybe even the world? These few sentence (or more) will help people around you to understand what makes you spark and it will inspire them to join you on your journey.

/ Brand Mission /

„A brand mission is a statement that defines a company's purpose, its current actions, and its goals.“ says Google AI (love that guy). It is more like action plan. The way how you will achieve your vision (see above). How can you help people NOW, like today? How can you put a smile on their faces?

/ Offerings /

Now, when we did great work up there...
Tell me what are the exact services or products that you offer?



/ Values /

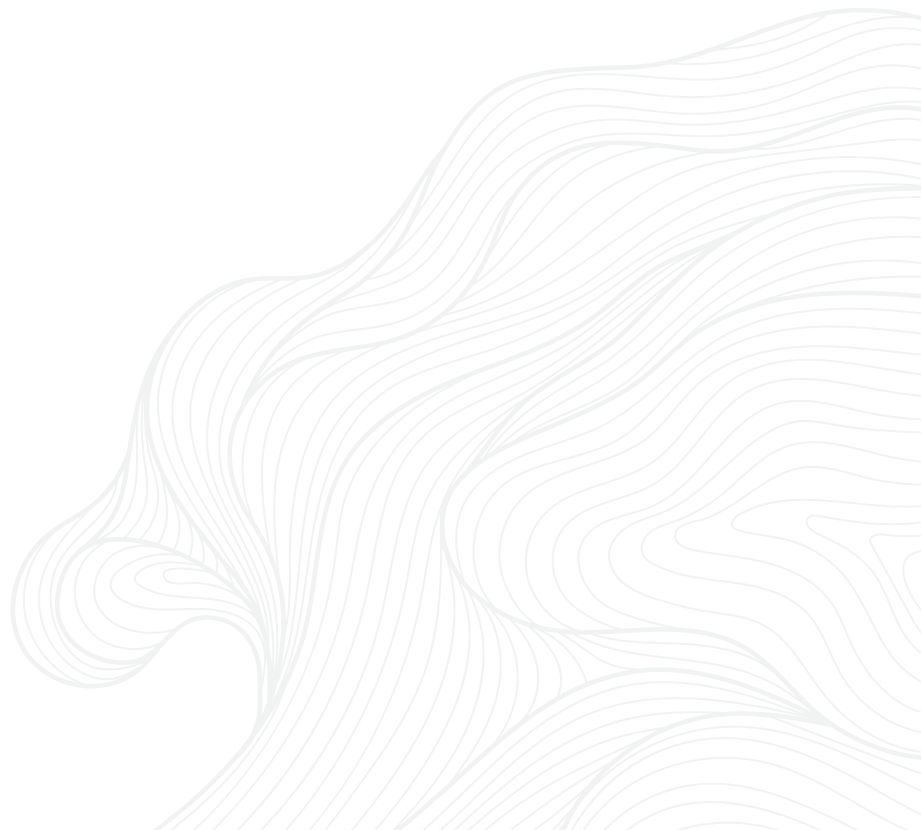
Your/Brand values are golden keys. They influence your decisions and define what you stand for.
They also help your customers to connect with you on a much deeper level.
So, what is it that you really want to embody with your brand?

What does here resonate with you? Make Your mark... *Any extra words are more than welcome...*

Acceptance	Exploration	Presence	Accomplishment	Expressive	
Accountability	Professionalism	Accuracy	Family	Prosperity	
Achievement	Purpose	Adaptability	Fearless	Quality	
Feelings	Realistic	Altruism	Comfort	Heart	
Ambition	Fidelity	Amusement	Focus	Recreation	
Assertiveness	Foresight	Reflective	Attentive	Fortitude	
Awareness	Freedom	Fatherhood	Balance	Friendship	
Beauty	Fun	Boldness	Generosity	Reverence	
Bravery	Genius	Brilliance	Giving	Belonging	Ritual
Calm	Goodness	Breath	Grace	Security	Flow
Gratitude	Self-reliance	Careful	Greatness	Selfless	
Certainty	Growth	Sensitivity	Happiness	Serenity	
Charity	Service	Cleanliness	Harmony	Sharing	
Clear	Health	Clever	Honesty	Silence	Nature
Comfort	Simplicity	Commitment	Hope	Sincerity	
Humility	Skill	Communication	Humor	Skillfulness	
Community	Imagination	Smart	Compassion	Improvement	
Independence	Spirit	Concentration	Individuality	Spirituality	
Confidence	Innovation	Spontaneous	Connection	Inquisitive	Stability
Consciousness	Insightful	Consistency	Inspiring	Stillness	
Contentment	Integrity	Strength	Contribution	Intelligence	Equality
Intensity	Sensuality	Intuitive	Support	Dreams	
Cooperation	Joy	Surprise	Courage	Sustainability	
Kindness	Talent	Creation	Knowledge	Teamwork	
Creativity	Temperance	Credibility	Luxury	Thankful	
Curiosity	Learning	Thorough	Decisive	Liberation	Thoughtful
Decisiveness	Logic	Timeliness	Dedication	Love	Tolerance
Loyalty	Determination	Mastery	Traditional		
Development	Motherhood	Tranquility	Devotion	Meaning	Transparency
Moderation	Trust	Discipline	Motivation	Tenderness	
Discovery	Openness	Truth	Drive	Optimism	Understanding
Effectiveness	Uniqueness	Efficiency	Unity		
Empathy	Originality	Valor	Passion	Rest	Embodiment
Patience	Vigor	Energy	Peace	Vision	
Enjoyment	Performance	Vitality	Enthusiasm	Feminine	Wildness
Equality	Playfulness	Welcoming	Magic	Masculine	
Slowness	Potential	Wisdom	Ease	Wonder	

/ Doodle Page /

Great work!
Now... Doodle here... Daydream, relax... Take five. Don't forget to eat or stretch.
And also, take a look through that window.
Smile...



/ Top 3 /

Please, pick three values from previous page, the ones that resonates the most with you and your brand.
Here we will bring to light why did you pick them and how to put them in real action.
This will really help your audience to connect with you and build trust. *This is You in action!*

/ 1 / First one

Why did you pick it?

How can we put that in practice?

/ 2 / Second one

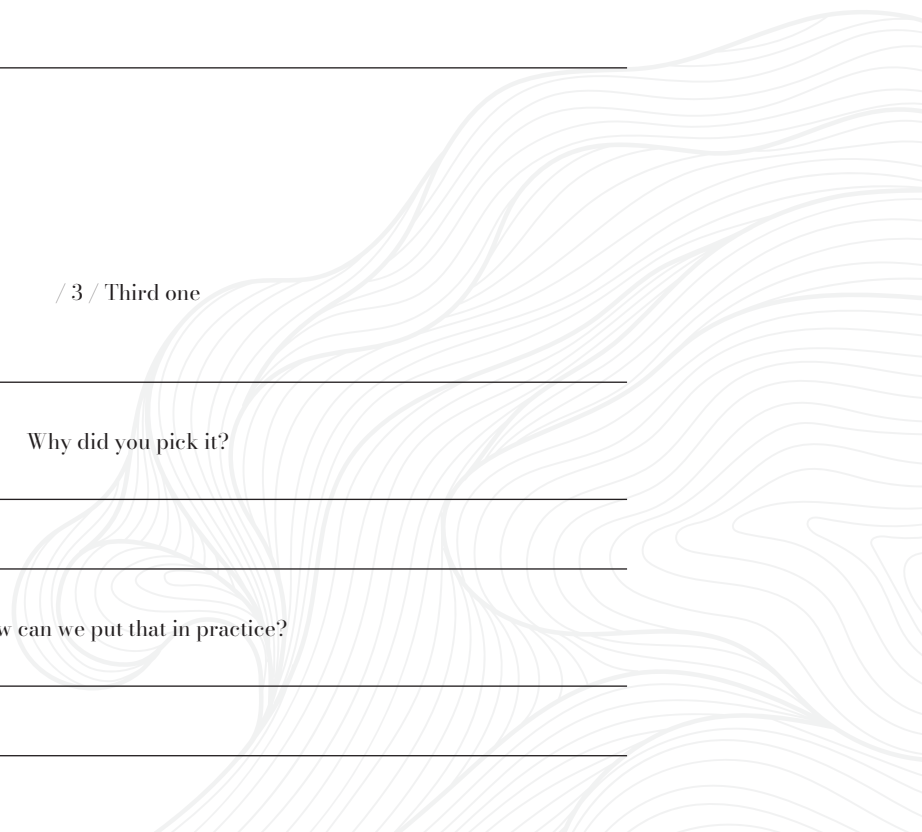
Why did you pick it?

How can we put that in practice?

/ 3 / Third one

Why did you pick it?

How can we put that in practice?



/ Archetypes /

Here, I will share with you Brand Archetypes. Through story, art, religion, and myths, Archetypes characterize universal patterns of behaviour that we all instinctively understand.
Archetypes are as old as the art of storytelling itself.

The Outlaw Archetype

Revolution / Rules are made to be broken

The „Outlaw“ has a desire for revolution partly to change the world for the better.

Voice: Disruptive, Rebellious

Message: “Rules are made to be broken”

Drive: Disruptive, Liberator, Confrontational, Independent, Change

Strategy: Shake things up and do things differently

To tickle Your mind...

Virgin
Harley-Davidson
Diesel

James Dean
Rebel Without a Cause

The Magician Archetype

Turn dreams into reality / Magical Moments

The „Magician“ brand archetype is a visionary that wants to dazzle their audience with new and exciting experiences and make dreams come true.

Voice: Transformational, Charisma, Imaginative, Idealistic, Insightful

Message: “Make the impossible, possible”

Drive: Transformation, Knowledge, Vision, Belief, Discovery

Strategy: Create a unique vision and stand by it

To tickle Your mind...

Coca-Cola
Disney
Dyson

Gandalf
The Lord of The Rings

The Hero

Mastery

To reference the „Hero“ you should inspire them and make them feel empowered to succeed and achieve.

Voice: Honest, Candid, Brave

Message: “We can make the world better; Where there’s a will there’s a way”

Drive: Bravery, Courage, Honor, Inspiration, Growth

Strategy: Motivate and encourage

To tickle Your mind...

Adidas
Nike
FedEx

Maximus Meridius
Gladiator

The Lover

Intimacy / Connection

Brands are often sensual and empathetic, motivated to become more emotionally and physically appealing to their audience. However, they can also be spiritual, companionable and family orientated.

Voice: Sensual, Empathic, Soothing

Message: “Love makes the world go round”

Drive: Sensuality, Closeness, Indulgence, Affection, Love

Strategy: Reaffirm Beauty, Red Carpet Treatment

To tickle Your mind...

Alfa Romeo
Chanel
Victoria’s Secret

Marilyn Manroe
Some Like It Hot

The Jester

Enjoy life and have fun

The „Jester“ wants to make people laugh and bring light-heartedness to all that they do. „Jester“ brands maintain a playful stance and see good in every situation.

Voice: Fun Loving, Playful, Optimistic

Message: „Let your hair down and start living life.“

Drive: Fun, Happiness, Laughter, Togetherness, Positivity

Strategy: Promote Good Times

To tickle Your mind...

M&M’s
Old Spice
Dollar Shave Club

Jim Carey
Ace Ventura

The Everyman

Connection with others

„Everyman“ brands are unpretentious, relatable and approachable. They strive to create deep connections with people.

Voice: Friendly, Humble, Authentic

Message: “Live together in harmony”

Drive: Connection, Togetherness, Equality, Fellowship, Inclusion

Strategy: Align with basic values; Creating a welcoming community

The Caregiver Archetype

Service / Love your neighbour as yourself

The „Caregiver“ archetype is a perfect fit for brands that help those in need. The people such brands help are often vulnerable and sensitive and require a soft touch. Warm, thoughtful, generous and motherly approach offers a feeling of safety that will appeal to their needs.

Voice: Caring, Warm, Reassuring

Message: “Treat others as yourself”

Drive: Support, Help, Service, Recognition, Gratitude

Strategy: Do things for others

The Ruler Archetype

Confident

„Rulers“ are often exceptionally confident, proud of their expertise and possess strong leadership skills. However they are also trustworthy and stable personalities.

Voice: Confident, Strong, Stable

Message: „You are Successful in work and in life“

„Reward your excellence and your achievements“

Drive: Power, Status, Prosperity, Success, Wealth

Strategy: Lead and create exclusivity

The Creator Archetype

Innovation / If it can be imagined it can be created

Brands that provide the means or tools to express themselves creatively with freedom of choices.

Voice: Inspirational, Daring, Provocative

Message: „See potential everywhere and uncover originality with liberated imagination“

Drive: Creation, Originality, Self-Expression, Vision, Imagination

Strategy: Inspire to unlock imagination, encourage the pursuit of originality

The Innocent Archetype

Safety / Life is simple and simplicity is elegant

They see beauty in everyone and have a knack to see inner beauty that others don't.

Voice: Optimistic, Honest, Humble

Message: „Love, peace, and happiness for all“

Drive: Happiness, Morality, Simplicity, Honesty, Positivity

Strategy: Display wholesome virtue, foster feel-good spirit

To tickle Your mind...

Ikea
Target
LYNX

Will Smith
The Pursuit of Happiness

To tickle Your mind...

Unicef
WWF
TOMS

Robin Williams
Patch Adams

To tickle Your mind...

Louis Vuitton
Mercedes Benz
Rolex

Marlon Brando
The Godfather

To tickle Your mind...

Lego
Apple
Adobe

Emmett Brown (Doc)
Back To The Future

To tickle Your mind...

Aveeno
Dove
Innocent

Tom Hanks
Forest Gump

The Sage Archetype

Understanding / Find the Truth

The „Sage“ archetype, called 'senex' (old man in Latin) by Jung, is a seeker of knowledge and wisdom and believes that truth will set you free.

Voice: Knowledgeable, Assured, Guiding

Message: „Education is the path to wisdom and wisdom is where the answers lie“

Drive: Wisdom, Intelligence, Expertise, Information, Influence

Strategy: Show the path to wisdom, Celebrate life-long learning

The Explorer Archetype

Freedom of discovery

The „Explorer“ has a palpable inner drive to push themselves outside their comfort and conformity of everyday life; into the rugged environment they feel at home in. They are brave, adventurous and love a challenge.

Voice: Exciting, Fearless, Daring

Message: „You only get one life. Get out and make it count.“

Drive: Adventure, Exploration, The Unknown, Self Discovery, Liberation

Strategy: Celebrate the journey

To tickle Your mind...

Google

BBC

University of Oxford

Yoda

Star Wars

To tickle Your mind...

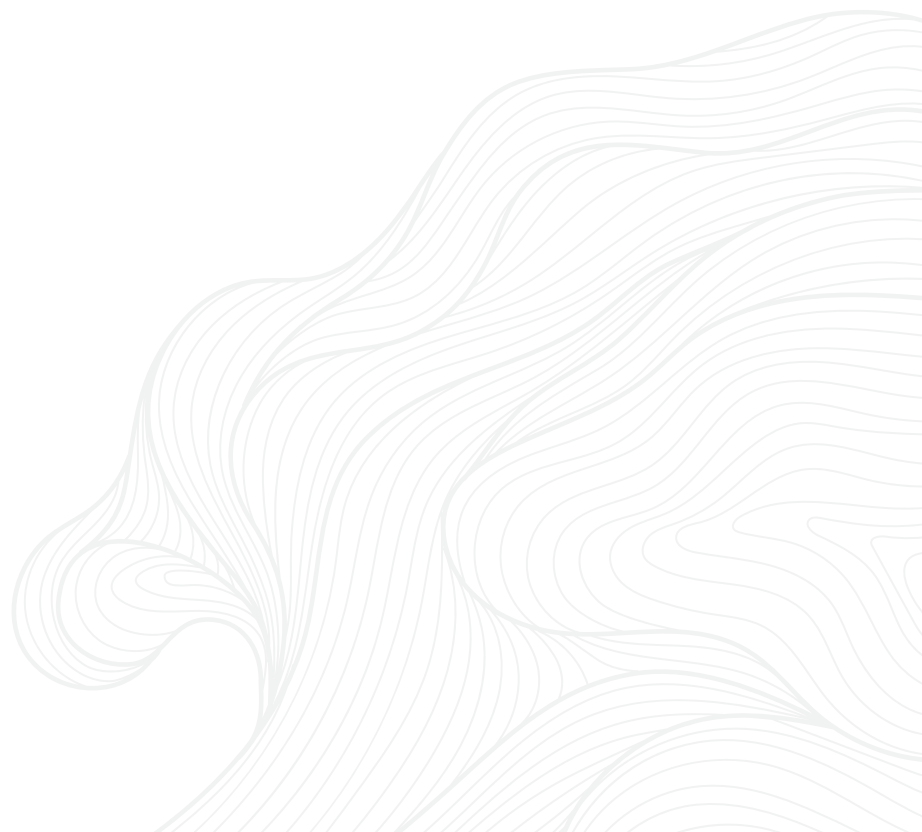
The North Face

Jeep

Patagonia

Harrison Ford

Indiana Jones



/ Your Style /

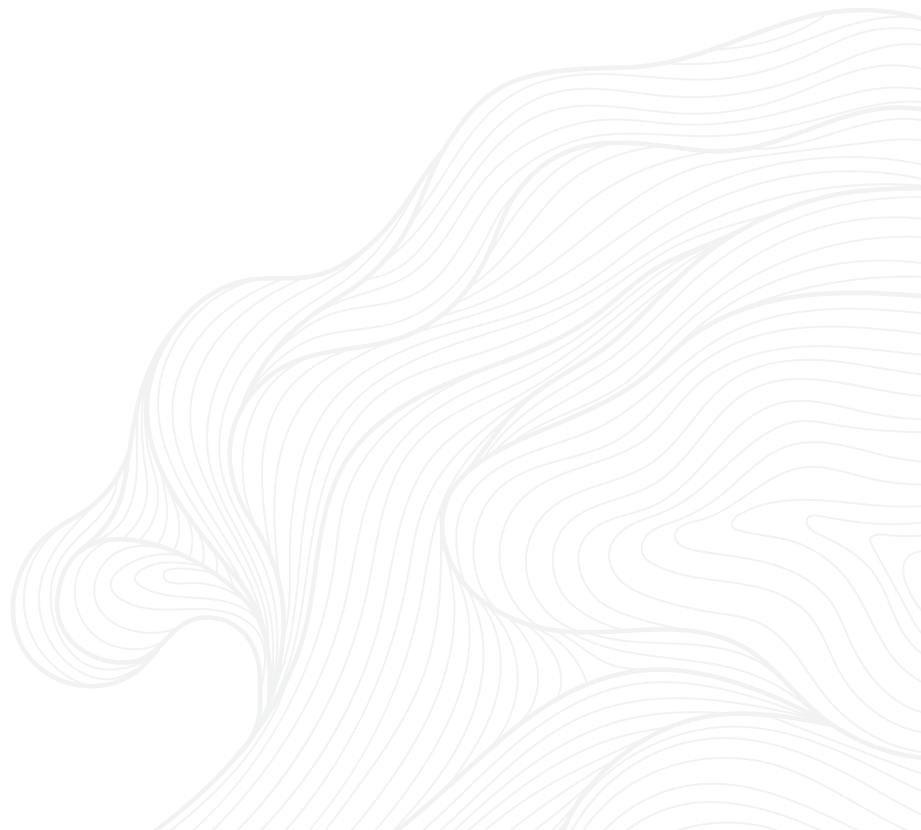
So... base on all the info we have collected till now... How would you describe your brand style? What it is that you want to radiate? You can pull inspiration from all the words we used, all the images pop uped in your mind, maybe even smell... You can help yourself even with your social media profiles; colors, types, places, fashion, architecture, celebrities, people around you, etc.

More doodle place... or „extra writing“ place.

What is doodle helpful for?

Doodling helps you explore more effectively...

*Not only that, but it's thought to increase the enjoyment, which help make you more engaged with materials.
Plus, it can reduce distraction and promote innovative thinking AND it is fun!*

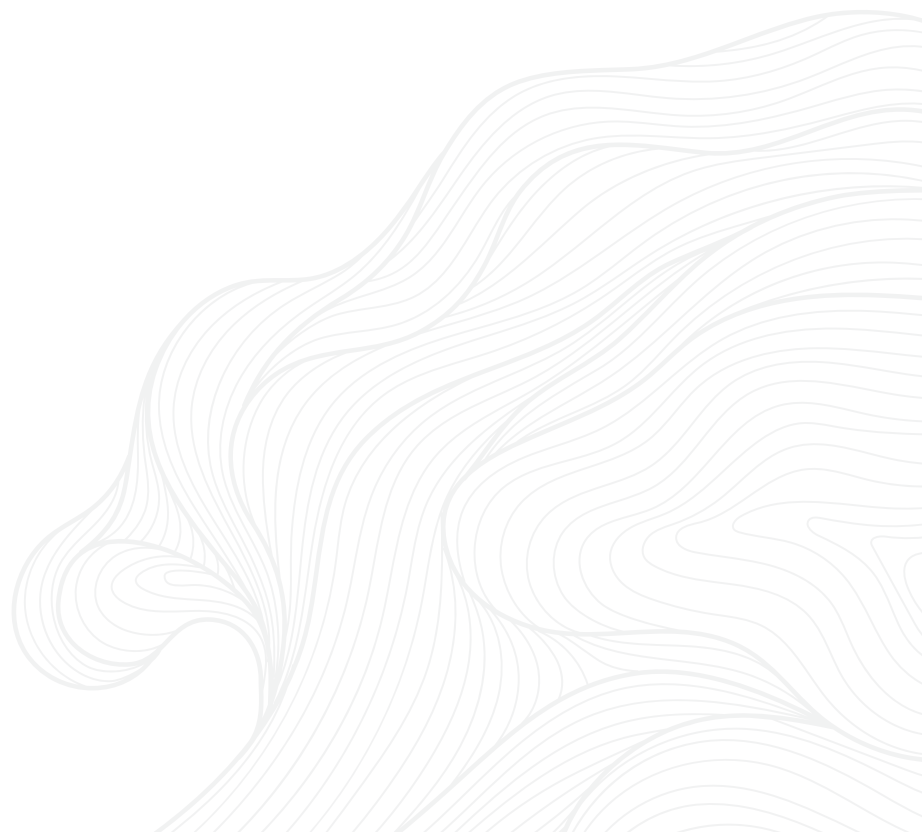


/ Board /

One step forward... you can make your own moodboard... Here, online, by your pen, water colors, Play-Doh, etc.
Your inspiration can come from magazines, social media, nature around you, your local caffè.
Something maybe popped up during your cooking or showering time... When you heard that old song.

Moodboard can help you to gain clarity on the visual direction of your brand.

With moodboard you can define desired mood, keywords, images, color palette, typography, textures and materials, words and phrases.



/ Checklist /

THE BASICS

Brand name
Services / products

BRAND DEPTH

Brand mission
Brand vision
Brand values
Brand story

IDEAL AUDIENCE

Demographics
Hobbies, interests + values
Their challenges
Their desires
Your solution
Their transformation

BRAND POSITION

Competitor analysis
Unique differences
Brand statement

YOUR IDEAS...

BRAND EXPRESSION

Brand archetype
Tone of voice
Style moodboard

BRAND DESIGN

Primary logo
Secondary logos
Brand marks
Colour palette
Typography system
Brand photography
Brand art / pattern

EXTRAS

Packaging design
Website design
Business cards
Social media templates
Unboxing experience
Services guide
Brochures
Leafllets
Posters
Merchandise



Thank You

The truth is that I really like to brainstorm and research as a part of my art work.

**Special thanks to all the People who have helped with it!
All credit goes to the original owners; this work was heavily inspired by them.**

Researchers, adventurers and dreamers, contributors... to my „b“ and also the AI guy!

And to You all who wish to contribute & also make the world more better and beautiful place
for us all by living your dreams and working your passions!

Love You all! xoxo

