

THE

BUY-FROM

CREATIVE AGENCY

BRAND TOOLKIT

COMPANY NAME

DATE:

Our toolkit is a great way to re-evaluate your brand or start the branding process. Your branding needs meaning and our toolkit will help you to define what that is for your business.

We will help you to get to know your brand and your business.

What is branding?

It's so much more than just a logo, although a lot of the time, it might be the logo of a business that you instantly recognise. Within that logo will be the brand colours, type face and also personality if done well by the designer. A brand needs to be a true reflection of what your business represents.

This includes the businesses vision, mission, personality and core values.

So, why have a brand identity?

- To get noticed
- Help attract the right clients/customers
- Set you apart from competition
- Help you to communicate what you offer, whether that's a service or physical product.

Now, over to you...

What is your business? What do you offer?

Sometimes, it's actually quite hard to introduce your business to people – particularly face to face or over the phone. Of course, you know what you do or what you offer as a business but condensing it into a short few sentences can be quite a task.

We are tasking you with it - explain your business in 30 words or less:

What are your core values as a business?

These are your guiding principles of how you decide to do business. You, as the person responsible for the brand should know these core values inside out and standing on your head. It's important that if you are employing staff, they are also aware of, respond to and believe in these values.

We want you to write down the 3 main core values of your business. Think about what you want your business to be known for (and not known for). Consider how a customer may react to these and how they can be values that can be held accountable for the success of the business.

1. _____
2. _____
3. _____

What could improve in your business?

It's important (as you will know) to regularly identify your strengths and weaknesses as a business. Weaknesses are always areas to work on, and usually by identifying them, they can quickly and effectively be turned into positives.

Now, instead of using the term weakness when it comes to this exercise, we want you to identify 3 improvements you would like to make to your business. This can be difficult, as they may now be things that exist yet and it's important that they are realistic and achievable.

1. _____
2. _____
3. _____

What makes you different from your competitors?

Identifying what it is that makes you different is a key part in strengthening your brand. It's also good to look at competitors - seeing what they are doing keeps you up to speed with the way their brand and business is developing. Be careful though – you do not want to be distracted by competition to the extent that you take your eye off your own business goals! The main focus must always be on your business.

Jot down 3 things you wish to improve on:

- 1. _____
- 2. _____
- 3. _____

How do you wish to be perceived by your customers and by potential customers? What's the personality of your brand?

As a business you need to have an identity that attracts your target audience. It needs to be relatable and make them feel they can trust you. You need to make yourself recognisable. Personality plays a big part in this! A businesses personality is important for setting you apart from other businesses but also help you to gain repeat business.

You should be able to identify 3 personality traits of your business... give it a go:

- 1. _____
- 2. _____
- 3. _____

Now, we have helped you to evaluate who you are and what you stand for, you can now complete the following...

The vision of your business –

Your businesses mission statement –

What comes next?

You now have all the information you need to be able to successfully brief a designer, whether that be to create a new brand or achieve a re-brand!

These are the tangible aspects that help communicate your brand identity. So get out there and shout about it!

Once this section is complete you will be able to pull together your Brand Bible.

Thanks for using our Buy-From ToolKit!

By completing the toolkit you have established
your brands identity.

This means you have identified all the elements you
stand for as a business.



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