

I'LL BE  
WAITING  
FOR YOU

*I'll be  
waiting  
for you*

FONT CHOICES MATTER



# Brand Clarity

Creating a brand identity that presents a genuine picture of what your business provides - for who and why - is a crucial part of making a connection with the people you need most for your business to thrive - your clients.

In order to create a successful brand, you first need to gain clarity in three key areas:

## Brand Purpose

## Brand Values

## Brand Personality





# 1. Brand Purpose

This is where we want to connect what you do to the desired outcome for your client.

I want you to dig deep here and go beyond the deliverables (eg I build websites) to find what is truly meaningful for your client (eg having a well-performing website means financial freedom and time freedom for my clients SO THAT they can earn money by doing what they love and choose how they split their time between work and life.

Your turn:

I help \_\_\_\_\_ (WHO?)

to \_\_\_\_\_ (WHAT? - THE DELIVERABLE)

so that \_\_\_\_\_ (THE DESIRED OUTCOME).

My example would be:

"I help business owners to identify and communicate the purpose, values and personality of their brand SO THAT they can attract their dream clients and charge what they are worth"



## 2. Brand Values

These are the unique insights and beliefs that you bring to your work. The key here is to keep them authentic - be unashamedly YOU. It will make life easier and happier for you in the long run and will also mean a higher likelihood of success as customer can smell a fake from miles away.

Choose three core values that you bring to the work you do.

You might find that these are also the values you want your clients to share... like-minded people resonate with each other.

There is a list of values over the page to help you (feel free to wing it!). Your turn:

Value 1. \_\_\_\_\_

Value 2. \_\_\_\_\_

Value 3. \_\_\_\_\_

My brand values would be: Craftsmanship, Nourishment & Distinction





- |                     |                       |                  |               |                      |                |
|---------------------|-----------------------|------------------|---------------|----------------------|----------------|
| Abundance           | Craftiness            | Entertainment    | Harmony       | Motivation           | Respect        |
| Acceptance          | Craftsmanship         | Enthusiasm       | Health        | Neatness             | Responsibility |
| Accessibility       | Creativity            | Entrepreneurship | Heart         | Optimism             | Safety         |
| Accountability      | Credibility           | Environment      | Heroism       | Organisation         | Satisfaction   |
| Accuracy            | Curiosity             | Equality         | History       | Originality          | Security       |
| Activeness          | Customer satisfaction | Evolution        | Honesty       | Partnership          | Sharing        |
| Adaptability        | Customer-centric      | Excellence       | Honour        | Passion              | Simplicity     |
| Adventure           | Daring                | Excitement       | Hope          | Patience             | Sincerity      |
| Affection           | Dedication            | Exhilaration     | Humility      | Peace                | Skill          |
| Ambition            | Dependability         | Expertise        | Humour        | Perception           | Speed          |
| Appreciation        | Depth                 | Exploration      | Imagination   | Performance          | Spontaneity    |
| Approachability     | Determination         | Fairness         | Impact        | Persistence          | Stability      |
| Attention to detail | Devotion              | Faith            | Individuality | Personal development | Strength       |
| Balance             | Dignity               | Family           | Innovation    | Playfulness          | Success        |
| Beauty              | Diligence             | Fame             | Insight       | Poise                | Support        |
| Belonging           | Directness            | Fascination      | Inspiration   | Polish               | Sustainability |
| Bravery             | Discipline            | Fearlessness     | Integrity     | Popularity           | Talent         |
| Capability          | Discovery             | Firmness         | Intelligence  | Positivity           | Teamwork       |
| Care                | Discretion            | Fitness          | Intimacy      | Potential            | Thoughtfulness |
| Change              | Diversity             | Flexibility      | Intuition     | Power                | Tolerance      |
| Charity             | Dreams                | Focus            | Joy           | Precision            | Trust          |
| Clarity             | Drive                 | Freedom          | Justice       | Pride                | Truth          |
| Cleanliness         | Duty                  | Freshness        | Kindness      | Privacy              | Understanding  |
| Collaboration       | Eagerness             | Friendship       | Knowledge     | Productivity         | Uniqueness     |
| Comfort             | Ease of use           | Fun              | Leadership    | Professionalism      | Unity          |
| Commitment          | Economy               | Generosity       | Learning      | Progress             | Value          |
| Communication       | Education             | Genius           | Liveliness    | Purity               | Variety        |
| Compassion          | Effectiveness         | Genuineness      | Logic         | Quality              | Virtue         |
| Confidence          | Elegance              | Goodwill         | Longevity     | Recognition          | Vision         |
| Connection          | Empathy               | Gratitude        | Love          | Reflection           | Vitality       |
| Consistency         | Empowering            | Growth           | Loyalty       | Relationships        | Warmth         |
| Control             | Energy                | Guidance         | Mastery       | Reliability          | Welcoming      |
| Cooperation         | Engagement            | Happiness        | Maturity      | Resilience           | Wonder         |
| Courage             | Enjoyment             | Hard work        | Mindfulness   | Resourcefulness      | Youthfulness   |



# 3. Brand Personality

This is where we give your business humanistic traits so that people can form a relationship with it. These traits are expressed through colour, typography, design and tone and voice wherever you communicate with your clients, investors and staff.

Choose the personality type that your business would have if it were a person. Remember that your business solves a problem for you customer. If your customer is to get the right "vibe" from your business, the personality type should be in line with that of a person who can solve their problem.

Your BRAND personality isn't necessarily YOUR personality - although if you're in a service industry there will definitely be some crossover. Again, keeping it authentic rather than fabricating a business persona will make life easier for you in the long run.

There is a list of 16 personality types over the page to help you. Your turn:

**Brand Personality** \_\_\_\_\_

My brand personality would be: Architect



A green leafy branch with small leaves and a brown stem, extending from the top left corner of the page.

## Analysts

### ARCHITECT

Imaginative and strategic thinkers with a plan for everything

### LOGICIAN

Innovative inventors with an unquenchable thirst for knowledge

### COMMANDER

Bold, imaginative and strong-willed leaders, always finding a way - or making one

### DEBATER

Smart and curious thinkers who cannot resist an intellectual challenge

## Diplomats

### ADVOCATE

Quiet and mystical, yet very inspiring and tireless idealists

### MEDIATOR

Poetic, kind and altruistic people, always eager to help a good cause

### PROTAGONIST

Charismatic and inspiring leaders, able to mesmerise their listeners

### CAMPAIGNER

Enthusiastic, creative and sociable free spirits who can always find a reason to smile

## Sentinels

### LOGISTICIAN

Practical and fact-minded individuals whose reliability cannot be doubted

### DEFENDER

Very dedicated and warm protectors, always ready to defend their loved ones

### EXECUTIVE

Excellent administrators, unsurpassed at managing things - or people

### CONSUL

Extraordinarily caring, social and popular people, always eager to help

## Explorers

### VIRTUOSO

Bold and practical experimenters, masters of all kinds of tools

### ADVENTURER

Flexible and charming artists, always ready to explore and experience something new

### ENTREPRENEUR

Smart, energetic and very perceptive people, who truly enjoy living on the edge

### ENTERTAINER

Spontaneous, energetic and enthusiastic people - life is never boring around them





Brand Name:

-----

Brand Purpose:

-----

-----

Brand Values:

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

Brand Personality:

-----





# Now what?

Well, once you've done the work to gain clarity on your brand foundations, it's time to express them through all your visual and verbal communications.

As a designer, I use my knowledge in the areas of colour psychology, typography, photography and tone of voice to express your Purpose, Values and Personality throughout all your client-facing touch-points. The purpose of this work is to communicate what you're all about so that your ideal client understands what it would be like to work with you or your business BEFORE they've met you and so they know what to expect when they take the next step.

They're MUCH more likely to contact you when their expectations have already been managed.

Even if you don't engage a designer to work with you, I encourage you to keep your Brand Personality, Values and Personality front of mind whenever you post on social media, update your website, create an advertisement and talk about your business with your network.

I've included a sheet over the page for you to print, complete and stick on your office wall as a handy reminder of the work you've done.

## Enjoy!

