Brand: A psychosocial association with a business.

This includes everything you think of when you think of a business: from the feeling they give you, to the mental image you form, to their logo and the customer service experience.

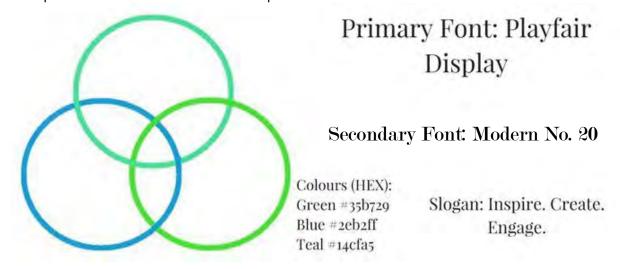
Exercise: Describe the Starbucks brand without using the words "green", "mermaid" or "coffee".	
Exercise: Describe the Wal*Mart brand without using the words "cheap" or "value".	

Brand Guidelines include core elements:

- 1. Value Proposition
- 2. Colour scheme
- 3. Fonts
- 4. Logo
- 5. Voice & tone
- 6. Feeling
- 7. Supporting Images

Note: It is difficult to create a brand and brand guidelines if you have done no market research and do not know who your target demographic is.

Example: Relation Media's brand can be expressed below:



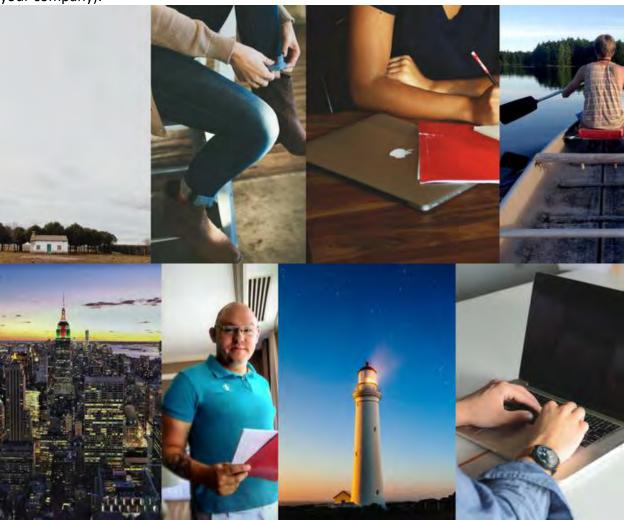
Voice & Tone:

- Light hearted
- Conversational

- Inspirational
- Informative

Supporting Images (Images that you'd commonly use or that clearly convey the meaning of

your company):



Your turn!

Remember: As much as your brand reflects you, it's not always about you: it's about attracting the right audience.

Value Proposition:	: What makes me special i	in this industry is	

People should buy from me because				
My choice colours that my target demographic will respond to are (pic	ck up to 3):			
My voice and tone will be:				
1				
1				
2				
3				
3				
4				
5				
<u></u>				
The feelings I want people to associate with my business include:				
<u> </u>				
				

Logo images I like/could use include:

Supporting images for my business would include (cut and paste from printed or online

resources):