

# BRAND STRATEGY

*Workbook*

BUSINESS NAME:

---

PROJECT TYPE:

---





## WHY DO I NEED BRAND STRATEGY IN THE FIRST PLACE?

Brand strategy will help you clarify why your business exists in the first place in addition to what you do and how you do it. All this will help you lay the groundwork for how you want to communicate with your audience and what kind of people you want to attract as clients. Brand strategy will also help you understand your customers and what they really care about - allowing you to deliver more value!

# WHY

# WHAT YOU WILL DO AND LEARN

## 01

### Brand Purpose

You'll write down the reason you started your business in the first place. This will help you put in place a north star to strive towards and keep you motivated.

## 02

### Brand Mission & Vision

Your mission and vision will help you stay on the right track when building your business. They will also help you align yourself with the needs of your customers.

## 03

### Setting Goals for Your Brand

Setting goals is important! The workbook will help you prioritize what's important and what's not. This way you'll also see your progress which is motivating!

## 04

### Get Clarity

Overall the purpose of this workbook is to help you get clarity around your business and help you build a coherent brand that matches your clients needs and expectations.

AND MORE!

## BRAND PURPOSE

Why did you start  
your business?

01

How is your business  
different from your  
competition?  
What makes you unique?

02

What are you clients trying to  
achieve and how are  
you helping them to do so?

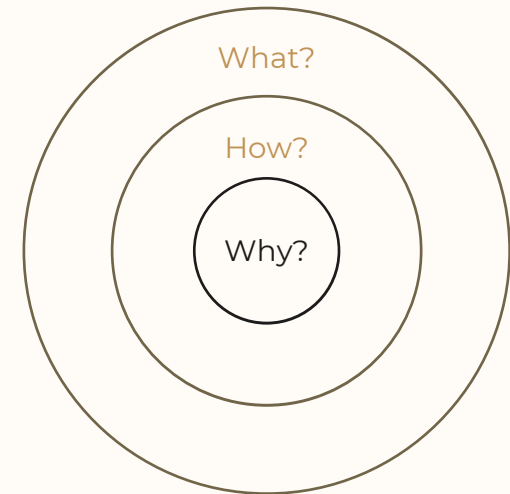
03

What would you like to be known  
for among your customers?  
How would they describe you?

04

## Start with “Why”

This exercise is based on Simon Sinek’s book “Start with Why”. “Why” is the reason and motivation for your brand/business to exist (don’t confuse this with some benefit, for example earning a six-figure income, etc. - that is a result). The “why” is the cause you believe in and your purpose. “How” is what makes you stand out from your competition - how you do things differently. “What” is the things your business/brand actually does (products and services it sells) and the problems it solves.



Why?

How?

What?

# THE FOUR W-S

WHY?

Why do you do what you do?

01

WHO?

What types of people, groups or organizations do you serve?

02

WHAT?

What do you do to help others?

03

HOW?

Describe the processes you do to help your clients

04

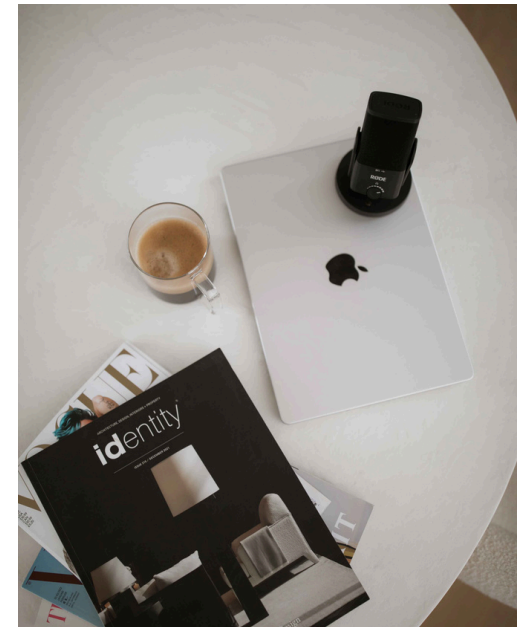
# BRAND MISSION

Your brand mission is a simple statement on why you do what you do. This helps you clarify why your business exists in the first place. Feel free to draw on some themes you wrote down in the “Brand Purpose” & “Brand Goals” worksheets.

The mission statement is something you can use later on in your marketing and easily convey what you do and why you do it. Below is a list of some questions to take into consideration when drafting your own brand mission statement

- Why do you do what you do?
- How do you do what you do?
- What problem are you solving?
- Whose problem are you solving?
- Why are you different? (be honest)
- Who is your ideal client?
- What will be the metrics of success?

The brand's mission is...



This is where you can let loose the wildest dreams you have for your brand/business. Try to think about what you want to achieve with the brand you're building and what it might look like in one/two years. The easiest way to go about this is to think how you'd want your ideal workday to look like - think of the things you'd love to do (designing a logo for example) and the things you don't fancy doing that much. Now you can imagine what your brand/business should look like to do more of what you love and less of what you actually don't want to do. Here you can also imagine what your financial goals would be like and how much you would have to sell (or increase prices and add more value) to reach them.

The brand's vision is...



# BRAND VISION



## DREAM CLIENT

Instead of focusing on a target audience in general, focus on imagining just one dream client. This helps you narrow down who you're actually targeting and makes it much easier to actually connect with this kind of people. Remember, by making yourself irrelevant to a lot of people, you're at the same time making yourself much more relevant to a very niche group of people who you actually want to connect and work with.

01. Name of the client:

02. Where does he/she live?

03. What websites does he/she visit?

04. What does he/she talk about?

05. Describe his/her personality

06. Where does he/she get her news/information? (What platforms etc. – be specific)

07. What does he/she want to achieve?

08. What problems can you help him/her solve?

# BRAND PERSONA

	PERSONA 1	PERSONA 2
Name:		
Age:		
Gender:		
Channels you can reach him/her:		
Goals/Aspirations:		
Pain Points:		
How does your product or service help solve their problems:		

## COMPETITIVE ANALYSIS

	BRAND A	BRAND B
Competing Brand:		
Brand Look/Vibe:		
Brand Mission/Vision:		
Core Products:		
Marketing Channels:		
Sales Channels:		
Strengths/Weaknesses:		

# BRAND VOICE

Brand Voice is how you determine how you speak to your potential customers in your messaging (social media channels, website, etc). Finding the right voice helps you to connect with your audience and makes you more trustworthy. Below you can select a few keywords (and add your own) that will help you determine your brand voice. For example, try to think if your brand is conveying confidence and authority or being simple and casual? Is it uplifting and motivational or down to earth?

Brand Character:

ex. Confident , Playful, Creative, Passionate,  
Helpful, Diligent, Sassy, Witty, Inspiring

Brand Language:

ex. Casual, Conversational, Funny, Formal,  
Professional , Simple, Authentic

The key takeaway here is that when you're making a social media post, adding a blog post, or creating copy for your website - all of these will be seen by real people who will react based on what they read. If you have previously identified your ideal client then that's who you should be talking to! Try to use the words and phrases she/he uses to connect with him/her.

Do this when communicating with audience:

ex. Talk and write casually. Don't take yourself too seriously.  
You can be a professional without being uptight.

Avoid this when communicating with audience:

ex. Don't talk jargon. If you're audience does not understand what you're saying, there's no point in saying it!

# BRAND TONE

Brand tone refers to the distinct style and voice a brand uses to communicate with its audience. It conveys specific attitudes and feelings through carefully crafted messaging. Tone shapes the emotional connection customers have with a brand. An authoritative, casual, humorous or inspirational tone helps define brand personality. Factors like word choice, sentence structure and imagery define the tone. The tone should resonate with target customers while aligning with the brand mission, visual identity and story.

FUNNY

☐

01

☐

02

☐

03

☐

04

NEUTRAL

☐

05

☐

06

☐

07

☐

08

☐

09

☐

10

SERIOUS

CASUAL

☐

01

☐

02

☐

03

☐

04

NEUTRAL

☐

05

☐

06

☐

07

☐

08

☐

09

☐

10

FORMAL

IRREVERENT

☐

01

☐

02

☐

03

☐

04

NEUTRAL

☐

05

☐

06

☐

07

☐

08

☐

09

☐

10

RESPECTFUL

DREAMY

☐

01

☐

02

☐

03

☐

04

NEUTRAL

☐

05

☐

06

☐

07

☐

08

☐

09

☐

10

STRAIGHT FORWARD

SASSY

☐

01

☐

02

☐

03

☐

04

NEUTRAL

☐

05

☐

06

☐

07

☐

08

☐

09

☐

10

RESPECTFUL

# BRAND STYLE

Now taking into account all the previous worksheets, try to envision how your brand and brand assets (website, social media items, logo etc.) will look like. There's no right answers, but keep in mind the insights about your ideal client, brand voice and try to align the visuals with what you wrote down previously.

	MODERN	FEMININE	PLAYFUL	ECONOMICAL	YOUTHFUL	ABSTRACT	MINIMAL
01	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
02	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
03	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
04	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
05	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
08	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
09	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	CLASSIC	MASCULINE	SERIOUS	LUXURIOUS	MATURE	LITERAL	DECORATIVE

PART 01

# BRAND STYLE

Below you'll find a list of keywords from where you'll select the ones you feel represent your brand the best. Remember that these keywords are what will represent the aesthetic and the feeling of the brand you are creating.

- |  |                                       |  |                                     |
|--|---------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> AESTHETIC     | <input type="checkbox"/> ECONOMIC     | <input type="checkbox"/> HAPPINESS     | <input type="checkbox"/> MODEST     |
| <input type="checkbox"/> AMBITIOUS     | <input type="checkbox"/> EDUCATIONAL  | <input type="checkbox"/> HUMILITY      | <input type="checkbox"/> MOTIVATING |
| <input type="checkbox"/> ADVENTUROUS   | <input type="checkbox"/> ENERGETIC    | <input type="checkbox"/> HONORABLE     | <input type="checkbox"/> OPTIMISTIC |
| <input type="checkbox"/> AFFECTIONATE  | <input type="checkbox"/> EMPOWERING   | <input type="checkbox"/> HOPEFUL       | <input type="checkbox"/> ORGANIZED  |
| <input type="checkbox"/> BEAUTIFUL     | <input type="checkbox"/> ENJOYMENT    | <input type="checkbox"/> HUMOROUS      | <input type="checkbox"/> PASSIONATE |
| <input type="checkbox"/> BRAVE         | <input type="checkbox"/> ENTERTAINING | <input type="checkbox"/> INSIGHTFUL    | <input type="checkbox"/> PEACEFUL   |
| <input type="checkbox"/> BALANCED      | <input type="checkbox"/> EXCELLENCE   | <input type="checkbox"/> INSPIRATIONAL | <input type="checkbox"/> PATIENT    |
| <input type="checkbox"/> CASUAL        | <input type="checkbox"/> ENTHUSIASTIC | <input type="checkbox"/> IMPACTFUL     | <input type="checkbox"/> PLAYFUL    |
| <input type="checkbox"/> COMFORT       | <input type="checkbox"/> FAMILY       | <input type="checkbox"/> INTIMATE      | <input type="checkbox"/> RELIABLE   |
| <input type="checkbox"/> CONFIDENT     | <input type="checkbox"/> FAITH        | <input type="checkbox"/> JOYFUL        | <input type="checkbox"/> REASONABLE |
| <input type="checkbox"/> COMPASSIONATE | <input type="checkbox"/> FIRMNESS     | <input type="checkbox"/> JOVIAL        | <input type="checkbox"/> SELF-AWARE |
| <input type="checkbox"/> CONNECTION    | <input type="checkbox"/> FUN          | <input type="checkbox"/> KINDNESS      | <input type="checkbox"/> SASSY      |
| <input type="checkbox"/> CLARITY       | <input type="checkbox"/> FRIENDSHIP   | <input type="checkbox"/> KNOWLEDGEABLE | <input type="checkbox"/> SERIOUS    |
| <input type="checkbox"/> DEDICATION    | <input type="checkbox"/> FOCUS        | <input type="checkbox"/> LOYALTY       | <input type="checkbox"/> SIMPLE     |
| <input type="checkbox"/> DIVERSITY     | <input type="checkbox"/> GRATITUDE    | <input type="checkbox"/> LEADERSHIP    | <input type="checkbox"/> SILLY      |
| <input type="checkbox"/> DILIGENCE     | <input type="checkbox"/> GREATNESS    | <input type="checkbox"/> LOVEABLE      | <input type="checkbox"/> TRUST      |
| <input type="checkbox"/> DEVOTION      | <input type="checkbox"/> GROWTH       | <input type="checkbox"/> LOGICAL       | <input type="checkbox"/> VIBRANT    |
| <input type="checkbox"/> DIRECTNESS    | <input type="checkbox"/> GUIDANCE     | <input type="checkbox"/> MINDFUL       | <input type="checkbox"/> WHIMSICAL  |
| <input type="checkbox"/> DEPENDABLE    | <input type="checkbox"/> GENEROUS     | <input type="checkbox"/> MASTERFUL     | <input type="checkbox"/> WARM       |

# BRAND VALUES

Brand values help you determine what's most important for your brand and thus set a north star to strive for. These also help you better align your brand with customers who hold similar values. Below you'll find a list of sample core values that you can use to get you on the right path. Select the ones that most resonate with what you do & why you do it.

- |                                       |                                     |                                       |   |
|---------------------------------------|-------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> AMBITION     | <input type="checkbox"/> EMPATHY    | <input type="checkbox"/> HONESTY      | <input type="checkbox"/> MODEST         |
| <input type="checkbox"/> ACCOUNTABLE  | <input type="checkbox"/> EQUALITY   | <input type="checkbox"/> HUMILITY     | <input type="checkbox"/> MOTIVATING     |
| <input type="checkbox"/> ADVENTURE    | <input type="checkbox"/> EMPOWERING | <input type="checkbox"/> HOPE         | <input type="checkbox"/> OPTIMISM       |
| <input type="checkbox"/> APPROACHABLE | <input type="checkbox"/> EXCITING   | <input type="checkbox"/> HUMOUR       | <input type="checkbox"/> ORGANIZATION   |
| <input type="checkbox"/> BELONGING    | <input type="checkbox"/> EXCELLENCE | <input type="checkbox"/> HARD WORK    | <input type="checkbox"/> PASSION        |
| <input type="checkbox"/> BRAVERY      | <input type="checkbox"/> ENTHUSIASM | <input type="checkbox"/> INSIGHT      | <input type="checkbox"/> PEACE          |
| <input type="checkbox"/> BALANCE      | <input type="checkbox"/> FITNESS    | <input type="checkbox"/> INSPIRATION  | <input type="checkbox"/> PATIENTCE      |
| <input type="checkbox"/> CHANGE       | <input type="checkbox"/> FAMILY     | <input type="checkbox"/> IMPACT       | <input type="checkbox"/> PLAYFULNESS    |
| <input type="checkbox"/> CONFIDENCE   | <input type="checkbox"/> FREEDOM    | <input type="checkbox"/> INTEGRITY    | <input type="checkbox"/> RELIABILITY    |
| <input type="checkbox"/> COMPASSION   | <input type="checkbox"/> FAITH      | <input type="checkbox"/> INNOVATION   | <input type="checkbox"/> REASON         |
| <input type="checkbox"/> CONNECTION   | <input type="checkbox"/> FIRMNESS   | <input type="checkbox"/> JOY          | <input type="checkbox"/> SELF-AWARENESS |
| <input type="checkbox"/> CLARITY      | <input type="checkbox"/> FUN        | <input type="checkbox"/> JUSTICE      | <input type="checkbox"/> SPONTANEITY    |
| <input type="checkbox"/> DEDICATION   | <input type="checkbox"/> FRIENDSHIP | <input type="checkbox"/> KINDNESS     | <input type="checkbox"/> SUSTAINABILITY |
| <input type="checkbox"/> DIVERSITY    | <input type="checkbox"/> FOCUS      | <input type="checkbox"/> KNOWLEDGABLE | <input type="checkbox"/> SUCCESS        |
| <input type="checkbox"/> DILIGENCE    | <input type="checkbox"/> GRATITUDE  | <input type="checkbox"/> LOYALTY      | <input type="checkbox"/> SIMPLICITY     |
| <input type="checkbox"/> DEVOTION     | <input type="checkbox"/> GREATNESS  | <input type="checkbox"/> LOVE         | <input type="checkbox"/> SUPPORT        |
| <input type="checkbox"/> DIRECTNESS   | <input type="checkbox"/> GROWTH     | <input type="checkbox"/> LOGIC        | <input type="checkbox"/> TRUST          |
| <input type="checkbox"/> DEPENDABLE   | <input type="checkbox"/> GUIDANCE   | <input type="checkbox"/> MASTERY      | <input type="checkbox"/> UNITY          |
| <input type="checkbox"/> DRIVE        | <input type="checkbox"/> GENEROSITY | <input type="checkbox"/> MINDFUL      | <input type="checkbox"/> VISION         |



## CORE VALUES

Here you can highlight the three main values your brand stands for. You can use the values from the previous list or add something of your own. After filling out the values, try to also think about what and how these values will support your future clients and what you'll have to do to follow them.

Value No. One	Value No. Two	Value No. Three
How does this affect how you run your business?	How does this affect how you run your business?	How does this affect how you run your business?

# COLOR PSYCHOLOGY

Here's where you can put to use all the previous work you've done, as colors are one of the primary ways you can show off your brand style and values. Below you'll find a quick guide to simplify the process of picking the right colors for your brand. While each color has a clear meaning, they can also be highlighted or toned down with different hue/saturation settings.



## Red

Red is stimulating and energetic. It has a physical effect on your body by raising your blood pressure



## Orange

Orange is a emotional color usually associated with joy and happiness. It can also be associated with warmth and comfort.



## Purple

Purple is associated with luxury and spirituality. It's also a color of ambition and royalty.



## Green

Green is the color of growth and balance - thus it evokes an emotion of calm and tranquility. It's also a color of healing.



## Blue

Blue is the color of security and intelligence. It's easy on the eye and calming. It's also the most popular color of all for logo designs.



## Turquoise

Turquoise light blue is a color of healing and spiritual awakening. It's also the color of protection.



## Black

Black represents excellence and maturity. It also represent both luxury and class and goes well with light greys and pure white.



## Grey

Grey lacks an emotional undertone, but is often used to convey luxury and elegance. Works well with other complementary colors.

## BRAND COLORS

With these two questions, you'll be able to find what's the most suitable color scheme for your brand. It's an important step because it draws upon all the strategy work that has already been done and starts the actual design process.

What feelings do you want your brand to evoke in your clients - you can refer to "Brand Style" worksheets for this exercise.

01

Given my brand purpose and style, what would be the best colors to represent what it's all about?

02

# BRAND TYPOGRAPHY

## Sans Serif

Sans serif fonts are modern and versatile. They create a sense of practicality, yet can at the same time be used for sophisticated brands (especially when tracking is used).

Pairs with: Serif, Script & Display Fonts

## Serif Fonts

Serif fonts are classical and timeless. They show off sophistication and class. These fonts are a great way to showcase your expertise and evoke a feeling of trust.

Pairs with: Sans Serif, Script & Display Fonts

## Script Fonts

Script fonts come in many categories and they can be both fun and easygoing (some brush script fonts) but also formal and elegant (handwritten fonts).

Pairs with: Sans Serif & Serif Fonts

## Display Fonts

Display fonts are a great way to express your brand's uniqueness and personality. They're great for titles and for attention grabbing but they might lack some legibility.

Pairs with: Sans Serif & Serif Fonts

What are some font styles (and some specific fonts) that represent the brand's aesthetic the best?

The best way to think about your brand is that it's basically a reputation you have with your clients and the impression you leave to people who have not done business with you but have run across you - either on social media, your own website, or through friends, etc. And your brand story is something that will have a key role to play in all this!

A brand story is something that makes you unique - it encompasses why you started your business in the first place, what kind of process you follow that's unique to you and how you're like your ideal customer you're trying to attract. The three main pillars of a good brand story are:

## 01 Your Origin Story

This is the foundational element of a brand story, explaining where and why a company was founded. It includes the motivations behind the creation of the brand, the challenges faced, and the initial vision. The origin story aims to build an emotional connection with the audience by sharing the brand's roots and the journey it has undertaken.

## 02 Your Struggles

Sharing struggles makes the brand more human and relatable, allowing customers to empathize and connect on a deeper level. This helps you show that your brand is not just about a product or service, but there are actual people behind it. And people are more likely to buy from other people, rather than from faceless companies.

## 03 Your "Why"

"Your why" is about the impact the brand wants to make in the world or the larger problem it seeks to solve. This aspect of the story resonates with customers who share similar values or aspirations, making the brand's mission more personal and relatable. It helps solidify the emotional bond between the brand and its audience by highlighting the passion and commitment behind the business.

# BRAND STORY

This is where you'll get to the essence of your brand and the story you'll be telling to your audience. The first brand story type (emotional) is based on why you started your business what you had to overcome/discover and also what is your brand's purpose that sets you apart from the competition.

01 How and why did you finally decide to start your business?

02 What was the most difficult thing about your journey/coming up with your product or service and how did you overcome the struggles?

03 What is your brand purpose? Why should people buy from you instead of your competition?

TYPE 02 - EMOTIONAL STORY

# BRAND STORY

Another way to construct your brand story is to highlight all the ways your product or service was designed to solve the customer's problem and how it helps them achieve the desired outcome. Below are three questions that will help you form the core of your brand's story.

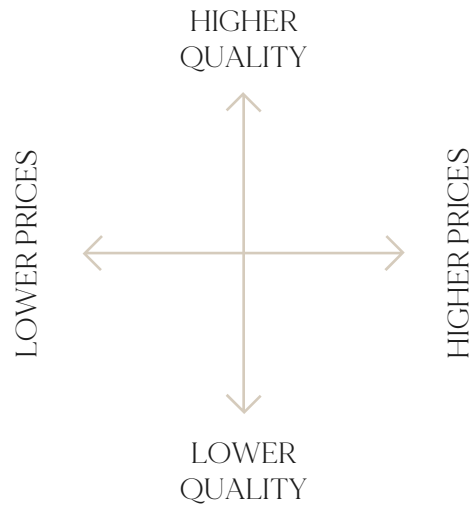
01 What's the main problem/s your ideal client has that you can help solve?

02 What's your solution to this problem and how is it different from others?

03 How this solution will lead to success of your customer? What does success look like?

TYPE 03 - PRACTICAL STORY

# BRAND PLACEMENT



Where does your brand place regards price and quality compared to competitors? What do you need to do differently to deliver this price and quality? How does this strategy help you differentiate from your competition?



# READY TO MOVE FORWARD?

---

[WWW.BRAND-BUERO.AT](http://WWW.BRAND-BUERO.AT)

---

---

[INFO@BRAND-BUERO.AT](mailto:INFO@BRAND-BUERO.AT)

---

---

+43 676 433 06 28

---

**BRAND BURO**  
BOUTIQUE DESIGN STUDIO

