

Defining your brand helps to find attributes and characteristics that should evoke images and feelings that can be associated with your brand's identity.

Instructions:

1. Brainstorm describing words and characteristics for each of the areas below.
2. Highlight or circle the 8 to 10 words that best represent how you want your business to be perceived.
3. Use these words to develop a visual moodboard which helps you identify visual themes, characteristics, colours and ideas that could be used to guide your brands development.

Example Worksheet.

<p>Culture: How you would like your local community to describe you.</p> <p>Accepting Nurturing Supportive Caring Helpful</p>	<p>Customer: How you want your customers to describe you.</p> <p>Energised Innovative Fun Edgy Peaceful</p>
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Example Moodboard.

This moodboard shows a variety of images and colours that represent the highlighted words and themes for caring, energised and peaceful.



<p><u>Culture:</u> How you would like your local community to describe you.</p>	<p><u>Customer:</u> How you want your customers to describe you.</p>
<p><u>Voice:</u> How you sound to others or your tone & personality if your business had a voice.</p>	<p><u>Benefit:</u> How you want others to feel once they've used your product or service.</p>
<p><u>Value:</u> The tangible impact you have on others.</p>	<p><u>X-Factor:</u> What makes you different from others? What makes you special?</p>

