

VISION + EXECUTION

Think of building a house, you must first design the **BLUEPRINT** (vision) before you **BUILD IT** (execution).

PHASE 1: VISION

BRAND STRATEGY

First we have to know the background of the brand, and where it intends to go. Giving the brand a personality and beliefs makes it approachable to consumers.

BRAND AUDIT & VALUATION

CORE PRINCIPLES

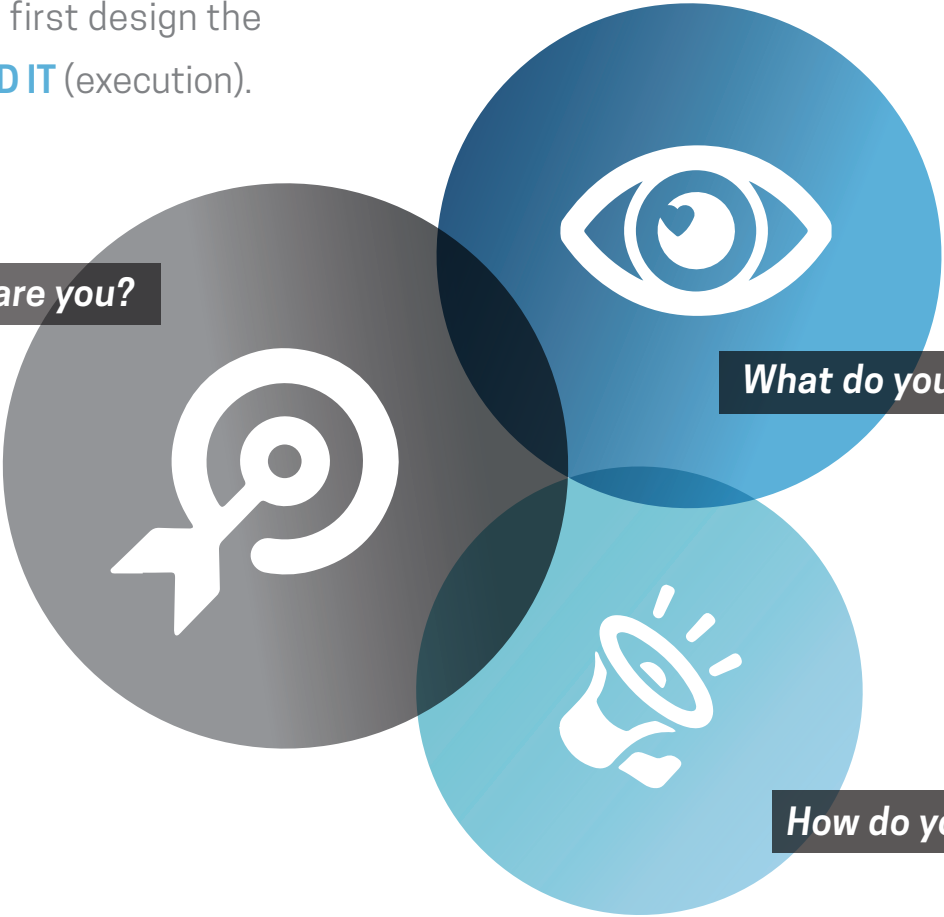
BRAND PERSONALITY

MARKET POSITIONING

THE BRAND BELIEFS

BRAND ARCHITECTURE

Who are you?



What do you look like?

How do you sound?

PHASE 2: EXECUTION

VISUAL EXPRESSION

These are all the elements that you will use to express what your brand is about, and what it stands for. Outlining these in the guidelines is absolutely necessary if you want to achieve consistency within your brand.

LOGO TREATMENTS

BRAND COLORS

ICONOGRAPHY

HOUSE TYPEFACES

THE BRAND IMAGERY

BRAND REPRESENTATION

VERBAL PERSONALITY

Having a strong personality that is expressed primarily within written media needs to be outlined to coincide with all the visual material.

BRAND STORY

BRAND VOICE & TONE

CONTENT FRAMEWORK