

*ISSUE
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IDENTITY + STYLE
BRANDING GUIDE
+ WORKBOOK

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**Identity
+ Style**
WORKBOOK

We hope
you'll enjoy
this guide!

Best
Wishes,
Habitat
Society

Welcome!

This guide is intended to help you find a direction and vision that will craft the visual identity of your business. It will aid you in creating the building blocks of your brand, ensuring that you create a positive public perception. Use this guide if you have just created your company, or if your company is looking to rebrand its services.

What Is Branding?

Branding is an opportunity to carefully craft the public perception of your organization. It is the big idea, the reputation and the promise of your company. Branding does not stop at the logo, it encompasses everything from your company's actions, products, customer service, employees, reputation and expectations alongside the visual elements.

It is important to keep in mind that you and your designer cannot make a brand, you can only direct it. In the end, it is the public perception that creates the reality of your brand. A brand can only be perceived as either positive or negative, it cannot be seen as neutral.

You have been working diligently on your company since day one and you want your passion and expertise to shine through. Branding is used as means to communicate your promise to your target audience, and when correctly employed your branding strategy will help to position your company as an expert when multiple competitors are in play.

Your branding strategy will enable you to craft a certain perception to your target audience who in turn will be able to identify with your brand and form a preference. Lastly, branding is necessary because it will bring in and boost business.

Why Is Branding Necessary?

Your Origin Story

Let's start by taking a look at the essence of your company. Who are you and how did you get here? When was the company founded? How many employees are working for your company? What does the name of your company signify?

Your Mission

What is the mission of your company? Let's think bold here, what can your company do in a world of no limitations? How big do you envision your company becoming? What problem are you looking to solve? What are the pursuits of your company? Where do you see yourself in 5 years?

Your Reason

Why does your company do what it does? It is important to remember here that customers don't buy what your selling, they buy why you're selling it. Why is it your mission to deliver your goods or services to the world? This question should identify the primary reason why your company exists.

Your Values

Now it's time to narrow down your WHY and take a look at the essence of your company's identity. More specifically, your three core company values. Every successful company has a set of values that are meant to help the organization achieve their business goals. Values are things such as honesty, sustainability, reliability, integrity etc. What are your company's values?

Your Promise

What is your unique value proposition? Take a step back and think about how you conduct business. What makes your company stand out in a crowded industry? It is important to recognize why your customers buy from you before buying from your competition and leverage that. Your customers will remember your brand based on the value - monetary, emotional, physical, that your company adds to their lives.

Your Audience

Take a moment and think about who your ideal customer is. This ideal customer can't be just anyone, you need to get really specific. Try to not only imagine the people that would benefit most from your products or services, but who the ideal customer would be for you. Who do you do your best work with? This is relevant considering we do our best work when we are surrounded by people that love and appreciate what we do.

As previously mentioned you cannot create a brand, you can only direct it, therefore your brand is what your audience makes of it. How does your target audience currently view your brand? Do you have a reputation? Is this perception of your business accurate or does it need to be redirected? If your company is brand new, think about how the public perceives those who already do what you intend your company to do.

Your Tone

If your brand was a person, how would it express itself? This might sound a bit cliché, but it's a smart way to think about brand personality and more specifically, tone. Branding helps to deliver your message, but if the tone is not consistent your audience will get mixed messages and grow confused.

Here are three easy steps you can take now to narrow down your brand's tone. If you do not have any content yet take a look at the content of an established company that you identify with.

1. Take a sample of your existing content.

Things such as e-mails, web pages, blog articles or social media posts. Look through your existing content to find the best examples of the brand voice you want your company to project.

2. Express your brand voice in five words or less.

How do these personality traits make you different from your competition? Is your brand friendly? Identity your tone. Is it conversational and approachable? Perhaps it is formal in a sea of informal competitors. Establishing a cohesive tone will help you build credibility.

Putting It All Together

Congratulations, you have now uncovered your brand's identity using these effective branding strategies. A business is more than its products and services, it is about your audience's experience above all. Your hard work and dedication to your brand will shine through and impress your customers, as they are expecting clarity and consistency. You can now use this guide to help you work with your designer to create a logo, collateral assets, and the direction of all your future marketing. This is an exciting process and you should go into it feeling confident that you now have a strong foundation to continue building your brand on!

