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# DESIGN YOUR BRAND STARTER KIT

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Your brand is your promise to your target audience. It tells them what they can expect from you and your offerings, and sets a benchmark to separate you from your competitors.

It's your vision. Your voice. And your visuals. So what is *your* brand saying? First things first: you have to figure out who you are, who you want to connect with, and what your core values are. This starter kit helps you better understand your brand and what you're trying to achieve, so you can attract more of your ideal customers who love everything about you.

## STEP 1 – THE WHO, WHAT AND HOW

Let's break down your brand simply: identify who you are and what your brand personality is. Everything you do here will also filter down to the next step of look and feel inspiration so you know exactly how to communicate your desired direction to your designer.

### What is your mission statement?

*In a few sentences, explain what you do, who you do it for and what value you bring to your target audience.*

*Fill in the blanks!*

### Who is your ideal audience or customer?

*This is the person you've described above, but let's expand on that a little. Get specific about your target audience's core values, fears and goals. What keeps them up at night? What are their wildest dreams? What do they value?*



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*Fill in the blanks!*

**What's your tagline?**

*This should be a quick and snappy line that captures the essence (or further explains) your brand and what makes you unique. You can refer to the industry you're in, speak directly to your target audience or relate to a feeling you want your customers to associate with your brand.*

*Fill in the blanks!*

**What are your core values?**

*Think of some principles that will guide your business and jot them down.*

*Fill in the blanks!*



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### **What's your tone of voice?**

*How do you want to be perceived? What do you sound like? Are you friendly and conversational? Or more formal and restrained? Will you use abbreviations and slang? You can use examples of other brands here too.*

*Fill in the blanks!*

### **If your brand was a person, who would it be?**

*And what personality traits does your brand have? These are often very similar to your own, and can be used in an amazing and unique way to differentiate yourself and your company from your competitors. There's only one you – so use your personality to your advantage.*

*Fill in the blanks!*

## **STEP 2 – LET'S GET INSPIRATION**

Now you've got a clear idea of your brand's basics, it's time to gather some visual representation so you can start to create a real picture of what your brand should *look* like.

You can also gather inspiration from other brands – including their look and feel, how they communicate to their target market, and the font and colour choice. For this, you can use [Pinterest](#) to create an inspiration board.



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#### **PINTEREST TOP TIPS:**

1. To begin, gather as many images as you like, without thinking too much. You can break your image search into categories: fonts, colors, patterns, illustrations, and photos you think are cool.
2. When you find a pin you like, you can scroll down and use the 'related pins' feature to help you find images with a similar theme.
3. After you've collected all of your initial inspiration images, look at your board as a whole and edit it down until it feels cohesive and like a good representation of your brand.
4. If you don't want anyone else seeing your inspo board, make it a 'Secret' board so only you and anyone you choose to invite can view it.

## **So... how's your brand looking?**

Are you starting to get a clear understanding of your brand's personality? Does your brand speak to your target market? Do you have a good visual inspiration board? There are many key elements that make up your brand that can always be improved.

**Not sure what your brand says about you? [Claim your FREE brand audit today.](#)**

Simply click on the big button below and we'll give your brand an expert critique and identify the specific things you need to change to make it more profitable. Some of them you can even do yourself. Then see how a consistent brand personality can help you generate more sales.

**BOOK YOUR FREE BRAND AUDIT >**



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