

Choose from 5-7 words from this list below which you feel your business prides itself on.
If you can't find the word you are looking for jot it down. Really give this some thought, as these words will help you shape your brand and the choices you make.
Once you have your words, write down in a few sentences what these words refer to.
**Use the example I have shown you in the case study.*

Brand Value Words

Meaning behind your Brand Values Words

POSITION

First outline what your success looks like for your brand.

Where would you love to see your products featured? What organisations would you like to be compared to?

Compare your product or service to businesses you view as successful.

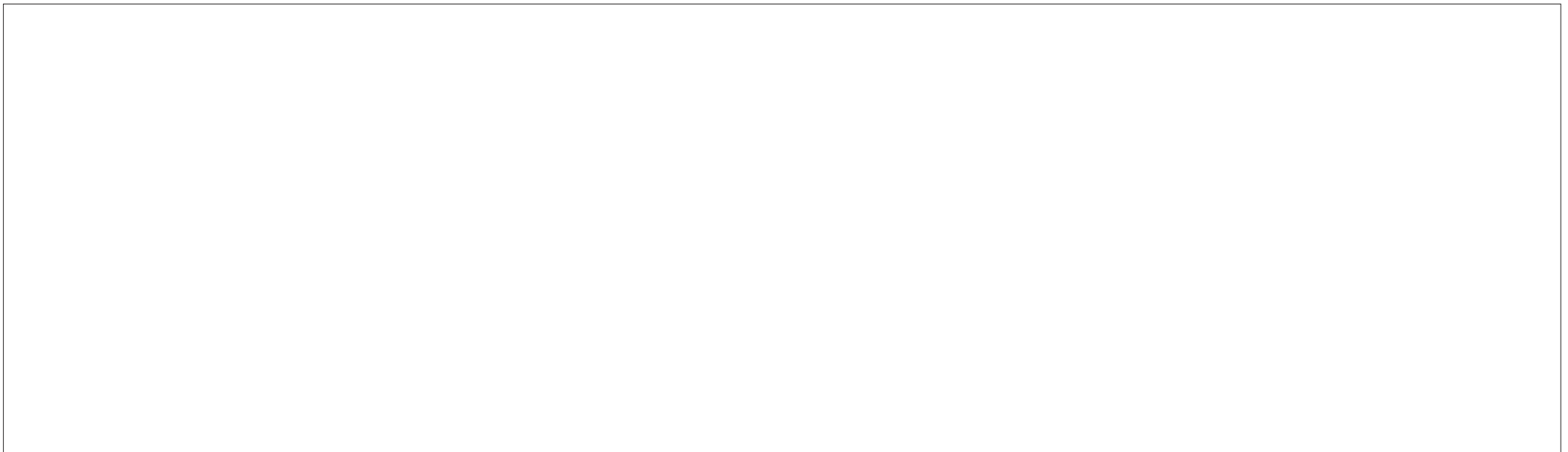
Where do they sit in the market, as they may give you an indication of where you should be positioning yourself?

Create a Pinterest board or Mini mood board of imagery you feel best represents where you want your brand to be positioned. Collect images from aspiring brands you follow or competitors, to help you understand visually how your imagery should look to project this position.

MEANING

What is the meaning behind your brand? What makes engaging with your brand a meaningful experience?
How do you want your customer to feel when they interact with your business?
What lasting impression do you want them to have?

Once you have answered the above find imagery as inspiration or to use it to express the meaningful experiences you offer.
It will help guide you later on in the process.



By now you may be starting to build a picture of your brand and how you want to present it. Look back at the work you have done and images you have collected up to now. Use this to guide you in creating your mood board. Start by Pinning anything you feel works, don't give it too much thought at first. Once you have gathered sufficient inspiration, edit your board down until you have 10 images you feel clearly represent your brand.

Pop your 10 images below, or keep them somewhere clear and visible for you to refer back to.

