



We'll give you one.

Brand Blueprint

The Brand Blueprint is what your brand looks, sounds, feels and talks like when it leaves the room. It provides you with both a visual and narrative vocabulary for communicating your brand. It consists of Brand Identity and Brand Dialogue.

Brand Identity The outward expression of your brand that fosters audience recognition, echoes your brand promise and embodies the brand's differentiation from similar or competitive organizations. It's a short-cut to guide the thoughts of your audience in the direction of the brand promise. This outward expression includes the brand's

- name (wordmark)
- visual appearance
- logo
- typography
- iconography
- colour palettes
- sound palettes

Brand Dialogue A brand's promise and its positioning needs to be clear, succinct and forthright so the people who deliver brand messages can "speak the brand" just as clearly. This tool clarifies your brand platform by reducing it to an informal and comprehensible set of simple questions with crisp, 1 or 2 sentence answers. These are the types of questions you may be asked regarding the business you're in. The answers you give serve to illuminate your positioning statement, enhancing your brand's values and advantages to the listener.