

pixels ink[®] 





**rock your
brand®**



**rock
your
brand®**



WHAT IS A BRAND?



A brand is not:

- Your logo
- Your product or service
- Your packaging or marketing



A brand is:

A person's gut feeling about a product, service or organisation.

It is the story they tell others about you.

Your reputation.



**“Your brand is what people
say about you when you are
not in the room”**

Jeff Bezos - Amazon



THE BRAND ICEBERG

BRAND

LOGO
COLOURS
FONTS
TONE OF VOICE
IMAGERY

BRAND
IDENTITY

PURPOSE
VISION
MISSION
VALUES
MESSAGING
ARCHETYPES
STORY FRAMEWORK
AVATARS
DIFFERENCE
VALUE PROPOSITION

BRAND
STRATEGY

The Core

(BRAND FOUNDATIONS)



- **Purpose:** Why do we exist? (beyond making money)
- **Vision:** What future do we want?
- **Mission:** How do we create that future?
- **Values:** What do we believe and stand for?



BRAND PURPOSE



When your service is of similar quality and price to a competitor, what makes someone use your service and not theirs?

What makes your brand different from the other product manufacturers and service providers in your space?



Customers want to relate to your brand, and they need to buy into what you are doing.

They often have an emotional response to your brand, not a consciously made one.

Your brand feels '*right*' to them.



Answer these questions to help find your purpose:*

1. What led you to start your business?
2. What are your unique strengths?
3. What would you like to be known for?
4. What problems are you trying to solve?
5. What do you want to change about the world?
6. What do you want to change about your industry?
7. What change do your customers want to see?



Purpose Statement

My/Our purpose is to ___[contribution]___
so that ___[impact]___



Purpose Statement



Help women everywhere **develop a positive relationship** with the way they look, helping them **realise their full potential.**



Unleash the originality in every child.



Purpose Statement



Empower brands to **express their true identity**,
unlocking their full creative potential **to inspire**
lasting customer connections.



BRAND VISION (THE FUTURE)





BRAND VISION

Internal First

Substance

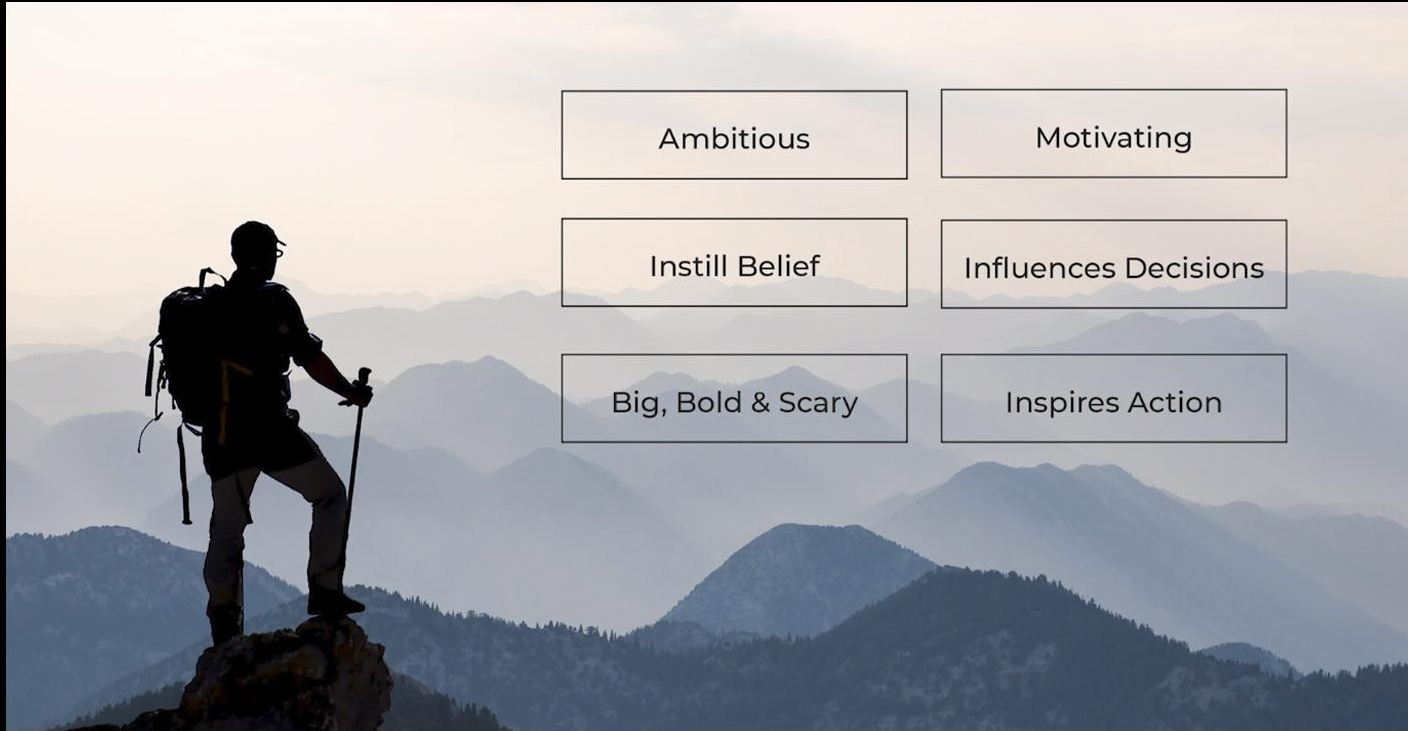
Genuine Ambition

From The Top (Leadership)



*Where does my brand **aspire to go**, what does it **aspire to be**
and/or what impact does it **aspire to have**?*





Ambitious

Motivating

Instill Belief

Influences Decisions

Big, Bold & Scary

Inspires Action





“OUR VISION IS TO BE EARTH’S MOST CUSTOMER-CENTRIC COMPANY;
TO BUILD A PLACE WHERE PEOPLE CAN COME TO FIND AND DISCOVER
ANYTHING THEY MIGHT WANT TO BUY ONLINE.”





"TO ACCELERATE THE WORLD'S TRANSITION TO SUSTAINABLE ENERGY."





"OUR VISION IS DELIVERING HAPPINESS TO
CUSTOMERS, EMPLOYEES AND VENDORS."



BRAND MISSION (THE PRESENT)



VISION
(Someday)

MISSION
(Everyday)





VISION
(Navigation)



MISSION
(Rulebook)



*What are we **committed to**,
in order to achieve our vision for the future?*



*Without the mission, the vision is a dream,
and without the vision, the mission is adrift*





MISSION
(To Be / To Do /
To Develop)

VISION
(To Become)



MISSION

Committed Action

VISION

Committed
Action Result





"TO ORGANIZE THE WORLD'S INFORMATION
AND MAKE IT UNIVERSALLY ACCESSIBLE AND USEFUL."





“THE MISSION OF THE WALT DISNEY COMPANY IS TO BE ONE OF THE
WORLD’S LEADING PRODUCERS AND PROVIDERS OF ENTERTAINMENT
AND INFORMATION. USING OUR PORTFOLIO OF BRANDS TO
DIFFERENTIATE OUR CONTENT, SERVICES AND CONSUMER PRODUCTS,
WE SEEK TO DEVELOP THE MOST CREATIVE, INNOVATIVE AND PROFITABLE
ENTERTAINMENT EXPERIENCES AND RELATED PRODUCTS IN THE WORLD.”





"BUILD THE BEST PRODUCT, CAUSE NO UNNECESSARY HARM,
USE BUSINESS TO INSPIRE AND IMPLEMENT SOLUTIONS TO THE
ENVIRONMENTAL CRISIS."



TED

“SPREAD IDEAS”



Brand Values



Understanding Values

Definition of values: Core beliefs and principles that guide behaviour and decision-making.

Importance of values in business: Directs business practices, shapes company culture, and influences public perception.



Defining Your Core Values.

Step 1: Reflect on personal values that motivate and inspire you.

Step 2: Consider your company's mission and vision to ensure alignment.

Step 3: Analyse your target customer base to understand their values and expectations.

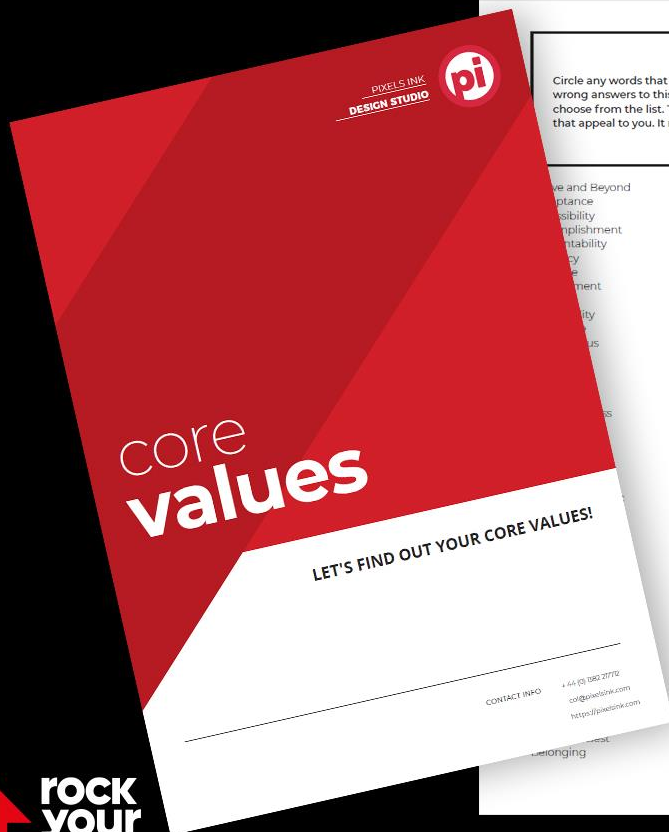
Step 4: Look at your company culture and identify patterns that reflect your values.

Step 5: Compile a list of 3-5 core values that truly represent your brand.



VALUES WORKSHEET





EXERCISE 1

Circle any words that you feel you have a connection with. There are no right or wrong answers to this exercise and there is no limit to how many words you can choose from the list. The main point of this exercise is that you circle any words that appeal to you. It might be 52, 178 or 312, it doesn't matter.

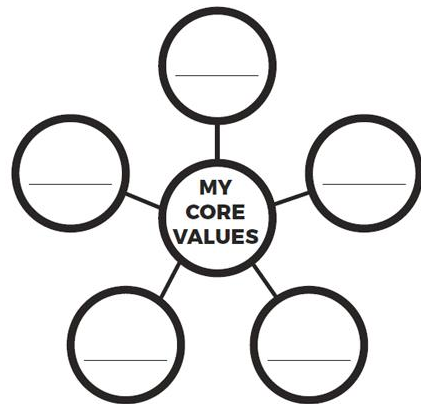
JUST DON'T OVERTHINK IT!

ive and Beyond	Best	Comprehensive
ptance	Best People	Concentration
sibility	Bold	Concern for Others
mpishment	Boldness	Confidence
ntability	Bravery	Confidential
brilliance	Brilliant	Confidentiality
ment	Calm	Conformity
ity	Calmness	Connection
us	Candor	Consciousness
	Capability	Consistency
	Capable	Content
	Careful	Contentment
	Carefulness	Continuity
	Caring	Continuous Improvement
	Certainty	Contribution
	Challenge	Control
	Change	Conviction
	Character	Cooperation
	Charity	Coordination
	Cheerful	Cordiality
	Citizenship	Correct
	Clean	Courage
	Cleanliness	Courtesy
	Clear	Craftiness
	Clear-Minded	Craftsmanship
	Clever	Creation
	Clients	Creative
	Collaboration	Creativity
	Comfort	Credibility
	Commitment	Cunning
	Common Sense	Curiosity
	Communication	Customer Focus
	Community	Customer Satisfaction
	Compassion	Customer Service
	Competence	Customers
	Competency	Daring
	Competitive	Decency
	Completion	Decisive
	Composure	Decisiveness
		Dedication
		Delight

YOUR CORE VALUES

Now that you have your core values, these will help guide you in areas such as planning, strategy, marketing, advertising and copy. They should be referred to whenever you do anything with your brand.

It is through actions and consistent use of your core values that people will get to know them. You shouldn't expect people to read about them in a brochure or on a web page. People need to experience your values through your actions. This is how they will describe your brand to others, how they 'feel' about your brand.



My Brand Values:

Empathy
Creativity
Honesty
Education
Fun



Empathy: Put myself in my clients' shoes– unless its Crocs, then I'll wear my own on that walk.

Creativity: I'm all about colouring inside the lines, then outside the lines. Rule breaking can lead to great things.

Honesty: Keeping it real - no fluff or BS – full transparency.

Education: Sharing knowledge like the ultimate trivia champion, helping clients and peers grow and become more informed.

Fun: Because even the most serious projects could use a dash of good vibes from time to time.





- LEADERSHIP: THE COURAGE TO SHAPE A BETTER FUTURE
- COLLABORATION: LEVERAGE COLLECTIVE GENIUS
- INTEGRITY: BE REAL
- ACCOUNTABILITY: IF IT IS TO BE, IT'S UP TO ME
- PASSION: COMMITTED IN HEART AND MIND
- DIVERSITY: AS INCLUSIVE AS OUR BRANDS
- QUALITY: WHAT WE DO, WE DO WELL





- DELIVER WOW THROUGH SERVICE
- EMBRACE AND DRIVE CHANGE
- CREATE FUN AND A LITTLE WEIRDNESS
- BE ADVENTUROUS, CREATIVE, AND OPEN-MINDED
- PURSUE GROWTH AND LEARNING
- BUILD OPEN AND HONEST RELATIONSHIPS WITH COMMUNICATION
- BUILD A POSITIVE TEAM AND FAMILY SPIRIT
- DO MORE WITH LESS
- BE PASSIONATE AND DETERMINED
- BE HUMBLE



Personal Values vs Brand Values

Be Aware!



Personal Values mixing with Brand Values

Chick-Fil-A:

- Christian-Led fast-food chain
- We're Here to Serve / We're Better Together / We are Purpose Driven

What went wrong:

In 2012, Chick-fil-A's CEO, Dan Cathy, made public statements opposing same-sex marriage, aligning with his personal religious beliefs. He confirmed that the company had been donating to organizations that opposed LGBTQ+ rights.

This sparked widespread backlash, and highlighted the risks of a brand being closely associated with the personal beliefs of its owner



EXERCISE



READ ALL ABOUT IT – **FRONT PAGE NEWS**

10 years from now, your brand has made the headlines for achieving greatness.

What does that headline say?

- Have you changed the way people do something?
- Have you grown to be the biggest in your space?
- Cured a problem?



Tone of Voice

It isn't what you say,
it is how you say it.



Tone of Voice

Your tone can help you stand out from competitors, communicate efficiently and effectively with your audience and share your personality.



Tone of Voice



Tone of Voice



"IF IT AIN'T
IRN-BRU
YOU CAN
KISS MY ASS."



IRN-BRU LTD



"IRN-BRU?
I'M TOTALLY
MAD FERRET."



PHENOMENAL

itsphenomenal.co.uk



Tone of Voice

You can convey your brand tone of voice
though more than words.

Music and visuals can be used too.



Tone of Voice

With some creative writing you can convey your brand's persona and values.



Personal, Simple & Fair

“Please return the information requested within 21 days of receiving this letter...failure to do so will result in this case being closed and a new form will need to be completed.”

“We’d like to get this sorted out for you as quickly as possible. So, if you can get it back to us within 21 days, that’ll help us speed things along.”

“We like to keep things personal and simple, so please give us a call and we’ll sort it out for you.”



BRAND POSITIONING



What is it?

It is how you **differentiate** your brand in the mind of the customer from other brands.

Your positioning needs to be **unique**, and not something that a brand in your space is saying.

A difference that gives someone a reason to pay attention to your brand.



In other words:

**IT IS YOUR
ONLINESS!**



Onliness Statement

Traditional differentiation is no longer enough - today companies need “radical differentiation” to create lasting value for their customers.

It's a great way to tap into the core message of your brand and find your positioning statement.



Liquid Death

Disrupted the bottled water market with its punk-rock aesthetic and aluminium cans.



The Onliness Test

OUR (offering)
IS THE ONLY (category)
THAT (benefit).



'Onliness' Statement

WHAT: **THE ONLY** (what you do)

HOW: **THAT** (what makes you unique)

WHO: **FOR** (customer)

WHERE: **IN** (area that you operate)

WHY: **WHO** (customer pain point/challenge)

WHEN: **DURING** (underlying trend)



Onliness Statement: Liquid Death

Liquid Death is the only drinks company that has an evil mission to make people all over the world laugh more, drink more healthy beverages and more often, all while helping to kill plastic pollution at a time when people are looking to support eco-friendly brands.



“When you brand yourself properly, the competition becomes irrelevant”

- Walt Disney



BRAND IDENTITY



Brand Identity: What is it?

Brand identity describes the externally visible elements of a brand that identify and distinguish the brand in consumers' minds.



Brand Identity: What is it?

This can include but is not limited to:

Logo / Colours / Fonts / Photography / Illustrations
/ Website / Uniforms / Vehicle Graphics etc.



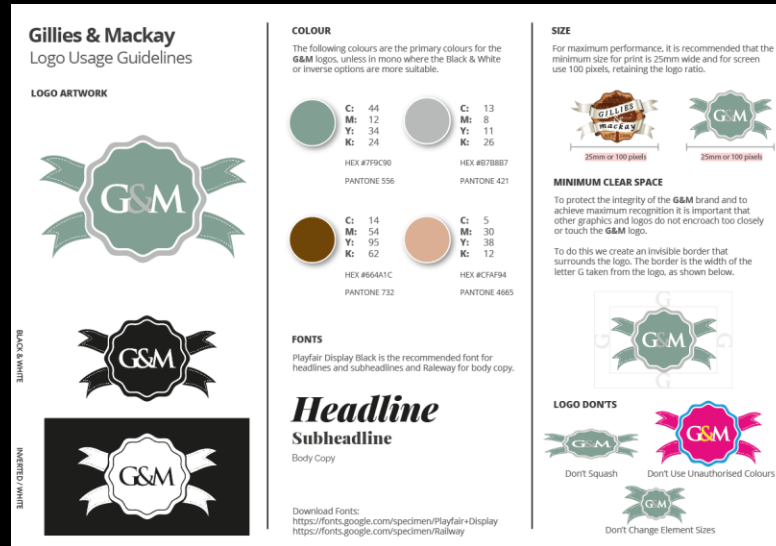
Brand Identity: Control

To ensure that your brand identity is consistently showcased it is important to have brand guidelines.



Brand Identity: Control

You can start off with a basic one-page sheet that details your brand's logo, fonts and colours.



Brand Identity: Control

OUR CUSTOMER

Farah Ahmad (OUR CUSTOMER)



DEMOGRAPHICS	Age	Gender	Location	Income
	35	Female	Malaysia	RM 10,000 (USD)
	Occupation	Education	Family Status	Residency Status
	Teacher	University	Single	Homeowner

PSYCHOGRAPHICS	Hobbies/Interests	Spends	Music	Relationship Preferences
	Beauty/fashion and reading	Like going to the gym	Pop/Rock	Current
	Car Model	Worried/Focused	Like to Travel	Group & Friends
	BMW	Doing our own thing, enjoying life and spending...	Like to Travel	Group & Friends
	Social Platforms	Favorite Music	Religious/Humanitarian	
	Instagram, Facebook	Pop/Rock	Religious/Humanitarian	

OUR CUSTOMER

CHALLENGES & PAIN-POINTS

CHALLENGES	CORE PAINPOINTS	CONSEQUENCES
Feeling somewhere that she often gets emotional content and afterwards there is the question of the best part products.	She has anxiety around wearing it, she is doing the right things for her job and she has been trying to find all of the information that she needs.	She doesn't want to have bad her parties not wearing the right one and she has been trying to find all of the information that she needs.
To be part of a community of beautiful part owners where she can question and share stories of her life with her pet.	It would be great if she could be part of something where people share their experiences.	This can cause stress which can reach into other areas of her life.

FEARS	DESIRES
CORE FEAR	CORE DESIRE
Safety for her pet	Help & Guidance
RELATED INTERNAL FEAR	RELATED INTERNAL DESIRE
Fear	

CORE MESSAGE FRAMEWORK

OUR KEY DIFFERENTIATOR

We are dedicated to building a community where our customers can come together to learn from others' experiences and share their own experiences about looking after their dogs and have access to the best and most useful tools on the market.

SECONDARY CORE MESSAGE

Our customers are animal lovers and we believe that they deserve access to resources and support in educating on matters about the health and well-being of their dogs and the right choice for their pet.

WHAT WE BELIEVE

Our customers are animal lovers and we believe that they deserve access to resources and support in educating on matters about the health and well-being of their dogs and the right choice for their pet.

OUR HUMAN BRAND PERSONA

OUR HUMAN PERSONALITY



PERSONALITY ARCHETYPE	THE SAGE (ST)	THE EVERYMAN (ST)
LEADERSHIP	WISDOM	WISDOM
WISDOM	WISDOM	WISDOM
WISDOM	WISDOM	WISDOM
WISDOM	WISDOM	WISDOM

BRAND STORY FRAMEWORK

MEETING THEIR GUIDE (US) the best way to solve their problem

Through our discussion with our pet and online dog training resources, we have been able to help our customers find the best solution for their dogs and have access to the best and most useful tools on the market.

THE CHALLENGE

Farah's challenge was to find a solution for her dog's behavior problem. She was looking for a solution that was safe, effective, and easy to use.

THE SOLUTION

Our solution was to provide Farah with a comprehensive guide to dog training. This guide included information on dog behavior, training techniques, and resources for further support.

OUR HUMAN BRAND PERSONA

PERSONALITY

OUR PERSONALITY COMMUNICATES	WE ARE HERE TO GUIDE YOU
CHARACTERISTICS	FEARS
KNOWLEDGEABLE	INFORMATION
WELCOMING	ISOLATION
GUIDING	KNOWLEDGE
TRUTHFUL	EXCLUSION
TOUCHING	EXPERIENCE
TOUCHING	EXPERIENCE
TOUCHING	EXPERIENCE
TOUCHING	EXPERIENCE

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OUR HUMAN BRAND PERSONA

KEYWORDS

FEARS	KNOWLEDGE	TOGETHER	COMMUNITY
KNOWLEDGE	KNOWLEDGE	KNOWLEDGE	KNOWLEDGE
KNOWLEDGE	KNOWLEDGE	KNOWLEDGE	KNOWLEDGE
KNOWLEDGE	KNOWLEDGE	KNOWLEDGE	KNOWLEDGE

BRAND INTERVIEW QUESTION	ANSWER
What do you do and why?	I am a teacher and I love teaching. I have always loved to share my knowledge and experience with others.
What do you like and why?	I like to learn and grow. I am always looking for new ways to improve myself and my skills.
Where do you spend most of your time?	I spend most of my time at work, but I also enjoy spending time with my family and friends.
What is the purpose of your business?	The purpose of my business is to provide high-quality education and training to my students.
What is important to you in life?	Family, friends, and personal growth are the most important things in my life.

BRAND STORY FRAMEWORK

MEETING THEIR GUIDE (US) the best way to solve their problem

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 Aleeph

أليف 

LOGO USE

WITH TAGLINE - ENGLISH

 Aleeph
Healthier, Happier Pets

 Aleeph
Healthier, Happier Pets

WITH TAGLINE - ARABIC

 أليف
حيوانات أليفة أكثر صحة وسعادة

 أليف
حيوانات أليفة أكثر صحة وسعادة

English & Arabic tagline

LOGO USE

OTHER VARIATIONS

 Aleeph

 Aleeph

 Aleeph

 Aleeph

LEGIBILITY

 Aleeph

 Aleeph

 Aleeph

 Aleeph

 Aleeph

 Aleeph

The logo should always have good contrast with the background it is sitting on.





TYPOGRAPHY

LOGOTYPE (ENGLISH & ARABIC)

Jomhuria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*^

ENGLISH BRANDING MATERIALS

Jomhuria - H1 Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*^

Roboto Bold - H2, H3, H4 Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*^

Roboto Regular - Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*^

TYPOGRAPHY

ARABIC BRANDING MATERIALS

Lalezar - H1 Headings

ق ر ش ت ث خ ذ ض ط غ
ط ي ك ل م ن س ع ف ص
أ ب ج د ه و ز ح

New Frutiger Bold - H2, H3, H4 Headings

ق ر ش ت ث خ ذ ض ط غ
ط ي ك ل م ن س ع ف ص
أ ب ج د ه و ز ح

Neue Frutiger Regular - Body Copy

ق ر ش ت ث خ ذ ض ط غ
ط ي ك ل م ن س ع ف ص
أ ب ج د ه و ز ح

These fonts have been selected to best represent the brand image, and should be used to retain consistency.



IMAGERY

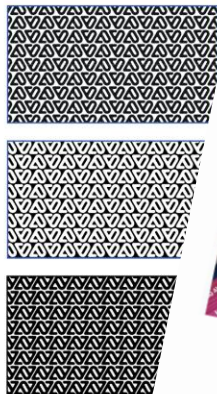
IMAGE STYLE



Photography should be fun and positive.

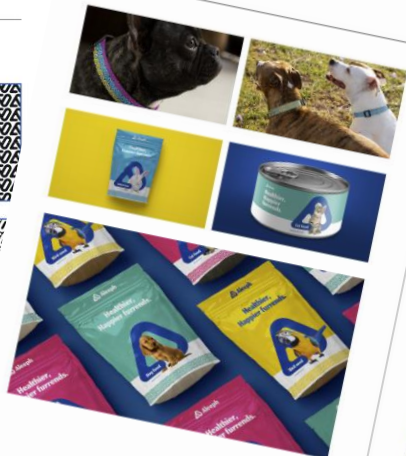
GRAPHICS / PATTERNS

PATTERNS

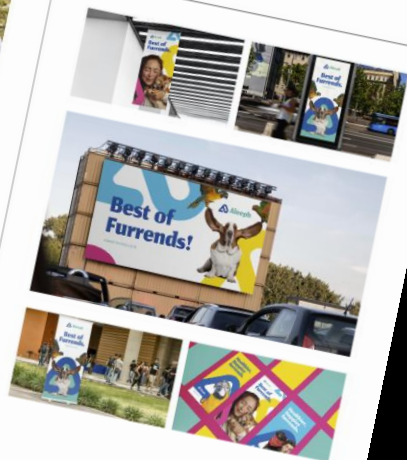


Using the logo mark we can create interesting patterns that can be used as backgrounds and supporting visual elements.

MOCKUP EXAMPLES



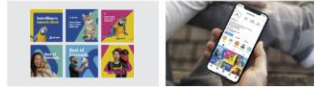
MOCKUP EXAMPLES



MOCKUP EXAMPLES



MOCKUP EXAMPLES



MOCKUP EXAMPLES



LASTLY!



There are many things that can impact a brands value, reputation and trust.

Some of these we may not see as being obvious, but for the customer, what they experience when they engage with you, matters.



The little things...

- Did they receive a smile at reception?
- Is your website easy to navigate?
- Is there good parking?
- How did you answer the telephone?



“I've learned that people will forget
what you said, people will forget
what you did, but **people will never
forget how you made them feel.**”

Maya Angelou
– Poet & Civil Rights Activist



**“Your brand isn’t what YOU say it is.
It’s what THEY say it is.”**

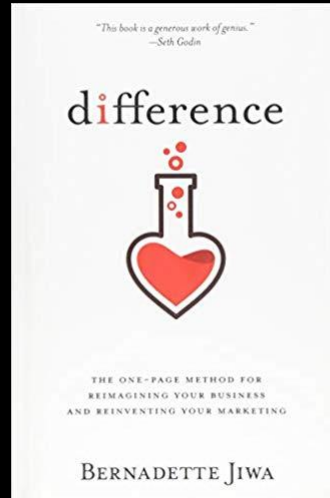
Marty Neumier– Brand Master / Author



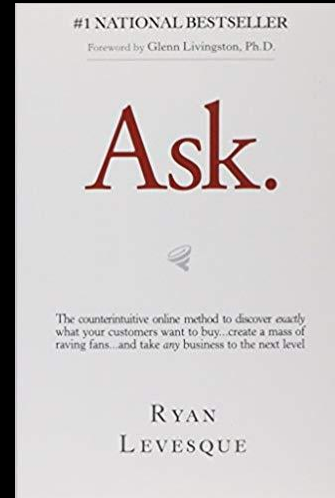
Further Reading



Marty Neumeier



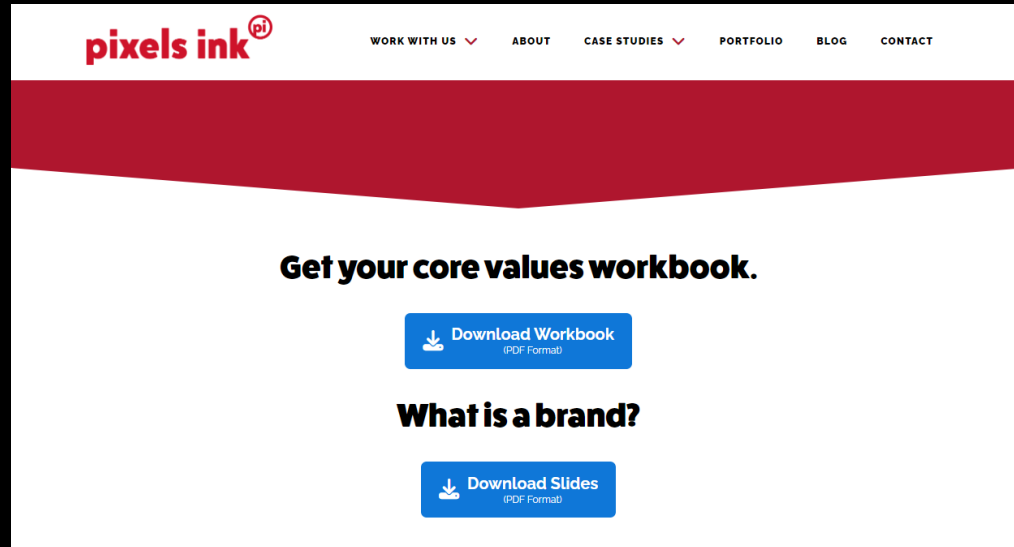
Bernadette Jiwa



Ryan Levesque



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