

BRANDFLEX BRANDBOOK TOUCHPOINTS

*Get started with Brandflex Brandbook,
a comprehensive framework for
building a unique brand from scratch.*



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Brandflex Brandbook

The **Brandflex Brandbook** is broken into three distinct parts.

It guides you from your **Brand Core** (the heart and position of your brand), to the essence of your **Brand Expression** (your personality and how you communicate who you are), to your **Brand Surface** (the visual expression of your brand and how you present it to the world).

By the end, you'll have a robust and implementable **brand guideline**, to put your brand out there.

#1. Brand Core

#2. Brand Expression

#3. Brand Surface



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#1. Brand Core

Brand Heart (set of beliefs that influence everything you do) and your **Brand Position** (where you fit in and to whom you are talking to). A powerful tool to align every aspect of your business, from your product offerings to the content you create.

Brand Heart

- | | |
|-------------------|-------------------|
| 1. Purpose | <i>Why</i> |
| 2. Vision | <i>Future</i> |
| 3. Mission | <i>Commitment</i> |
| 4. Values | <i>Personal</i> |

Brand Position

- | | |
|-----------------------|--------------------|
| 5. Audience | <i>Who for</i> |
| 6. Competitors | <i>Who against</i> |
| 7. Difference | <i>Superpower</i> |
| 8. Niche | <i>My spot</i> |



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#2. Brand Expression

Brand Character (how to express who you are) and your **Brand Story** (how to talk about who you are). Identifying your personality. Articulate your value proposition, tagline, and messaging pillars to help content creators tell a consistent brand story.

Brand Character

9. **Personality** *Archetype*

10. **Tone & Voice** *Humanise*

Brand Story

11. **Messaging** *Value proposition*

12. **Storytelling** *Consistency*



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#3. Brand Surface

Brand Surface (the visual expression of your brand) represent a brand's identity and should support the brand as a whole. **Brand presence** (capturing the attention of the targeted audience) is establishing your brand in the lives of your consumers.

Brand Identity

- | | |
|---------------------|-------------------|
| 13. Brand | <i>Perception</i> |
| 14. Identity | <i>Visuals</i> |
| 15. Logo | <i>Identify</i> |

Brand Presence

- | | |
|----------------------|-------------------------|
| 16. Content | <i>Where & what</i> |
| 17. Implement | <i>How to</i> |
| 18. Track | <i>Keeping tabs</i> |



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Why do you need a Brandflex Discovery?

- 1. Helps distinguish you from your competition.***
- 2. Makes you more recognisable to customers.***
- 3. It dictates your marketing strategy.***
- 4. Clear purpose for why you engage with audience.***
- 5. It helps you communicate more clearly.***
- 6. Generates a consistent message.***
- 7. Attract and maintain a loyal audience.***
- 8. Provides consistency for your audience.***
- 9. Provides focus for you.***
- 10. Helps you work towards an objective.***
- 11. Helps attract high a caliber audience.***
- 12. It helps create a robust brand guideline.***



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Brandflex Brand Discovery

We need to understand who you are and who you serve and this **Brand Discovery Process** will act as a blueprint to help you communicate that and align all other systems with your business strategy.

Through an in-person 4-8 hour session, we guide your team through a strategic framework to:

- Articulate your core identity
- Cultivate authentic trust
- Differentiate yourself
- Keep your team on the same page
- Better company culture
- Foster innovation
- Ensure company growth

By the end, you'll have a robust and implementable **brand guideline**, to put your brand out there.

**Book a *FREE*
Brand Discovery call now...**

<https://calendly.com/brandflex/branding>

Or contact Werner

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