

DOVE BRANDING CO.

the
no-BS
guide to
brand.
strategy

because main character
brands start with strategy





You already know brand strategy matters – it's what turns a nice logo into a brand that actually connects.

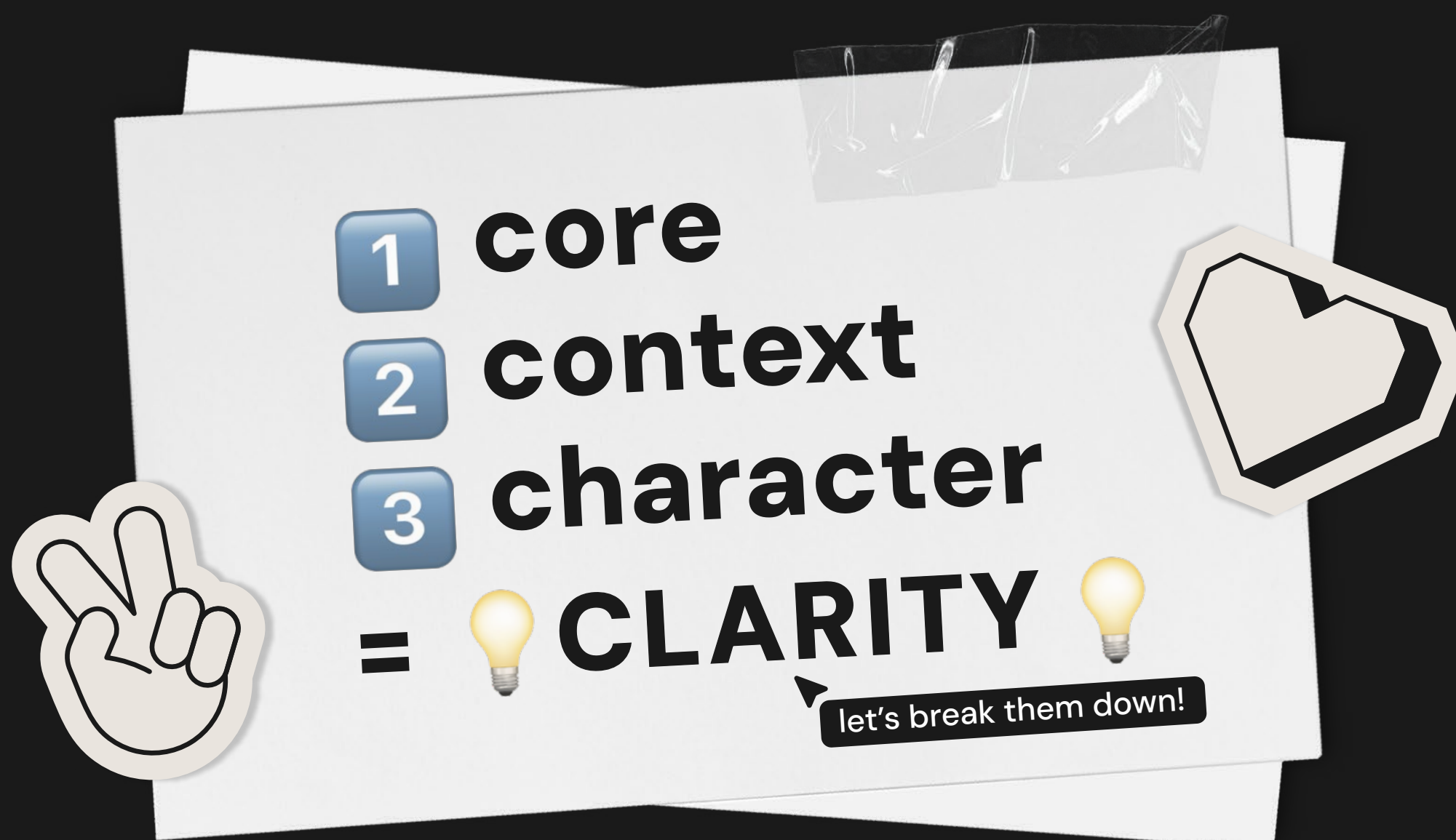
But with so much conflicting advice out there, it's hard to know where to start. Culture, mission, archetypes, positioning... I've been down that rabbit hole too 🙄

And after a decade of designing and refining brands, I can tell you that

✨ **simple is best** ✨

Strategy *should* give you CLARITY and insights you can actually use, not another 50 page document that sits unread in your inbox.

So, I've streamlined the process into **three clear, actionable steps:**





1 core

(your brand's reason for existing)

Before you think about logos or colours, you need to understand why your brand exists – beyond just making money.

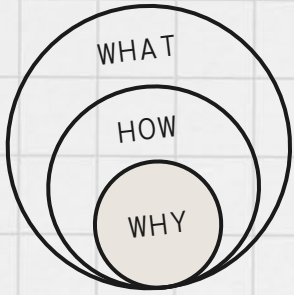
ask yourself:

What do I believe in?

your values

Why does my brand exist beyond making money?

your purpose



tip: search for Simon Sinek's Golden Circle!

What impact do I want to have?

your goals

Your Core is your foundation – it keeps every decision aligned with your purpose and values, no matter how your business evolves.





context

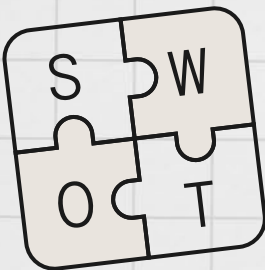
(where your brand lives in the world)

Once you know your ‘why,’ it’s time to define where your brand fits – and how it stands out in the world. Think of it as finding your space and owning it.

ask yourself:

Who am I really speaking to?

your audience



tip: the classic SWOT analysis is perfect for this!

What gaps exist in my industry that I can fill?

your competitors

Why should people choose MY brand?

your unique selling point (USP)

Your Context is what makes your brand distinctive. It’s how people remember you – because you’re not just another option, you’re *the option*.





3 character

(how your brand shows up)

This is where your personality shines through. From the words you use to the way your visuals look – it all tells your story.

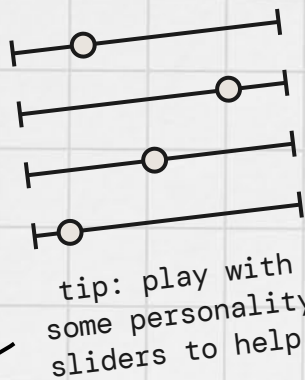
ask yourself:

How does my brand sound?

your voice

If my brand were a person, how would I describe them?

your personality



Are my fonts, colours & style consistent?

your visuals

Your Character is the bridge between strategy and design – it's what brings your brand to life. This is where clarity turns into connection.





When your Core, Context, and Character align –
that’s when your brand clicks.

It looks good, feels good, and makes sense.

💡 **CLARITY** 💡 = **confidence**

When you know who you are, your audience will too.

*You’ve got the clarity, now
let’s give your brand the main
character visuals it deserves.*



**Building *main*
character brands**

for 10 yrs!

CLICK HERE TO GET STARTED!



coming
soon!

LET’S BE IG FRIENDS

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