

Philosophie Brand Identity Workbook

Asynchronous team and stakeholder exercises

Introduction

Thank you for choosing to work with Philosophie!

This branding workbook is a way to understand how you want your brand to evolve and be perceived by your customers and the world. We will be asking you in depth questions that will make sure we are aligned and moving forward together from the outset. We have set up this workshop with full instructions so that it can be completed asynchronously but please don't hesitate to [contact us](#) with any questions or concerns!

This workshop has five exercises, it should take you 1–1.5 hours to complete. Please make sure to complete [How we work together](#) and [Brand Workbook](#) at minimum.

This work will be the foundation of the project. The more thorough, the stronger that foundation is. Don't rush to try to get through all the exercises. It's better to do one really well than just grazing the surface on five of them!

Tips:

- This should be completed by stakeholders and team members who have a role or stake in the project's success
- Do this workshop individually. Don't worry! We will align and refine as a whole team
- Try to find dedicated time for this. Give yourself time and space to think without interruption
- Make sure you have a computer with internet access

How we work together

~5 minutes

At Philosophie, one of our values is 'Same Team', a fundamental principle that influences how we work with our peers, clients and contractors.

Same Team

There is no "us" vs. "them." We are on our client's team and vice versa. We teach you about good design and development and you teach us about your industry and customers. We rally around a shared goal and measure our success by yours. We adopt the idea that if the project fails, it is our responsibility.

With this in mind, and considering a lot of the team may be remote during the project, we'd like to better understand what objectives you have for working together, what you want your role to be, and how much time you can dedicate to working with us.

Please take 5 minutes to complete this short survey:

<https://goo.gl/forms/H3WTBgifXsZxISUg2>

Your organization's values

~30 minutes

We want to get to know you and what your organization stands for. Use this workbook to reflect on the current state of your organization, objectives for this project and goals for the future.

[Company values exercise](#)

We will collect this information and present it the next time we meet in person to review and narrow it down to a collective vision.

Brand Attributes

~15 minutes

While a logo might be the most recognizable manifestation of a brand, it's only one of many. Brands cut across media, and present themselves in colors, shapes, words, sounds, and even smells. It's about abstract attributes and values which present themselves in concrete ways, for example:

- Virgin America is about *quality, fun, innovation, challenging assumptions*. You can see it in purple aircraft lighting and quirky safety videos.
- Honda is about *affordable quality and trust*. You can see it in reliable, albeit generic-looking vehicles, and their simple and approachable visual design.
- Ikea is about *cost-consciousness, simplicity and togetherness*. You can see it in incredibly affordable furniture, family-oriented stores, and approachable visual design.

Brainstorm possible values and attributes for your brand.

Add one idea per note. Spend 5 minutes brainstorming for each board, writing as many as you can. Ideation is private, so you won't see what others have added until we sort the board at kick-off. When we meet we will then affinitize these into brand values, and cues for identity/visual direction.

Add your ideas to these two boards:

[What our brand is](#)

[What our brand isn't](#)

Brand Safari

~20-25 minutes

During this stage we will be asking you to go through a number of images of differing brands. The purpose of this exercise is to align ourselves with **how we want your brand to be experienced by the user**.

Important: This is not an exercise to pick and choose what your brand will look like. It is just a way for us to align with your brand at an abstract level. E.g.: It won't look like Jeep's brand but will have similar feelings of adventure and durability.

We would like you to select "yes" to the ones you think best alignment with:

- Core values of the company
- Similar experience by users
- Messaging and tone
- Visual and emotional feeling

Click this [link](#) to start the Brand Safari.

Best Moments

~10 minutes

Jot down specific moments your company was at its best.

For example, maybe it was solving a complex business challenge for a client. Surprising a customer with an unexpectedly high level of service. A company fun day where your team got closer. What made these experiences so memorable?

This exercise helps you: understand what your brand truly cares about and delivers. Actions speak louder than words, and your answers get to the core of your brand's mission and values. What are people saying about your company?

Write three moments, one per note:

[Add your best moments](#)

Thank you!

Thank you for your hard work. This creates a strong foundation for building your organization's voice to the outside world.

Next, our team will organize all the information we received and prepare for a follow up meeting to review, revise and ultimately align on your brand vision and values so we can move forward together.