

Building a Brand Framework

What's a brand framework?

David Ogilvy, the father of advertising, once defined a brand as "The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised."

A brand framework the structure you can use to create your brand. It includes four key branding elements: brand existence, purpose, identity, and connection to customers.

In this section, we'll focus on the EPIC framework for creating a brand, as well as a walk-through of how to use the framework to brand a business.

History of Branding



Brands or branding originates with cattle ranchers, who would brand their name or mark into their cattle so that someone could tell one ranch's cattle from another's.

This method of distinguishing the owner or maker of a particular product became especially important when a farmer, craftsman, or producer would want their goods to stand out on a store shelf. They would put their name, signature, or a logo on it.

Over time, consumers would come to know and trust one producer's product over another. Today, we think of a brand as being much more than a product with a name on it.

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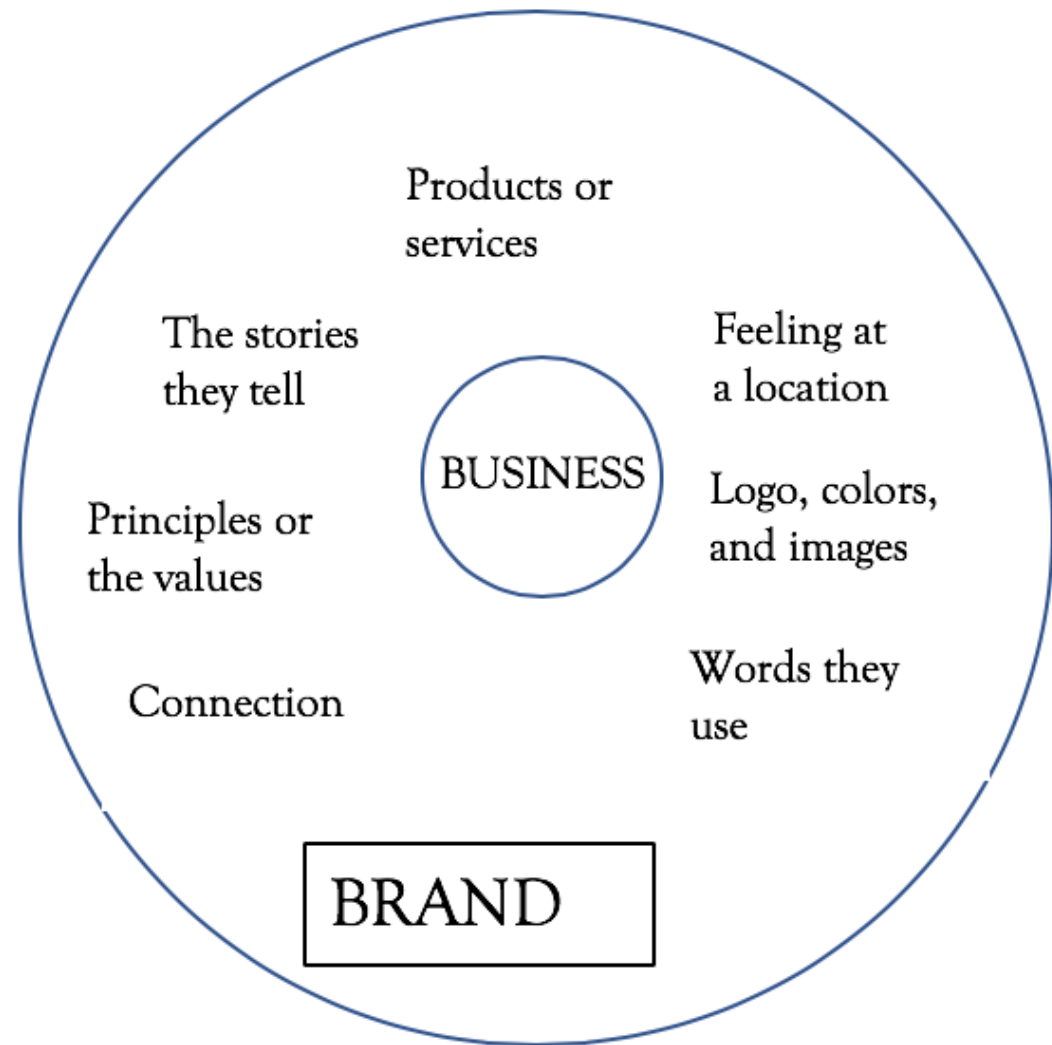
Benefits of having a brand

- A brand is trusted.
- A brand connects through the beliefs it communicates and draws in customers who share the same beliefs.
- A good brand is readily recognizable.
- Brands also create an ease of selection for a consumer who has had positive interactions with that brand before.
- A brand can also reflect the values and identity of a customer, and present a lifestyle that either they connect with or want to aspire to.

- Creating a brand can foster loyalty that becomes sticky enough that your customers will follow you to new products and innovations.
- Customers loyal to a brand may also have less pricing sensitivity as well.
- Finally, having a strong brand is a benefit for the internal marketing team.

The Difference Between a Brand and a Business If a business is a product- creation mechanism, a brand is how your business makes people feel. The infographic below breaks down the difference:

A brand is:
A combination of
elements
or attributes
associated with a
business that
make up
an experience
about that
business



The EPIC Framework of Branding

The EPIC Framework is a process that you can use to turn a business into a brand. Step-by-step, it means making sure people know why your brand **exists**, what its **purpose** is, its visual **identity**, and the **connection** you make with customers via written communication.

		What it is	What it includes
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		What it is	What it includes
E	Existence	Why your business exists and why people should care	An origin story, including: Who launched the business (and when)What problem was trying to be solvedHow did the business solve it
P	Purpose	Why your business does what it does	Finish the sentence "We believe that..."Brainstorm keywords around ideas or topics you care aboutState what your brand isn't
I	Identity	Visual look and feel	LogoColor paletteImagesTypography
C	Connection	Brand voice in written communication	Is your voice serious/funny, formal/casual, respectful/irreverent, or matter-of-fact/enthusiastic?Vocabulary, sentence lengthCreate a persona to speak to

Below, we'll walk you through how to use the EPIC framework of branding to create a brand for one of our example businesses, Calla and Ivy,

Using EPIC to Brand Calla and Ivy

Flower artisan Imra's hired you to create a brand for her business, Calla and Ivy: a flower subscription service that specializes in handcrafted bouquets. We're going to create content for her website and craft a social media presence for her.

Existence

Let's put together Calla and Ivy's origin story. We want to focus on three things: **Who launched the business** (and when), what **problem** they identified, and how the business **solved** it.

After talking with Imra, and finding out a bit about her history and why she created the business, we came up with this:

Imra always loved flowers, and as a child would pick them on hikes with her parents and braid them into crowns.

But after graduating art school with a degree in design, she was disappointed to see the same bland kind of bouquets being made, without any kind of artistic passion or unique design to them.

So in 2010, Imra began her own flower shop called Calla & Ivy in order to offer the unique, hand-crafted, design-forward bouquets she knew could bring joy and inspiration to people around her.

After a short time, Imra's shop became so popular that she expanded her presence online, where customers can order her bouquets digitally, and also subscribe for regular flower deliveries. And while her store still exists — Imra uses it to experiment with new ideas — the majority of her sales come from her website.

And what is Calla & Ivy? The name is a pairing of her favorite flower, the calla lily, and the ivy she loved to braid as a kid.

Creation story

Imra always loved flowers. As a child, she'd pick flowers on hikes with her parents and she would braid them into little crowns. Imra went to art school and after getting her degree in design in 2010, she decided to open her own flower shop, where she could sell creations similar to the ones she displayed in her own house. She named it after her favorite flower and added to nod to the ivy leaves she used to add to her crowns as a kid. She focused on creating hand bound bouquets using her design skills. Her store became popular and Imra became interested in expanding. That is when she started focusing on an online presence, a website where people can order her bouquets, and subscribe for regular flower deliveries. Now, her store still exists and Imra uses it to experiment and test ideas, but the website is where almost all her income comes from.



Describe how your business started.

- When did you launch?
- What problem did you try to solve?
- How do you solve that problem now?

← Add any images you may have

Purpose

Now, we want to help Imra clarify her purpose. So we use this template to do just that.



Clarify your purpose:

Hi, we're ____Calla & Ivy_____. Our ____Flower business_____ is located in
Name of business Type of company

____Amsterdam, NL_____ and we provide _flower subscriptions and flower bouquets.
City or country Type of good or service

We're really fond of __summer, open fields, urban biking_____, and we really care
List three things

about ____beauty_____ ____sustainability_____ ____friendliness_____
Brand value Brand value Brand value

____approachability_____ and ____creativity_____.
Brand value Brand value Brand value

First, we start out with some of the basics about Calla & Ivy: it's a flower business that provides flower subscriptions and flower bouquets. Then, we go on to ask what Imra enjoys. This may seem like an odd question, but it may give you inspiration for social media posts or design ideas for her website. Imra is fond of "summer, open fields, and urban biking." Knowing this, your advertising could include an Instagram post of a bike ride around the city, with a Calla & Ivy bouquet featured prominently in the bicycle's basket. Imra also cares about "beauty, sustainability, friendliness, approachability, and creativity." Knowing this, we'll base the brand's online aesthetic on it. We'll choose flowers and packaging based on sustainability options; the voice of the business will be friendly and approachable, and there will be an underlying sense of creativity and design innovation in both the products offered and their online presence.

Identity

Let's get back to Calla & Ivy, and help Imra create a visual identity for her business. The good news is that we already did a lot of the work required to help us establish a visual identity,

Calla & Ivy



#B5DFD6

#499FA4

Colors

#91CABE

#13292A

#FFFFFF



First, let's make a logo, which captures the bouquets that Imra makes.

The lettering in her business name is curved and creative, communicating a kind of friendliness and approachability — some of the keywords that were mentioned under the brand's purpose. Since this is a flower shop, it would make sense to choose a color palette related to flowers or nature. We've chosen soft greens and teals, which communicate calm, serenity, and trustworthiness, but also suggest the brand's value of sustainability. Finally, we put together some images that we'll use as guidance for our social media feeds and website design. Some of the images are of Imra's flower creations, highlighting her

products and design. One is of Imra herself creating a bouquet, showing the artisanal nature of the brand. The final image is a bouquet being given, which communicates the inherent connection created by giving a gift of flowers. Now, we can use this visual identity to influence our design, branding, marketing, and even everyday business choices going forward.

Connection

We can also use a template to help identify the kind of written voice we want to use in our branding.

Determine your brand voice:

My brand is:





Slider 1	Slider 2	Slider 3	Slider 4
SERIOUS	FORMAL	RESPECTFUL	MATTER-OF-FACT
FUNNY	CASUAL	IRREVERENT	ENTHUSIASTIC

We've already determined that we want Calla and Ivy to be friendly and approachable. As such, our brand voice would be on the casual side. This means light jokes, friendly banter, and loose informality in our Facebook posts and Instagram captions.