



# Brand Strategy Toolkit

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# A Personal Note of Gratitude

Thank you for purchasing this toolkit. A tremendous amount of effort has gone into creating it, encapsulating years of both trial and error, as well as countless hours spent refining the insights I've gathered over 14 years of entrepreneurship. This toolkit is the culmination of my brand strategy experience, filled with the lessons and strategies that have helped me and countless others turn ideas into successful brands.

As you read through these pages and fill in the details to make your brand stand out, I hope you find the guidance and inspiration you need to take your business to the next level. I kindly ask that you do not share this document, as it is the result of extensive personal experience and hard work. By keeping this toolkit within its intended audience, you allow me to continue producing valuable content that empowers entrepreneurs like you.

If you find value in this book, I encourage you to refer others to purchase their own copy. Your support not only helps sustain my work but also spreads valuable knowledge to fellow entrepreneurs on their journey to success.

To be able to fill this toolkit with greater understanding, I highly recommend that you check out my e-book, "**Bloom & Thrive**" which is available for purchase on my website at [www.siloma.co.ke](http://www.siloma.co.ke). This book will not only help you fill this toolkit but also give you incredible insights on how to run a brand.

Thank you once again for your support and for embarking on this journey with me. Let's build a powerful brand

Warm regards,

Siloma Stephen | Founder & Brand Strategist  
Brait Consulting Limited

[www.siloma.co.ke](http://www.siloma.co.ke)

# I Learnt Through Failure

My name is Siloma, and I have been many things in life. I have been a deejay, I started by operating a cyber cafe in my local village in 2010. I have been a graphic designer, a farmer, a software engineer, a mental health advocate, a political blogger, a professional photographer, a web developer, a digital marketer, a computer technician, I have sold T-shirts, I have played in different bands as a pianist, I have been (and still is) a teacher, a writer, I have sold photo frames & mounts among many other things.

In most of these things I have just been a total failure simply because an idea would strike my brain and would immediately put it into action. I didn't plan, I just did things out of excitement. I know what it means to fail and it is through these experiences that I can boldly show you how to avoid failure. All I would ask is that you take your time to fill this toolkit. It can be overwhelming but if you have the e-book you are sorted. Let your mind focus on building and not completion. All the best!



# Branding is Not All About Logos

I thought building an impeccable brand was all about logos.

I would create logos for everything I started just out of excitement. I never knew how to build a brand.



Brait Brand Strategy Toolkit



# Instructions For Use

This Brand Strategy Toolkit is an interactive, fillable PDF designed to guide you through the essential steps of building a strong brand. Each section is explained in detail, with examples provided to help you fill in the action points with ease. While the document is straightforward and self-explanatory, we highly recommend purchasing the e-book, "Stop Running a Business & Start Building a Profitable Brand: Stop Competing on Price and Start Attracting High Paying Clients," for more in-depth insights into each section.

## Instructions:

- 1. Single-User License:** This document is intended for personal use only—one purchase equals one user. It must not be shared, converted to other formats (such as Microsoft Word), or reproduced. All rights are reserved. Please direct others to purchase their own copy.
- 2. Open with PDF-Compatible Software:** For the best experience, use a PDF reader such as Adobe Acrobat to fill and save your progress. On mobile, use the liquid layout on Adobe Acrobat for the best experience.
- 3. Understand Each Section:** Carefully read the instructions and review the sample examples provided to ensure you understand each topic.
- 4. Complete All Sections:** Fill in every section thoroughly. If you need additional support or insights, refer to the Build Your Brand e-book for guidance.
- 5. Pace Yourself:** Brand building is a complex process. If you find it overwhelming, take breaks and return when you're ready.
- 6. Guided Assistance:** If you need extra support, we offer guided filling services for a fee. For more information, visit <https://braitacademy.com>.

This toolkit is an essential tool in your brand-building journey. Make the most of it, and feel free to reach out for additional support when needed!

# Section One: Brand Heart/Brand Core

To clearly define your brand, you must start with the why. Ask yourself why you are in business in the first place. It's the "why" that drives everything you do. In his book 'Start With Why', Simon Sinek says that "People don't buy what you do; they buy why you do it. And what you do simply proves what you believe"

Your why is the deeper meaning behind your business, it forms the brand heart, brand core or the brand substance. The term "brand heart" refers to the core essence or identity of a brand. It encapsulates the values, beliefs, purpose, and personality that define a brand and resonate with its target audience.

The brand heart essentially represents the emotional connection between your brand and its consumers. It's what sets the brand apart from competitors and guides its communication, products, and actions. It contains your purpose, vision, mission and core values



# Brand Heart Questions

To better understand your brand heart and effectively communicate your purpose, mission, vision, and values, it's essential to start by answering key questions that shape your brand's identity. These questions will help you clarify who you are serving, what you're offering, and how you want to impact their lives emotionally and practically.

**Here are some key questions to consider:**

1. Who are we helping?
2. What are we helping them with?
3. What emotion do we want our audience to feel with the result we deliver?
4. How could this emotion impact their lives?
5. Based on what we do for our customers, what is the biggest impact we can have on their lives?

Reflecting on these questions will guide you toward a deeper understanding of your brand's core, ensuring that your message resonates with your audience and creates lasting value.

## Purpose Beyond Profit

A business must have reason to exist beyond that of making money. Profit cannot be the goal, vision, or the purpose of an organization. You need to have a purpose that transcends money. A research was done and it was noted that "Organizations where purpose had become a driver of strategy and decision-making, executives reported a greater ability to deliver revenue growth and drive successful innovation and ongoing transformation."

# Purpose

## Why Do We Exist?

Why are we in business in the first place?

## Examples

### Safaricom

Our purpose is to transform lives by connecting people to people, people to opportunities and people to information.

### Standard Chartered Bank

To drive commerce and prosperity through our unique 'diversity' together with our brand promise: to be 'here for good' are achieved by how we each live our valued behaviours

### IKEA

To create a better everyday life for the many people.

### Sony

Fill the world with emotion, through the power of creativity and technology.

### Johnson & Johnson

We blend heart, science and ingenuity to change the trajectory of health for humanity

# Vision

## How Does Our Future Look Like?

What future do we want to help create?

## Examples

### Brait Consulting Limited

We see a future where entrepreneurs and early stage companies gain consistent and meaningful income from their brands.

### Britam

To be the leading diversified financial services company in our chosen markets across Africa.

### Nike

We see a world where everybody is an athlete – united in the joy of movement.

### MTN

To lead the delivery of bold, new Digital World to our customers.

### DStv

To be the leading African storyteller and, in so doing, set the benchmark for the continent's content industry.

# Mission

## What Are We Here To Do?

How do we create that future we envisioned?

## Examples

### Brait Consulting Limited

To educate and empower business owners on branding to accelerate the growth of startups and SMEs.

### Kenya Commercial Bank (KCB)

To drive efficiency whilst growing market share in order to be preferred financial solutions provider in Africa with global reach.

### Tesla

To accelerate the world's transition to sustainable energy.

### Shoprite

To deliver low prices in a world-class shopping environment to customers across the African continent.

### CITAM

To know God and to make Him known through evangelism and discipleship

# Values

## What Will Be Our Conduct?

As we pursue our Mission, Vision & Purpose?

## Examples

### Madison Group

- Teamwork
- Integrity
- Service
- Initiative
- Innovativeness
- Professionalism

### Britam

- Respect
- Integrity
- Innovation
- Customer Focus

### KCB Group

- Closer
- Connected
- Courageous

# Section Two: Brand Positioning

Brand Positioning is the strategy used to establish and maintain a unique and advantageous place in the minds of consumers relative to competitors. It involves defining how your brand is perceived in comparison to others and highlighting the distinctive value or benefits it offers.

Most people think that the market is huge and should they throw out their offering onto a larger market, they will automatically get a handful of clients. This doesn't work. You need to know who you are selling to.

In his book, *Sell Like Crazy*, Sabri Suby explains that most businesses spend all their time, money, and attention on the 3% of the market that's looking to buy now. Only a handful target the 97% in which 17% are on the information gathering stage, 20% are problem aware and a whopping 60% are not problem aware.

This explains why so many businesses are shouting BUY! BUY! BUY! and very few are educating the 60% who don't even know that they need their services.



# Audience Research

To effectively position your brand, you must first understand who your target audience is. This involves more than just knowing their demographics; it requires delving into their behaviors, preferences, and pain points. This section will help you identify your client and know who exactly you are selling to.

A buyer persona is a semi-fictional representation of your ideal customer, based on real data and insights. It helps businesses understand their target audience's needs, behaviors, and motivations, allowing them to tailor their marketing strategies and product offerings more effectively.

Creating detailed buyer personas is an essential part of audience research. These are fictional, generalized representations of your ideal clients based on real data and insights. A well-developed buyer persona includes information such as:

**Demographics:** Age, gender, income level, education, and occupation.

**Psychographics:** Interests, values, lifestyle, and attitudes.

**Pain Points:** Challenges and problems they are looking to solve.

**Buying Behavior:** How they make purchasing decisions, preferred channels, and purchasing triggers.

## How to Create a Buyer Persona:

- 1. Collect Data:** Gather information from social media, forums, your past clients, through surveys, interviews, and customer feedback. You can also use analytics tools to track user behavior on your website and social media. You can also check reports from other sources e.g. X number of users visit online marketplaces like Jumia every month.
- 2. Identify Key Characteristics:** Analyze the data to identify common traits among your best customers, such as demographics, psychographics, and buying behavior.
- 3. Create a Detailed Profile:** Compile the information into a detailed persona. Include a name, photo, and personal background to make the persona more relatable and realistic.
- 4. Use the Persona to Guide Strategies:** Use this persona to shape your marketing strategies, content creation, product development, and customer service approaches. Tailor your messaging to address the needs and preferences of your buyer persona.

Understanding your audience allows you to tailor your brand's messaging, design, and overall strategy to meet their specific needs and desires.

# Buyer Persona Example

## Demographics:

**Name:** John Kamau

**Age:** 28

**Gender:** Male

**Occupation:** Startup Founder/Entrepreneur

**Income:** KES 200,000 monthly

**Location:** Nairobi

## Psychographics:

**Interests:** Startup culture, technology, branding, design trends

**Lifestyle:** Busy, tech-savvy, forward-thinking

## Goals:

**Personal Goals:** To build a standout brand identity that helps his startup attract investors and customers.

**Professional Goals:** To ensure that all visual elements of his business are cohesive, professional, and aligned with his startup's vision.

## Pain Points:

**Challenge 1:** Struggling to establish a unique and memorable brand identity for his startup.

**Challenge 2:** Limited in-house design resources and expertise, leading to inconsistent design quality.

**Challenge 3:** Difficulty finding reliable, professional designers who understand the startup's vision and can deliver quickly.

## How Will Your Product/Service Solve Their Problems?

Our design services will provide Kamau with a professional and consistent brand identity that resonates with his startup's vision, while ensuring a quick turnaround, high-quality deliverables, and an understanding of the unique needs of startups.

## Buying Behavior:

**Decision-Making Process:** Kamau looks for graphic design services that offer a clear understanding of startup branding needs and can provide innovative, high-quality work. He prefers to work with designers who have a strong portfolio and positive client testimonials.

**Preferred Channels:** Researches online, reads reviews on design platforms, follows design trends on social media, and attends startup networking events.

**Purchasing Triggers:** High-quality portfolio, competitive pricing, testimonials from similar businesses, quick turnaround time, and a professional approach.

# Persona 1

Name

Age

Gender

Occupation

Income

Location

**Pain Points**

What are the barriers to what they want?

**Interests & Lifestyle**

What do they like to do, what are their interests and values?

**Goals**

What do they want? What is their desired result?

**How Will Your Product/Service Solve Their Problems?**

How will your product/service change their lives?

**Buying Behavior**

Their purchasing decisions, preferred channels & triggers?

# Persona 2

Name

Age

Gender

Occupation

Income

Location

**Pain Points**

What are the barriers to what they want?

**Interests & Lifestyle**

What do they like to do, what are their interests and values?

**Goals**

What do they want? What is their desired result?

**How Will Your Product/Service Solve Their Problems?**

How will your product/service change their lives?

**Buying Behavior**

Their purchasing decisions, preferred channels & triggers?

# Persona 3

Name

Age

Gender

Occupation

Income

Location

**Pain Points**

What are the barriers to what they want?

**Interests & Lifestyle**

What do they like to do, what are their interests and values?

**Goals**

What do they want? What is their desired result?

**How Will Your Product/Service Solve Their Problems?**

How will your product/service change their lives?

**Buying Behavior**

Their purchasing decisions, preferred channels & triggers?

# Competitive Analysis

Competitive analysis is a critical tool for understanding the market landscape and identifying opportunities to differentiate your brand. It helps you recognize your competitors' strengths and weaknesses, understand their positioning, and assess how your brand measures up. By systematically analyzing your competitors, you can refine your own strategies to better serve your audience and capitalize on market gaps.

A well-conducted competitor analysis not only sharpens your competitive edge but also gives you insights into industry trends, customer preferences, and effective marketing tactics. Using a structured framework, such as the one outlined below, will help ensure a thorough and effective analysis.

Competitive analysis helps you understand where your brand fits within the market and how you can position it to stand out. By analyzing your competitors, you can identify opportunities and threats that impact your brand's positioning.

The key elements to analyze in a competitor analysis include the competitor name, tagline, purpose, mission, and vision, as well as the brand's look and feel. Additionally, examining their value proposition, core products or services, customer acquisition strategies, how they speak about their customers, and the marketing and advertising channels they utilize are crucial.

Finally, identifying similarities and differences between your brand and theirs provides a comprehensive understanding of the competitive landscape.

This section will help you identify who you're competing against so that you can better differentiate your brand.

# Competitor Research Example - Competitive Profile Overview

**Competitor Name:** Creative Pulse Agency

**Tagline:** "Turning ideas into powerful brands"

**Purpose:** To help businesses build impactful brands that connect with their audience.

**Mission:** To empower small businesses and startups with world-class branding and design solutions that amplify their voice in the market.

**Vision:** To be a leading creative agency that transforms businesses into iconic brands.

## **Brand Look & Feel:**

Adjectives: Modern, innovative, sleek, professional.

Specific Terms: Clean layouts, minimalistic design, bold typography, electric blue and neon green color palette.

## **Value Proposition:**

They offer unique, customized branding strategies for startups, focusing on creating brand identities that resonate deeply with target audiences and set businesses apart from their competition.

## **Core Products or Services:**

Branding and identity design

Website design and development

Social media management and content creation

Packaging design

## **Customer Acquisition:**

They acquire customers through a combination of word-of-mouth referrals, online marketing (Google Ads, SEO), and networking at business conferences and startup events.

## **Customers:**

They refer to their customers as "visionary entrepreneurs" and "disruptive businesses" that are looking to challenge industry norms.

They position themselves as partners in their clients' success, working collaboratively to achieve long-term brand growth.

# Competitor Research Example - Competitive Landscape Overview

## Marketing Channels:

Website with a portfolio of previous work  
Social media (Instagram, LinkedIn, Twitter)  
Blog content with branding tips and case studies  
Email marketing with free branding resources

## Advertising Channels:

Google Ads for branding services  
Sponsored posts on Instagram targeting entrepreneurs and startups  
Paid partnerships with startup incubators and accelerators

## Sales Channels:

Direct outreach through networking events and referrals  
Online consultations and project inquiries via their website  
Partnerships with business development organizations

## Strengths:

Strong portfolio with high-profile client projects  
Innovative and visually striking design approach  
Effective use of digital marketing and advertising

## Weaknesses:

Higher price point compared to smaller agencies  
Limited focus on small business needs  
Longer project turnaround times due to high demand

## Similarities (to your brand):

Focus on startups and small businesses  
Emphasis on branding and design as key drivers of business success  
Use of a professional but approachable tone in communications

## Differences (to your brand):

They focus more on high-tech, futuristic designs, while my brand prefers a more versatile and client-friendly approach.  
Their color palette and aesthetic are bold and tech-driven, while mine is more refined and approachable (e.g., purple, orange, dark blue).  
They rely heavily on digital acquisition strategies, whereas my brand emphasizes personal client connections and a money-back guarantee for customer satisfaction.

# Competitor 1 – Competitive Profile Overview

**Competitor Name**

**Tagline**

**Purpose Mission & Vision**

What is their brand core?

**Brand Look & Feel**

Use adjectives as well as specific terms. Like “warm and inviting”, or “sky blue”.

**Value Proposition**

What unique benefit do they say they offer to customers?

**Core Products or Services**

What are their primary products or services?

**Customer Acquisition**

How do they acquire their customers?

**Customers**

How do they talk about their customers?

# Competitor 1 – Competitive Landscape Overview

**Marketing Channels**

**Advertising Channels**  
(if applicable)

**Sales Channels**  
(if applicable)

**Strengths**

**Weaknesses**

**Similarities**  
(to your brand)

**Differences**  
(to your brand)

# Competitor 2 - Competitive Profile Overview

**Competitor Name**

**Tagline**

**Purpose Mission & Vision**

What is their brand core?

**Brand Look & Feel**

Use adjectives as well as specific terms. Like "warm and inviting", or "sky blue".

**Value Proposition**

What unique benefit do they say they offer to customers?

**Core Products or Services**

What are their primary products or services?

**Customer Acquisition**

How do they acquire their customers?

**Customers**

How do they talk about their customers?

# Competitor 2 – Competitive Landscape Overview

## Marketing Channels

### Advertising Channels (if applicable)

### Sales Channels (if applicable)

## Strengths

## Weaknesses

### Similarities (to your brand)

### Differences (to your brand)

# Competitor 3 – Competitive Profile Overview

**Competitor Name**

**Tagline**

**Purpose Mission & Vision**

What is their brand core?

**Brand Look & Feel**

Use adjectives as well as specific terms. Like “warm and inviting”, or “sky blue”.

**Value Proposition**

What unique benefit do they say they offer to customers?

**Core Products or Services**

What are their primary products or services?

**Customer Acquisition**

How do they acquire their customers?

**Customers**

How do they talk about their customers?

# Competitor 3 – Competitive Landscape Overview

## Marketing Channels

### Advertising Channels (if applicable)

### Sales Channels (if applicable)

## Strengths

## Weaknesses

### Similarities (to your brand)

### Differences (to your brand)

# Differentiation

Differentiation is the process of distinguishing your brand from competitors in a way that makes it stand out to your target audience. It involves identifying and leveraging aspects of your business that are unique or superior to those of your competitors. This could be through innovative product features, exceptional customer service, or a distinctive brand personality. Effective differentiation allows you to capture market share by appealing directly to consumer needs and preferences that are not adequately addressed by others in the market.

## Unique Selling Proposition (USP)

USP refers to a specific feature or benefit of your product or service that sets it apart from competitors. It answers the question, "Why should customers choose your brand over others?" USPs are often focused on tangible benefits or attributes, such as a unique product feature, cost advantage, or superior quality.

## Unique Value Proposition (UVP)

UVP on the other hand, is a broader statement that encompasses the overall value your brand delivers to customers. It combines multiple elements, including product benefits, customer experience, and emotional appeal, to articulate why your brand is the best choice for meeting customer needs. A UVP addresses the overall impact your brand has on its customers' lives, such as solving a specific problem or fulfilling a particular desire.

## Positioning Statement

This is a concise summary that defines how you want your brand to be perceived in the minds of your target audience relative to competitors. It captures the essence of your differentiation and UVP, guiding how you communicate your brand's value in marketing and messaging. A positioning statement typically includes the target audience, the category in which the brand competes, the unique benefits or attributes, and a reason to believe.

This section will help you create your USP, UVP and positioning statements to better place your brand in the minds of your audience.

# Difference

Now that you've conducted your competitor research, it's time to identify what makes your product or service stand out. By noting down the key differences between your brand and your competitors, you can focus on creating a distinct market position. This will help you communicate your unique value to customers and differentiate yourself from the competition. Use this section to list down the specific attributes or offerings that set you apart, whether it's your approach, quality, pricing, customer experience, or any other unique factor.

## **Example of Brand Differences:**

- 1. Customized Design Services:** While competitors offer template-based design, our agency specializes in custom-tailored designs that reflect each client's unique brand identity.
- 2. Affordable Pricing with Flexible Payment Plans:** Unlike other agencies with rigid pricing structures, we offer flexible payment options to accommodate businesses of all sizes.
- 3. Personalized Customer Service:** We provide one-on-one consultations to ensure each client receives a highly personalized experience, setting us apart from competitors who offer standard, automated support.
- 4. Faster Turnaround Times:** Our streamlined processes allow us to deliver high-quality designs in half the time it takes most competitors.

**Expertise in Niche Markets:** While many agencies serve a broad range of industries, we have specialized experience in branding for small businesses and startups, offering deeper insights and tailored solutions.

# Difference

Based on your competitor research, how can do differentiate your product/service? Note down the difference in this section.

## Your Difference

# Unique Selling Proposition (USP) Framework

## How To Craft A Compelling USP

Use this framework to craft a compelling Unique Selling Proposition (USP)

**We help [AUDIENCE], achieve [TRANSFORMATION], with [PRODUCT/SERVICE]**

Follow these steps:

**1. We help [AUDIENCE]:** Specify who your target audience is. This defines who will benefit from your product or service.

Example: "We help busy professionals,"

**2. achieve [TRANSFORMATION]:** Describe the main transformation or result that your audience will experience. Focus on the significant change or benefit provided.

Example: "achieve peak productivity,"

**3. with [PRODUCT/SERVICE]:** State what your product or service is. This is the tool or solution that facilitates the transformation.

Example: "with our advanced productivity app."

Example of a USP:

**"We help busy professionals achieve peak productivity with our advanced productivity app."**

# Unique Selling Proposition (USP)

## We Help

(Fill in the Audience that you help)

## Achieve

(Fill in the Transformation that your audience will experience)

## With

(Fill in the product/service that facilitates the transformation)

## Your Unique Selling Proposition (USP)

# Unique Value Proposition (UVP) Framework

## How To Craft A Compelling USP

Use this framework to craft a compelling Unique Value Proposition (UVP)

**"We provide [AUDIENCE] with [PRODUCT/SERVICE] that [KEY BENEFIT] by [HOW IT WORKS/POINT OF DIFFERENCE]."**

Follow these steps:

**1. We provide [AUDIENCE]:** Define who your target audience is. This tells whom you are serving.

Example: "We provide remote teams,"

**2. with [PRODUCT/SERVICE]:** Specify the product or service you offer.

Example: "with our collaborative project management platform,"

**3. that [KEY BENEFIT]:** Explain the primary benefit or outcome your audience will experience.

Example: "that enhances team coordination and boosts efficiency,"

**4. by [HOW IT WORKS/POINT OF DIFFERENCE]:** Describe how your product or service achieves the benefit or what makes it unique.

Example: "by integrating real-time communication tools and customizable workflows."

**Example of a UVP:**

**"We provide remote teams with our collaborative project management platform that enhances team coordination and boosts efficiency by integrating real-time communication tools and customizable workflows."**

# Unique Value Proposition (UVP)

**We Provide**

(Fill in the Audience that you help)

**With**

(Fill in the product/service you offer)

**That**

(Fill in the primary benefit your audience will experience)

**By**

(How will your product/service achieve the benefit)

**Your Unique Value Proposition (UVP)**

# Positioning Statement Framework

## How To Craft A Compelling Positioning Statement

Use this framework to craft a compelling positioning statement

**"We help [AUDIENCE] who [CHALLENGE/PAIN POINT] To Achieve/Experience [KEY BENEFIT] Unlike [COMPETITIVE ALTERNATIVE] Our Solution [POINT OF DIFFERENCE]."**

To effectively use the positioning statement framework, follow these steps to fill in each component:

**1. We Help (Audience):** Identify who your target audience is. This could be a specific group or segment that benefits from your product or service.

Example: "We help small business owners."

**2. (Challenge/Pain Point):** Clearly state the primary challenge or pain point your audience faces. This highlights the problem that your product or service addresses.

Example: "who struggle with inconsistent branding."

**2. To Achieve/Experience (Key Benefit):** Define the main benefit or outcome your audience will achieve by using your solution. Focus on how it resolves their pain point.

Example: "to create a cohesive and memorable brand identity."

**3. Unlike (Competitive Alternative):** Mention the typical alternatives or solutions your audience might currently use or consider. This sets the context for how your offering stands out.

Example: "Unlike generic design templates or DIY branding kits,"

**4. Our Solution (Point of Difference):** Highlight what makes your solution unique or better compared to the alternatives. This is where your differentiation comes into play.

Example: "our custom branding solutions are tailored to each business's unique needs, ensuring a truly personalized and impactful brand presence."

### Example Positioning Statement:

"We help small business owners who struggle with inconsistent branding to create a cohesive and memorable brand identity. Unlike generic design templates or DIY branding kits, our custom branding solutions are tailored to each business's unique needs, ensuring a truly personalized and impactful brand presence."

# Positioning Statement

## We Help

(Fill in the Audience that you help)

## Who

(Fill in the Challenge/Pain Point your audience has)

## To Achieve/Experience

(Fill in the key benefit you give to your audience)

## Unlike

(Fill in the competitive alternative)

## Our Solution

(Fill in the point of difference)

## Your Positioning Statement

# Section Three: Brand Character

We are living in a world where companies want to be humans and humans want to be companies. Companies want to have human traits, they want to be more relatable to their clients. Sadly, humans want to be like companies not knowing that they will be distancing themselves from the clients they are already relating to.

Defining your brand character is essential for creating a strong, cohesive identity that resonates with your audience and sets you apart from competitors. Your brand character encompasses various elements, including brand personality, brand voice, and other components that contribute to the overall perception of your brand.



# Brand Archetypes

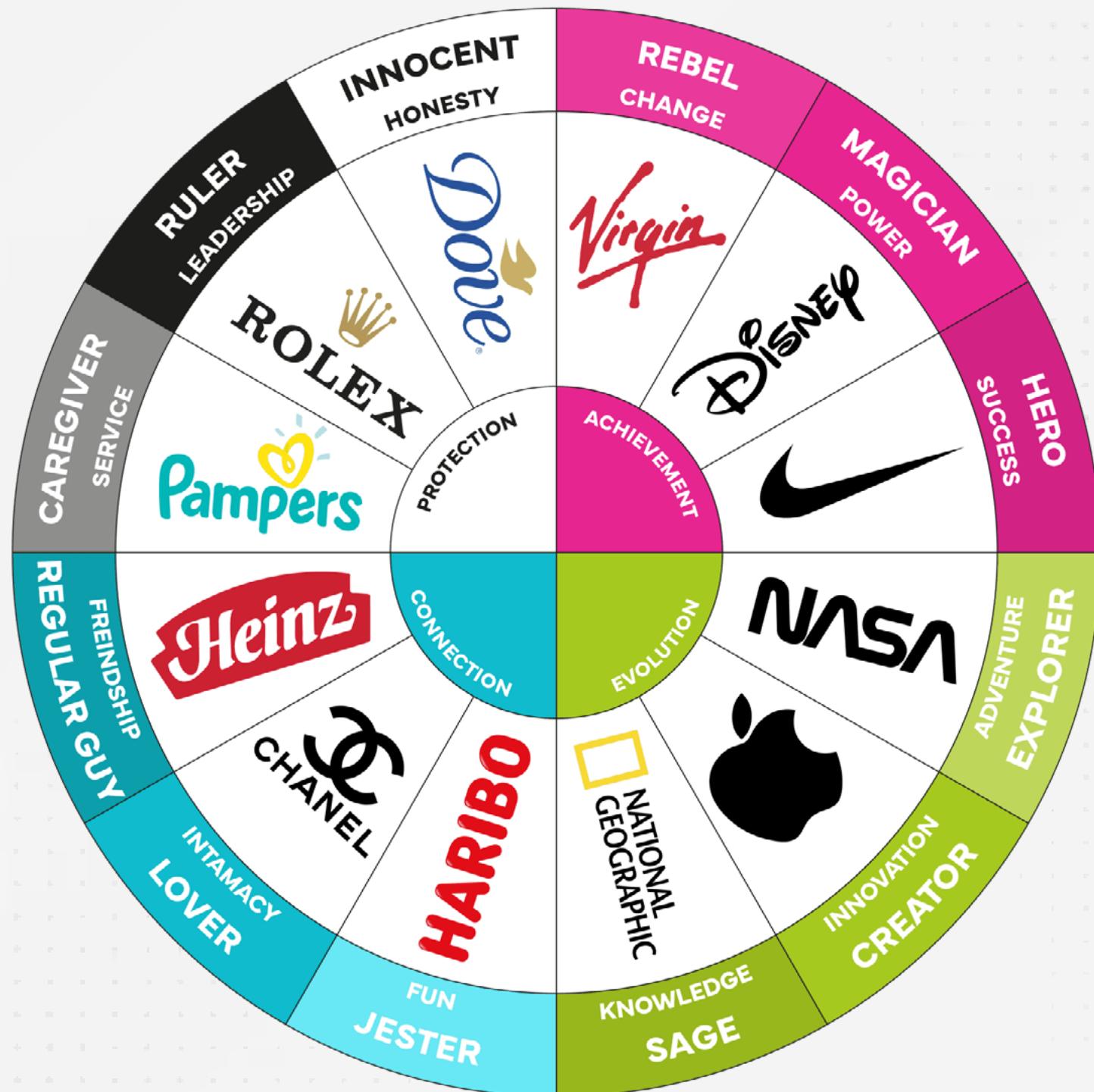
Brand archetypes are universal symbols and characters that embody fundamental human motivations and desires. By identifying and adopting an archetype, a brand can establish a clear and compelling identity that resonates deeply with its audience. Archetypes help in shaping how a brand communicates, engages, and builds relationships with its customers.

Brand archetypes are based on a theory developed by Carl Jung, a Swiss psychiatrist, who suggested that certain archetypal images and themes are universally recognized and evoke specific emotional responses. In branding, these archetypes help define a brand's personality and guide its communication strategy by tapping into these deep-rooted human instincts.

## The 12 Core Brand Archetypes

1. The Innocent – Optimistic, pure, and simple. Seeks happiness and harmony. Example: Coca-cola
2. The Explorer – Adventurous, independent, and curious. Values freedom and discovery. Example: GoPro
3. The Sage – Wise, knowledgeable, and analytical. Seeks truth and understanding. Example: Forbes
4. The Hero – Courageous, determined, and bold. Strives to make a difference and overcome challenges. Example: Nike
5. The Outlaw – Rebellious, disruptive, and unconventional. Challenges norms and seeks freedom. Example: Red Bull
6. The Magician – Innovative, transformative, and visionary. Seeks to create magical experiences and transformations. Example: Apple
7. The Regular Guy/Gal – Down-to-earth, relatable, and approachable. Values authenticity and connection. Example: Airbnb
8. The Lover – Passionate, romantic, and indulgent. Seeks to build relationships and experience beauty. Example: Chanel
9. The Caregiver – Nurturing, compassionate, and protective. Seeks to care for others and provide support. Example: Johnson & Johnson
10. The Creator – Imaginative, artistic, and innovative. Values originality and self-expression. Example: LEGO
11. The Ruler – Authoritative, commanding, and responsible. Seeks to control and manage. Example: Mercedes-Benz
12. The Jester – Fun-loving, playful, and humorous. Seeks to entertain and lighten up. Example: Doritos

## Based on the Above, What is Your Brand Archetype?



# Brand Voice

Brand voice is a critical component of a brand's identity, reflecting its personality and values through every piece of communication. It's not just about what you say, but how you say it. A well-defined brand voice ensures consistency, helps build strong relationships with your audience, and enhances brand recognition.

To create an effective brand voice, use the following framework:

- 1. Desired Emotional Impact: When people interact with your brand, how do you want them to feel?** – When people interact with your brand, consider how you want them to feel. For example, if your brand is a tech startup focused on innovation and support, you might want your audience to feel inspired and reassured. Your voice should be motivating and empathetic, encouraging a sense of excitement and confidence.
- 2. Descriptive Adjectives: What adjectives would you use to describe your brand?** – Identify 3–5 adjectives that best describe your brand's personality. For instance, a fashion brand could use terms like "elegant," "trendsetting," "bold," "sophisticated," and "approachable." These adjectives will guide the tone and style of your communications to ensure consistency in how your brand is perceived.
- 3. What to Avoid: Who do you NOT want to be/what do you want to avoid?** – Define the elements you want to avoid in your brand's voice. This might include buzzwords that feel insincere or outdated, such as "synergize" or "paradigm shift." Avoid phrases that do not align with your brand's personality or could dilute its message. For example, a brand focusing on authenticity might avoid overly polished or corporate jargon.
- 4. Inspirational Brand Voice: What is another brand with a voice you love?** – Identify another brand with a voice you admire and analyze why it resonates with you. For example, if you admire Patagonia for its authentic and passionate voice about environmental issues, consider how their straightforward, mission-driven communication style enhances their brand image. Use these insights to inform your own brand's voice without copying directly.
- 5. Celebrity Persona: If your brand were a celebrity, who would you be?** – Imagine your brand as a celebrity. If your brand were a celebrity, who would it be and why? For instance, if your brand values sophistication and resilience, it might be likened to someone like Cate Blanchett—known for her grace and poise, yet strong and impactful in her field. This comparison helps shape your brand's tone and style.
- 6. Communication Style: How do you want to talk about yourself?** – Determine how you want to present your brand in terms of messaging and language. Decide whether your tone will be formal, casual, or something else entirely. For example, a tech company might opt for a professional yet approachable tone, while a lifestyle brand could use casual and playful language to connect with a younger audience.

# Brand Voice Example

## 1. Desired Emotional Impact: When people interact with your brand, how do you want them to feel?

When people interact with our brand, we want them to feel empowered and confident. As a cutting-edge wellness tech company, our goal is to inspire a sense of enthusiasm about improving their health with our innovative solutions. Our voice should be encouraging and supportive, making our audience feel that they are making a positive change in their lives.

## 2. Descriptive Adjectives: What adjectives would you use to describe your brand?

Innovative  
Supportive  
Engaging  
Empowering  
Approachable

## 3. What to Avoid: Who do you NOT want to be/what do you want to avoid?

Avoid using overly technical jargon or buzzwords like "state-of-the-art" or "synergy" that might come across as insincere or confusing. We also want to steer clear of any language that feels overly clinical or impersonal, as we want our brand to be seen as a friendly partner in wellness.

## 4. Inspirational Brand Voice: What is another brand with a voice you love?

We admire the brand voice of Nike for its motivational and inclusive tone. Nike's voice resonates because it communicates empowerment and personal achievement without being overly grandiose. We aim to emulate this approach by using inspiring language that encourages our audience to take charge of their health.

## 5. Celebrity Persona: If your brand were a celebrity, who would you be?

If our brand were a celebrity, it would be someone like Oprah Winfrey. Known for her warmth, authenticity, and ability to connect deeply with people, Oprah embodies the approachable and empowering qualities we strive to communicate. She is relatable and inspiring, qualities we want to reflect in our own voice.

## 6. Communication Style: How do you want to talk about yourself?

Our brand will communicate in a friendly and conversational tone, using accessible language that is both professional and approachable. We'll use clear, direct language that resonates with our audience's desire for simplicity and effectiveness in their wellness journey. Our messages will be upbeat and motivating, aiming to create a sense of excitement about our products.

# Brand Voice Questionnaire

## When people interact with your brand, how do you want them to feel?

For example, a security company that wants to be perceived as a trusted protector would use a confident and reassuring voice.

## What adjectives would you use to describe your brand?

Choose 3-5 adjectives. For example, a telco brand might describe themselves as simple, transparent and honest.

## Who do you NOT want to be/what do you want to avoid?

Identify buzzwords you hate, phrases to avoid, etc.

## What is another brand with a voice you love?

Don't just copy paste them or emulate them directly, but identify how and why their voice resonates with you

## If your brand were a celebrity, who would you be?

For example, if your brand values sophistication and resilience, it might be likened to someone like Lupita Nyong'o.

## How do you want to talk about yourself?

Think about your brand messaging, what you want to convey, the type of language you use, etc. Is it formal, is it Sheng'?

# Section Four: Brand Expression

Brand Expression encompasses how your brand communicates and presents itself both verbally and visually. This dual aspect is crucial in creating a cohesive and compelling brand identity that resonates with your audience and differentiates you from competitors. It includes both verbal expression and visual expression.

## Verbal Expression

This is how your brand communicates through words. It includes: Brand Story, Brand Promise, Messaging, Name and Tagline

## Visual Expression

This is how your brand is represented visually. It includes: Visual Identity (your brand's logo, color palette, typography, and other design elements) and Brand Presence (how your brand appears across various touchpoints, such as your website, social media, packaging, and advertising)



# Brand Story

A brand story is a narrative that communicates the origin, mission, values, and evolution of a brand. It's more than just a chronological account of events; it's a compelling and relatable story that resonates with your audience, helping them connect emotionally with your brand.

## Steps to Creating a Powerful Brand Story:

- 1. Start with Your Origin:** Share why your brand was created. Highlight the catalyst for your idea, the problem you aimed to solve, and the initial struggles you overcame. For example, a founder frustrated by costly design services created a solution to help small businesses access affordable, high-quality design.
- 2. Define Your Mission and Vision:** Connect your origin to your brand's goals. State your mission—what you stand for—and envision the future—where you're headed. For example, your mission might be to empower small businesses with affordable design, and your vision could be a future where these businesses compete with larger brands.
- 3. Showcase Your Values:** Identify and demonstrate your core values. Explain how these values shape your work and customer experience. For example, values like creativity and integrity might influence your high standards and personalized customer service.
- 4. Highlight Key Milestones:** Showcase major achievements and progress. Include significant accomplishments and customer success stories. For instance, you might highlight your growth from a solo operation to a full-service agency and a client's increased foot traffic due to your branding work.
- 5. Conclude with the Future:** Share your future plans and reaffirm your commitment. Invite customers to be part of your journey as you continue to evolve and deliver value. For example, you could discuss expanding services and invite customers to join in creating impactful designs.

## Brand Story Example

Our creative agency began when our founder, John Kamau, frustrated by the lack of affordable, high-quality design services for small businesses, decided to create a solution. Driven by the desire to empower small businesses, we started from a small apartment, working late nights to deliver top-notch, tailored designs at accessible prices. Our mission is to help these businesses compete on equal footing with larger brands through personalized and professional design services. Over the years, we've grown from a one-person operation to a full-service agency with over 100 satisfied clients. Despite our growth, our core values of creativity, integrity, and customer-centricity remain central to everything we do. As we continue to expand, we stay committed to our vision of making high-quality design accessible to all, inviting you to join us on this journey of helping businesses like yours stand out and thrive.

# Your Brand Story

# Brand Promise

A brand promise is a commitment you make to your customers about what they can expect every time they interact with your brand.

## Steps to Creating Your Brand Promise

- 1. Core Benefit:** Define the main advantage or value your brand consistently delivers to customers. e.g. We provide high-quality, customized design solutions.
- 2. Customer Needs:** Identify the specific needs or problems of your target audience that your brand addresses. e.g. Small businesses need professional branding without the high costs.
- 3. Unique Differentiator:** Highlight what sets your brand apart from competitors and why customers should choose you. e.g. We offer affordable, personalized design services tailored to each client's unique needs.
- 4. Emotional Impact:** Describe the emotional response or feeling you aim to evoke in your customers through your promise. e.g. Our clients feel empowered and confident in their brand's visual identity.
- 5. Consistency:** Ensure your brand promise aligns with your actual delivery and can be consistently fulfilled across all touchpoints. e.g. Our commitment to quality and personalization is evident in every project we deliver, ensuring a consistent and reliable experience.

## Example of a Brand Promise:

"At [Agency Name], we promise to deliver exceptional, affordable design solutions that help small businesses stand out and thrive. We understand the unique challenges of building a brand on a budget, and we are committed to providing personalized, high-quality service that exceeds expectations. Our clients can rely on us for consistent, innovative designs that truly reflect their vision and drive their success."

# Brand Promise

## Core Benefit

Define the main advantage or value your brand consistently delivers to customers.

## Customer Needs

Identify the specific needs or problems of your target audience that your brand addresses.

## Unique Differentiator

Highlight what sets your brand apart from competitors and why customers should choose you.

## Emotional Impact

Describe the emotional response or feeling you aim to evoke in your customers through your promise.

## Your Brand Promise

# Brand Messaging

Brand messaging is the core narrative that conveys your brand's value proposition, mission, and vision. It's the consistent message that permeates all your communication, guiding how you speak to your audience.

## Steps to Create Brand Messaging:

- 1. Understand Your Audience:** Identify their pain points and desires. Example: Small businesses need professional visuals that stand out.
- 2. Clarify Your Value Proposition:** Define what makes you unique. Example: "We offer high-quality, custom graphic design that enhances your brand's visual identity."
- 3. Craft a Core Message:** Summarize your brand's essence clearly. Example: "We transform ideas into impactful visual identities with custom design services."
- 4. Create Supporting Messages:** Highlight key aspects like quality, service, and innovation. Example: "We ensure designs capture attention by understanding and reflecting your brand's unique voice."

## Core Message Example:

"At [Agency Name] we turn your ideas into standout visual identities. Our bespoke graphic design services deliver high-quality, impactful designs that help your brand make a memorable impression and connect with your audience effectively."

## Your Core Message

# Supporting Core Messages

Supporting core messages are secondary messages that expand on and reinforce your core message. They provide additional details about specific aspects of your brand, such as the benefits, features, and values that support the overall core message. These messages help to elaborate on the core message and address various elements that may interest or concern your audience.

## Example:

- 1. Quality:** "Our designs are crafted with meticulous attention to detail, ensuring that every visual element perfectly reflects your brand's unique character."
- 2. Customer Service:** "We provide personalized service, working closely with you to understand your vision and deliver designs that exceed your expectations."
- 3. Innovation:** "We stay ahead of design trends to offer fresh, creative solutions that help your brand stand out in a competitive market."
- 4. Benefits:** "Our clients benefit from visually engaging designs that attract their target audience and build a strong, professional brand presence."

01

02

03

04

Supporting Core Message Title 1

Supporting Core Message Title 2

Supporting Core Message Title 3

Supporting Core Message Title 4

Core Message Narrative 1

Core Message Narrative 2

Core Message Narrative 3

Core Message Narrative 4

# Brand Name

The brand name is the primary identifier of your brand. It should be memorable, meaningful, and reflective of your brand's essence.

## Steps to Create a Brand Name:

- 1. Brainstorm Keywords:** List words that reflect your brand's values and uniqueness. Example: "Creative," "visual," "impact," "craft."
- 2. Consider Audience and Industry:** Ensure the name fits your target audience and industry. Example: "VisualCraft" suits small businesses needing quality design.
- 3. Check Availability:** Confirm the name is available as a domain and not trademarked. Example: Verify [www.visualcraft.com](http://www.visualcraft.com) and trademark status.
- 4. Test for Memorability and Appeal:** Gather feedback to assess how the name is received. Example: Use surveys or focus groups to evaluate name resonance.

## Brand Name Ideas

## Brand Name Ideas

# Tagline

A brand tagline is a concise phrase that captures the essence of your brand and communicates a key aspect of your value proposition.

## Steps to Create a Brand Tagline:

- 1. Identify the Core Benefit:** Focus on the key advantage your brand offers. Example: For a creative agency: "Your Vision, Perfected."
- 2. Keep It Short and Memorable:** Aim for 3 to 7 words that are easy to recall. Example: "Designs That Speak."
- 3. Align with Brand Messaging:** Ensure it complements your brand's overall message. Example: If your brand highlights personalized service, the tagline should reflect that.
- 4. Test for Impact:** Gather feedback to see how well the tagline resonates. Example: Share options with your audience to find the most effective one.

Creative Design Agency Tagline Example:

"Designs That Speak Volumes."

## Tagline Idea #1

## Tagline Idea #2

## Tagline Idea #3

Your Tagline

# Visual Identity

Visual identity refers to the visual elements that collectively represent a brand's image and help to distinguish it from competitors. It encompasses various design components such as logos, color schemes, typography, imagery, and other graphical elements used consistently across different brand assets and communications.

By establishing a strong visual identity, brands can create a distinct and memorable presence in the minds of consumers, build brand recognition, and foster trust and loyalty.

I hope you now understand the reason why visual identity comes last in brand identity. Now that you know who you are, what you offer and who you are selling to, you can now do identity branding your entity. In this section, you will go through a checklist of brand elements that you need to have.



# Visual Identity Guidelines

## Logo

Design a logo that reflects your brand personality

- Ensure logo design works for web and print.
- Test that it renders well at small sizes.

## Colors

Curate a simple but flexible palette.

- Choose 1 main color, 2 primary colors, 3–5 complementary colors, and 2 accent colors.
- Design a logo that reflects your brand personality

## Typography

Select type that works as an extension of your logo.

- Identify a primary, secondary, and tertiary typeface.
- Consider mixing serif and sans serif.
- Test for legibility in print and on screen.

## Hierarchy

Create a logical, intuitive system

- Focus on guiding the viewer through the content easily.
- Include specifications for headers, subheaders, body copy, images, blurbs, etc.

## Photography

Use consistent, cohesive visual styles

- Ensure imagery is high quality and high resolution.
- Be mindful of inclusive representation.

## Illustration

Use illustrations to visually enhance, not overwhelm.

- Choose a single style.
- Keep it simple.

## Iconography

Focus on simplicity and clarity.

- Double check that icons render clearly at small sizes.
- Make sure the image is relevant to the subject.

## Data Visualization

Design for comprehension.

- Avoid clashing patterns (use color instead).
- Don't over-illustrate or use 3D charts.
- Order data intuitively (alphabetically, ascending, or descending).

## Video & Motion Graphics

Keep branding consistent.

- Choose an animation style.
- Provide guidelines for kinetic text.

## Web Design & Interactivity

Focus on creating the best user experience.

- Consider accessibility.
- Design for mobile.

# Rebranding (For Those Looking To Rebrand)

Rebranding is an opportunity to redefine how your brand is perceived by both existing and potential customers. This process begins with evaluating your current visual elements, such as typography, color schemes, and logos, to identify what aspects still resonate and which ones feel outdated or misaligned with your brand's goals.

Next, it's important to consider how and where your new visual identity will be used. Will it be primarily for digital platforms like websites and social media, or will it need to translate well in print materials too? Additionally, ask yourself should your logo be playful, bold, professional, or innovative?

Lastly, consider whether your new logo will be evolutionary or revolutionary. An evolutionary approach updates your current logo while retaining some recognizable elements, whereas a revolutionary approach starts from scratch to create an entirely new look.

You can share these guidelines with your graphic designer to help you redesign your visual identity.



# Current Visual Identity

01

## What Does Your Current Visual Identity Look Like?

Describe your typography, colors, logo etc.

04

## What Do You Not Like About Your Current Visual Identity?

02

## What Does Your Current Visual Identity Communicate?

What do your logo, websites etc communicate to your clients?

05

## How Has Your Visual Identity Changed Over Time?

03

## How Does Your Current Visual Identity Align or Misalign With Your Values?

06

## How Do You Feel About Your Current Logo?

# Current Visual Identity

07

Where Will Your Logo Be Used  
(Print, Web, Social)?

10

What Type of “Character” or “Personality” Would We  
Like Your New Logo to Have?

08

Why Are You Creating a New and Unique Logo?  
Why Now?

11

What Type of Logo Are You More Drawn To?

09

Should Your New Logo Be “Evolutionary” Or  
“Revolutionary”?

Do you want to update your current logo or start from scratch



## Logomark

A symbol or abstract representation of the brand (e.g., Nike’s swoosh, McDonald’s arches, etc.).



## Logotype

Stylized letters representing the brand’s name (e.g., Coca-Cola, Dell, FedEx, NASA, etc.).

## Combination Mark

A logo that uses a combination of both words and symbols to represent the brand (e.g. KCB Logo, AT&T, Domino’s, etc.).



# Next Steps: Build, Refine, and Market Your Brand

Congratulations on completing the brand strategy toolkit! Now that you've gained clarity on your brand's identity, value proposition, and target audience, you're well on your way to building a strong, profitable brand.

But to truly master the process, dive deeper into brand-building strategies with my book "**Stop Running a Business, Build A Profitable Brand**" available on <https://braitconsulting.com/resources>. It's the perfect guide to help you refine and strengthen your brand even further.





Let's make you bright!

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