

BRANDING MANUAL

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BRANDING: why is it important???

Regardless of the size of your business branding is a vital key within a business. While often a step overlooked it's well worth spending the time in creating a brand for your business.

A brand creates a visual identity to your business, something customers can recognise and associate with your business. A consistent visual brand style across all elements of your business creates consistency and clarity to your customers, something that'll pay you dividends in time to come.

Whether your business is already established or new, this guide can help you through elements of your brand and give you a clear definition of how your brand should behave and interact with customers.

USING THIS GUIDE:

Work through this guide filling in the various sections. It is designed to give you a clear definition of your brand. It's probably worth having a note pad to scribble as you please before filling in some sections. Whilst it's good to have refined content don't feel the need to, ultimately this will be used as a working document.

Anything else you think perhaps hasn't been covered in this manual use the section at the back to fill anything else in.

The purpose of this document is to put your ideas of your brand onto paper and tease out what you're looking to achieve. This is a hugely beneficial document to Declan Mair when creating your visual brand style and equally anyone else involved within your brand.

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VISION

MISSION STATEMENT

VALUES

BUSINESS DESCRIPTION

THE MARKET

BUSINESS MODEL

PRIMARY AIM

STRATEGIC OBJECTIVE

THANKS!

I hope filling this document has helped you.

It has hopefully given you clearer idea of your business and what your brand needs to do to attract & maintain this business.

BRANDING SERVICES:

We'd love to have a chat with you to discuss your requirements. A consistent visual brand is vital to your business, giving clarity and distinction amongst your customers.

We're able to assist at all levels of branding, from producing a logo and carrying a consistent look across all of your printed and digital media.

Our expertise in this area can be of huge benefit to your business.

Thank You

Declan Mair