

Branding Guide

Any important product, whether created for an internal or external customer, needs a brand to make it distinct and easily recognized. Most often, your product is an actual product, but it could also be a service, a public relations or marketing campaign, or even an internal company initiative. To create your brand identity, consider your audience, what you are offering them, and your message.

Audience

Consider the target audience for your product, initiative, or campaign. Who decides to buy or use it? Who will actually use it? In cases where the decision-maker and user are different people, be sure to consider the mission, obstacles, and motivations of each.

1. Who is the target decision-maker, buyer, or customer?
2. What is their mission?
3. What obstacles do they face in accomplishing this mission?
4. What motivates them?

Offering

Talk to the stakeholders responsible for developing the product, service, campaign, or initiative to understand their vision, purpose, and goals for the offering.

1. What does this product (or service, initiative, campaign, etc.) do? What is its purpose?
2. Who is the intended buyer? The intended user?

3. What problem does it solve for the buyer? For the user?
4. What is the unique value proposition?
5. What words best describe the offering? (Choose five to ten.)

Message

Think about how you want your audience to perceive your offering. Survey the landscape to see what messages your audience already receives about competing offerings. If your offering is an internal one, consider the status quo your competition. How is your offering different or better?

1. What is the primary message you want to convey to the target audience about your offering?
2. What do you want your audience to think or feel about the offering?
3. What about your offering sets you apart from the competition? Why should customers choose yours instead of someone else's?
4. Who are your main competitors? What do you like about their respective brand identities? What do you dislike about them?