Brand Essence Wheel

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Facts & Symbols

What the
product does
for me

How I would
describe the
product

Rational

Fact & Symbols

**Brand
Essence**

Brand Personality

How the
brand makes
me look

Emotional
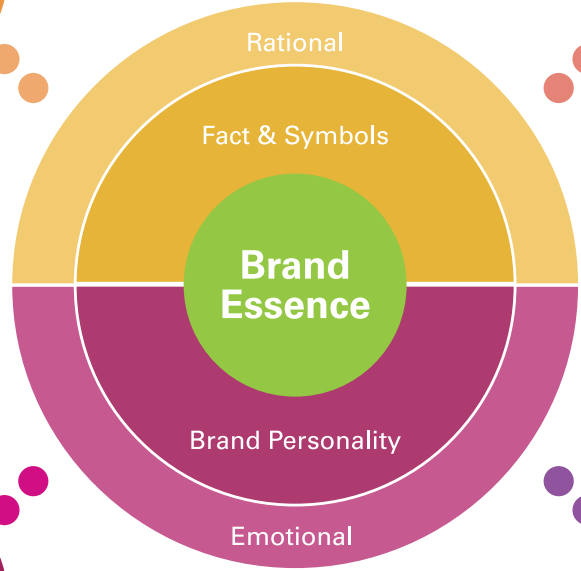
How the
brand makes
me feel

Brand Personality

Brand Essence Worksheet

Fill out your brand to understand your brand positioning.

(Hint: If you are not the customer, pretend you are the customer)

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Facts & Symbols

Connecting, Money, Time

People, Customer

Strong Track Record

Saves me time

Adds value

Improves customer experience

Helps me help my customer

What the product does for me

How I would describe the product

Tailor-made, Agile, Unique

One-stop-shop, Consultancy

Flexible, Team-Driven, Multi-Sector

Rational

Fact & Symbols

Brand Essence

Brand Personality

Emotional

How the brand makes me look

Focused, Committed

Makes me look better

With the times, Eager to improve

How the brand makes me feel

Supported, Efficient, Dynamic

Confident, Reliable, Reassured

Flexible, Helpful. They are about me.

Brand Personality

Ambitious, Young, Creative

Dynamic, Humorous, Fun

Agile, Positive, Improving

Caring, Vibrant, Experienced

Brand Essence Worksheet - Example

Fill out your brand to understand your brand positioning.

*(Hint: If you are not the customer, pretend you are the customer)*

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Brand Essence

15 adjectives

_____
_____
_____
_____
_____
_____
_____
_____

_____
_____
_____

CORE BRAND ESSENCE

3 adjectives

_____
_____
_____

ie. Vibrant, Caring, Dynamic

Brand Essence Worksheet

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For this exercise you will need to look at your brand essence wheel. Using some of the adjectives on of your brand essense wheel, as well as any others that come to mind, write down 15 words that best describe your brand. Narrow your list down to just 3 words. These 3 words are your "essence." They should adequetely convey who you are at your core. In other words, they should express the personality, the goals, the being of your business.

1

3

6

9

4

10

11

core words
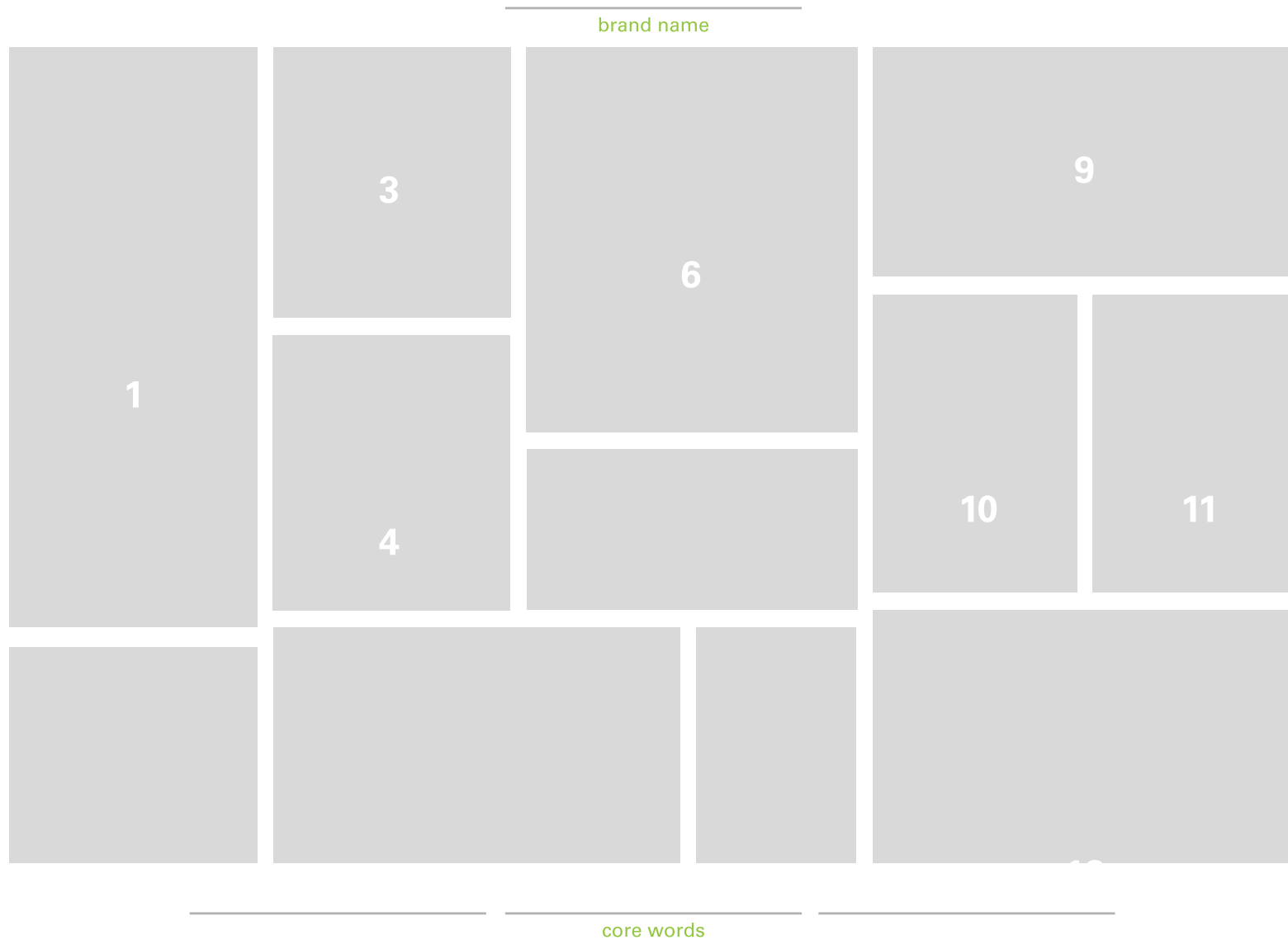
Brand Essence - Vision Board

Your vision board is an ambience collage build of photographs, words/phrases, color swatches, and any other elements that convey the emotional essence of your brand. Whether you create your own artwork, use photographs or cut out images and words from magazines, your only criteria is to convey the core essence words.

Vision Boards help establish the basics. The idea of a vision/mood board is to spark an emotional response and create an environment that is congruent with what your customers desires—an ambience collage.

9 Tips on Getting Started

01. Gathering inspiration
Begin by gathering relevant images into a new folder (both physical and/or digital). Don't edit yourself at all. If something clicks, save it. Everything. Photos, words, promising color schemes. Immersed yourself in your industry, look at the competition, and examine their audience. After a while, you will have a pretty large collection of images. Time to sort. Start thinking about the core brand words and messaging, and remove the images that don't fit. Put all the competitor clips into a separate folder for a later.

02. Look beyond the digital world & Get Tactile
When creating your vision boards think beyond using Google images. Real world inspiration such as magazines or photographs are also very powerful. Take pictures of things that inspire you. Capture thoughts, impressions, and emotions that relate to your brand image.

03. The basic concept
What you leave out is as important as what you choose. When putting together vision boards, think of yourself as a curator rather than a collector. Try to have meaning and threads from one image to the next. It makes for easier interpretation.

04. Build around a larger image
The layout of your mood board needs to give prominence to key theme images. Surround these with smaller supporting images that enhance the theme. When you place smaller supporting images around the larger image this clarifies and reinforces the messaging provided in the larger image.

05. Impact Words
Use the power of a few isolated words on a board. They're fantastic show-stoppers and give your viewer pause for thought as they have to mentally read what's in front of them.

06. Evoke an emotional response
What would give your customer a genuine emotive response to? This type of thing intrigues people's brains. People buy based on emotion. The most successful brands understand the importance of emotive reaction of their brand.

07. Test your vision board
Finally, don't forget to test out your boards. Remember, it's not a game of Pictionary, so if your target audience has to ask too many times what an image means or why it's there, then it probably shouldn't be there in the first place.

08. Use mood boards to brief designers
Mood boards are a great way to brief a creative. Don't be afraid to go into detail. The more you are clear about your brand the better your designer can create a design that speaks your customer.

09. Image & Mood board resources
Google images may be the first way you begin searching, but there are many other resources such as Pinterest, Flicker, Shutterstock that can help you with your image search. Pinterest is ecellent because it offers diverse collections of photographs that can be easily made into an image boards. With simple search you will find other people's boards with your same topic and a lot of hard work done for you.
If you are interested in creating an online moodboards there are several helpful moodboard resources. Here are a few favorites: Moodboard, MoodShare, Olioboard, Gimme Bar, Mural.ly, Matboard, Evernote, Sampleboard

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