

I ACT VENTURE TOOLKIT 09 BRANDING

1 Recall your team's Shared Vision. A clear Vision is a guiding light that holds the team together and attracts others to the venture.

2 Use your Shared Vision to determine your Brand's purpose. Your Brand should be a reflection of this vision, providing a way for you to communicate it to others.

3 Collect images, typography, symbols, sounds, icons, and other elements that communicate your brand's purpose. Use these as the basis for your venture's name and logo.

1

SHARED VISION

Write a statement that combines the values, principles and goals expressed by the team. These should represent your shared vision for the future of the venture.

2

BRAND PURPOSE*

How will your vision change people's lives?

How is your purpose different or unique?

Which customer aspirations will your brand appeal to?

What is your core message?

3

MOOD BOARD

What are the key words you want your customers to think of when they see your brand?

What are the emotions that you want customers to feel when they hear your name?

What are the images, icons, symbols, colours, sounds and materials that evoke these emotions?

