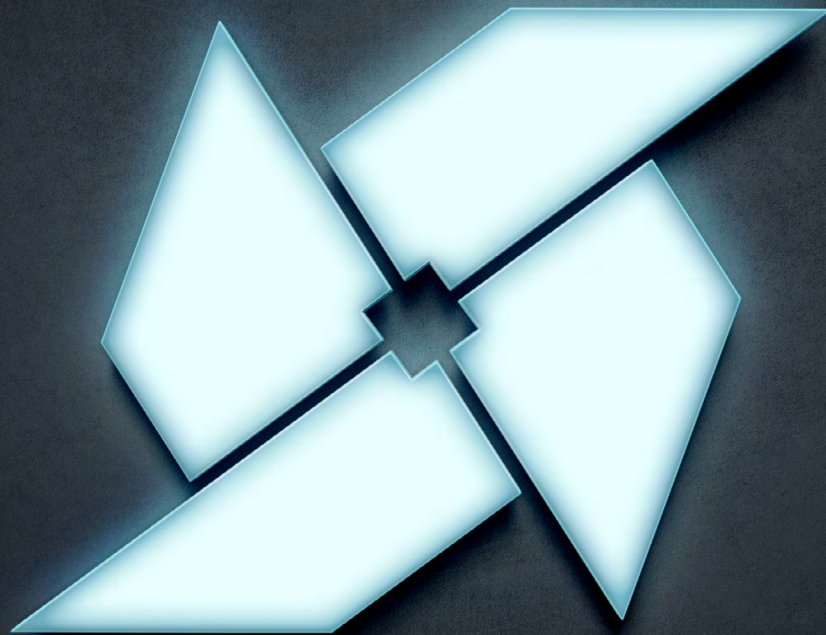


The brand-building playbook



Welcome to our playbook for building interesting, captivating, and truly remarkable brands!

At Haus of Hiatus, we understand that building a successful brand is not an easy task. It requires a deep understanding of your target audience, a clear understanding of your brand's personality and values, and the ability to communicate these effectively through all of your brand touchpoints (unsure what they are, we'll cover this a bit later on).

This playbook has been designed to provide you with a step-by-step guide to building a powerful and memorable brand that resonates with your target audience. It is based on our years of experience in helping businesses of all sizes and industries build successful brands that stand the test of time.

Through this playbook, you will learn how to develop a strong brand strategy, create a compelling brand identity, and communicate your brand effectively across all touchpoints. We will cover everything from researching your target audience to designing a logo, developing a messaging strategy, and creating brand guidelines.

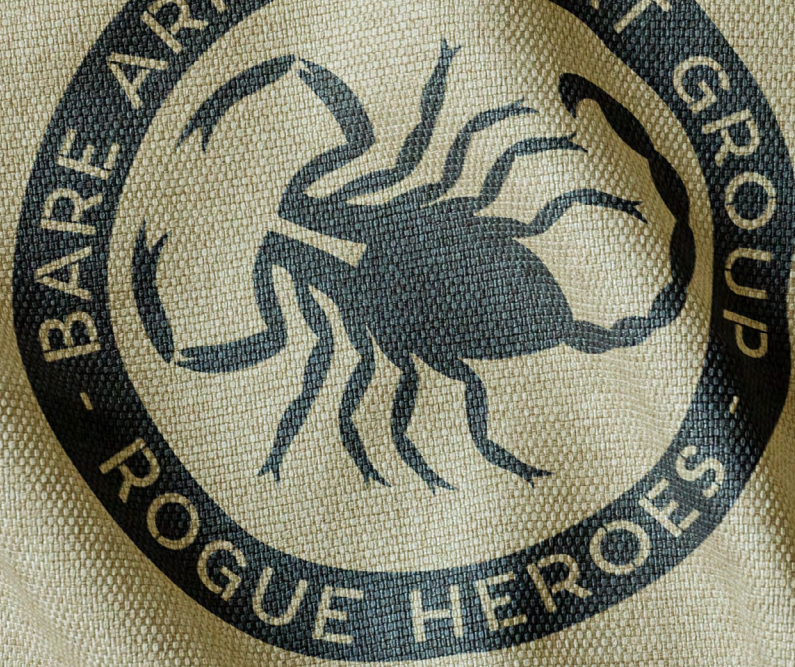
Whether you are a new business looking to build your brand from scratch or an established brand looking to revamp your brand identity, this playbook will provide you with the tools and knowledge you need to build a strong and successful brand that resonates with your audience and sets you apart from your competition.

As our hero, the explorer Ernest Shackleton, would say: Onwards!

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1. **Define Your Brand Purpose:** The first step in creating a brand strategy is to define your brand's purpose. This involves answering the question, "why does your brand exist?" You should consider the value you bring to customers and how you can make a difference in their lives.
2. **Identify Your Target Audience:** Once you have defined your brand purpose, the next step is to identify your target audience. Who are your ideal customers? What are their needs, preferences, and pain points? By understanding your audience, you can create a brand that resonates with them and meets their needs.
3. **Develop Your Brand Promise:** Your brand promise is the unique value proposition that sets you apart from your competitors. It should be a clear statement of what your brand does and why it matters to your target audience.
4. **Research:** Before designing your brand identity, research your target audience, your competitors, and your industry. This will help you identify what visual and verbal elements will resonate with your target audience and what sets you apart from your competitors.
5. **Determine Your Brand Positioning:** Your brand positioning is the space your brand occupies in the minds of your target audience. It's the unique benefit or advantage that you offer compared to your competitors. For more on this, read our article:

<https://www.hausofhiatus.com/notes/the-hidden-dangers-of-blanding>



6. **Define Your Brand Personality:** Your brand personality is the set of human characteristics that you want your brand to embody. Consider what personality traits align with your brand purpose and resonate with your target audience.
7. **Develop a Brand Name:** Your brand name is a crucial element of your brand identity. It should be memorable, easy to pronounce, and reflective of your brand's personality and values.
8. **Design a Logo:** Your logo is the visual centrepiece of your brand identity. It should be simple, memorable, and easily recognizable. Consider using colours, typography, and symbols that align with your brand's personality and values.
9. **Choose a Colour Palette:** Your colour palette is an essential element of your brand identity. Choose colours that reflect your brand's personality and values and that resonate with your target audience.
10. **Develop a Typography System:** Your typography system should be consistent and reflect your brand's personality and values. Choose fonts that are legible and easy to read and that convey the right tone and mood.
11. **Create Visual Elements:** In addition to your logo, consider creating other visual elements such as patterns, illustrations, or icons that can be used across your brand's touchpoints.



12. **Develop Your Brand Story:** Your brand story is the narrative that explains who you are, what you do, and why it matters. It should be a compelling story that connects with your target audience on an emotional level.

13. **Create Your Brand Messaging:** Your brand messaging should communicate your brand promise, personality, and story in a clear and consistent way. Develop key messages that can be used across all marketing and branding materials.

14. **Develop a Verbal Identity:** Your verbal identity includes your brand's tone of voice, messaging, and brand language. Consider what language will resonate with your target audience and how you can communicate your brand's personality and values through your messaging.

15. **Communicate all this to your team in a set of brand guidelines:** This involves creating a set of guidelines that dictate how the brand should be presented and communicated across all channels and touchpoints, including advertising, social media, packaging, and more.

Summary

By developing a strong brand strategy, your visual identity, engaging messaging, and communicating it your team in a set of brand guidelines, your company can create a cohesive and memorable brand that resonates with its target audience and helps to build brand loyalty and instant recognition, reaching that top-of-mind awareness that your marketing team will thank you for!



About the author

Chris Shirley MA FRGS is the founder and creative director of Haus of Hiatus, the lead on 'Tales of Adventure', and passionate about making brands look incredible!

Studying graphic design at Plymouth University in 2001, Chris is a former Captain in the Royal Marines Commandos, who has notably worked for the BBC in their London HQ, on complex media productions in remote, challenging, and difficult places. He has also worked directly with multinational tech companies (such as Google), international news channels (such as ITN's Channel 4 and ITV), and recently worked with Sir Elton John on his final world tour.

Throughout his lifetime, he's travelled to over 60 countries on 6 different continents, spent months in the jungle, desert, mountainous and maritime environments. He's a Guinness world record holder (for rowing over 3500 miles on the Atlantic Ocean from Portugal to South America), is a Fellow of the Royal Geographical Society (FRGS), has a Master's in business management (MA), has completed the infamous Marathon des Sables, multiple Ironman triathlons and now has his sights set on completing the Silk Road Mountain race in the coming years.

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