

Define your brand

Your brand on two pages, in your own words. Fill in page 1 during step 1 (the foundation) and page 2 during step 2 (the brief). Write in pencil first, let it rest a week, then cross out anything that sounds like somebody else's words. This is your reference for everything you put out – and what you hand to a brand designer.

Step 1 · The golden circle

Three questions, from the inside out. Short and honest.

Our why

The real reason you exist. Not money – the conviction.

Our how

What makes you special: methods, choices, what sets you apart from others.

Our what

The concrete thing you sell.

Extra task · And then: who?

A brand only becomes real when it lands with someone who thinks "this is for me". Once the circle is filled in, put words to who you exist for. The customer segment exercise in Marketing step 1 helps.

Our most important customer

Who are they? What do they value most? Why should they choose you?

TIPS

An example – a small bakery. What: sourdough bread and cinnamon buns. How: slow-proved, on local flour, baked by hand every morning. Why: real food takes time, and our village deserves a bakery worth stopping at. Who: the family on a Saturday outing who want to treat themselves to something real.

Step 2 · The brand brief

Now the foundation becomes a brief: core values, story, tone and visual direction — in your own words.

The core values

3–4 words describing how you want to be seen. They should hold for years.

Our core values

The story

Your history in five sentences at most: the place, the hands, why you started.

Our story

The tone

How you sound — in writing, in the shop, in the comments.

How we sound (e.g. warm, direct, a little humour)

Visual inspiration

No design here — just direction. Equally important: what you do NOT want to be.

Like (and why)

3 brands you like, colours and styles that feel right, images that feel like you.

Don't want to be

e.g. "not rustic-cute", "not clinical", "not shouty".

The practical bits

The name — and is the domain free? · Product names (if any)

TIPS

The test: read the brief aloud and swap your name for your nearest competitor's. Does the text still work? Then it's too general — sharpen it until it can only be about you.