Journal your brand

Use this journal to take notes, complete tasks, get creative,
or just doodle in it (that's still being creative).

Session 1; Introduction
What is a brand and how do you create one?

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Journal your brand

Untangle Your Brand ®
Session 1; Introduction

What is a brand and how do you create one?

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Welcome to Untangle Your Brand

Branding can seem overly complicated, so I aim to demystify the process. I believe that brand owners already have the answers. My role is to help untangle your brand, creating clarity for your audience.

I combine my experience in strategy, creativity, and business to connect ideas that resolve brand problems, gain clarity, and evolve with your brand's growth. Use this journal to take notes, complete tasks, get creative, or just doodle (yes, doodling is still being creative). Add to it as we learn more about your brand in subsequent sessions.

Keep on branding.



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What to expect

Without a clear vision, it’s difficult to establish a brand. In this session, we’ll dive into branding essentials, helping you uncover what makes you relevant, unique and memorable. Through practical tools, creative exercises, and key insights, you’ll start building a brand that connects with your audience and stands out.

By the end of this session, you’ll have a clear understanding of the foundation needed to untangle and strengthen your brand.

- Understand the fundamental concept of a brand and its importance beyond just a logo or visual identity.
- Learn how to establish an emotional connection between your business and its audience to create a meaningful brand experience.
- Explore the Brand Doughnut framework and its role in summarising and guiding your brand's development.
- Begin to develop a clear vision for your business, understanding why it matters and how it shapes your brand.
- Gain insight into the creative process, including practical steps to gather, think, forget, connect, and craft ideas for branding.
- Engage in creative exercises, such as mind mapping and vision crafting, to establish the foundation for your brand.

Remember to complete the quiz and feedback form using the links provided. Your input is valuable for improving your experience, reviewing your progress against the original learning objectives, and enhancing the course overall.

Session 1 Quiz; test what you’ve learned
Session 1 Feedback; provide input to improve the session



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How do you create a brand?

Creating a brand can take years, or it can happen overnight. Regardless of the timeline, the principles are the same. An **emotional connection** between the customer and the service creates a brand. It's this feeling that makes us choose one product or business over another. It's a gut instinct—a reason to believe we're making the right choice.

What is a Brand Doughnut?
A framework or model forms the foundation of all brands, and most of them share common elements such as a vision, values, mission, and a core idea or promise. In my model, the Brand Doughnut, the "Brand Core" replaces the jam at the centre.

Why do you need a brand model?
The brand model acts as a summary of the brand story, refining insights and research. It's the foundation for all creative work, including naming and messaging, and it forms the cornerstone of any brand development activities. Think of it as the glue that creates an emotional connection with your audience. Remember, it's not a business strategy—that's the domain of management consultants.

Who is a brand model for?
A brand model benefits everyone. Internally, it provides shared direction and understanding. Externally, it creates clarity and distinction for your brand and its communications, delivering a memorable experience for your customers.



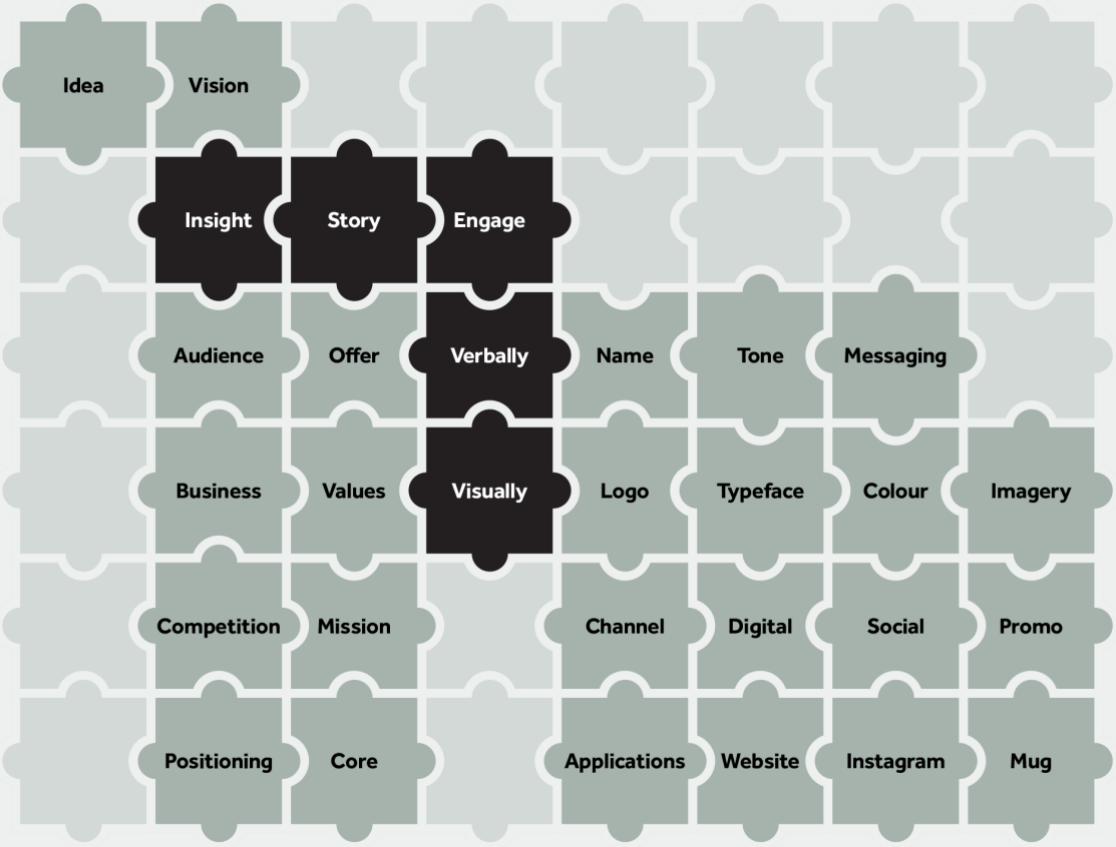
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A brand is more than just a logo on a website

While a logo is an important brand element, there's much more to building a brand. You need to develop all the components that make up a brand—names, messaging, logos, colours, typefaces, and imagery—and apply them consistently and memorably across all channels and applications.

Three pillars of branding:
Insight (understand the market, audience and competition)
Story (what you do, how you do it and why it matters)
Engage (verbal identity and visual identity)



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What is the secret to creativity?

There is no secret to creativity, and you'll be instantly familiar with the five key principles, although perhaps too preoccupied to consciously put them into practice regularly. If you're too busy to read the book that these insights are based on (which you should be) then here are the nut-shells in a nut-shell.



Step 1 Gather

As well as gaining specific insights into your product/service/ consumer – always look to gain wider general knowledge.
Read more. See more. Do more.
I read The Guardian, keep notebooks, use the internet!



Step 2 Think

Capture every idea, as many ideas as possible. Focus on the bigger picture not just the finer details. Nothing is wrong. Do it individually. Do it in groups. Just don't stop.
I love a post-it-note (try and use a thick pen though).



Step 3 Forget

Incubate ideas by doing something else to stimulate your imagination. You'll continue to work on the problem, even in sleep mode. Get away from your desk. Take up a hobby.
I generally distract myself by listening to music and cataloguing vinyl (and going to the pub).



Step 4 Connect

Whilst the notion of ideas suddenly appearing isn't a proven science, try and recognise the relationship of existing thoughts to create new ideas to achieve your own "Eureka!" moment.
I've seen the birth of many great ideas in client workshops (which helps buy-in later).



Step 5 Craft

Make it beautiful and share your ideas. Allow criticism to shape and develop your thinking, they may not be fully formed but fresh input and patience can develop even better ideas.
Doing everything yourself can be limiting, so just ask others what they think as you perfect your idea.

So that's it. No big secrets at all.
Grab a copy of the book.
James Webb Young, A Technique for Producing Ideas

Or grab some post-it-notes if you're ready to just get going.

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1.1 What is your favourite band, book or film?

Write about when you discovered it, what it meant to you, and how it impacted your life. Add a picture. Draw how it makes you feel.

Now summarise this in a maximum of four words (five if you must).

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1.2 What are your favourite brands?

Think about the brands you love. What are your experiences with them? What do they make you feel?

Insert a **logo** of the brand (or draw one)

What **product** do you always buy?

What do you **remember** most about the brand?

Summarise the brand in **four words**

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1.3 Mind map your business

What do you know about your business? What do you know about the history of your industry? Has there ever been a TV programme made about what you do? Is there a famous person that does what you do? Is there a smell associated with your business? Get creative and keep thinking about everything you know about your business (it's your business after all). Keep adding ideas as they come to you. Create a version on the wall if easier. Just keep having ideas and adding them.

Business category/activity

Factual

Physical

Practical

Emotional

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1.4 What is the vision for your business?

Why does your business and brand really matter? Why does is really exist? Not just the basics, like making money or having a big shiny office, but the deeper emotional reasons that motivate. Start with the basics, and then keep questioning yourself (like an annoying child might).

Example
Nourish people across the world and shape the future of cheese.

Why 1 Where will you be in five years or so?

Why 2 Why does that matter?

Why 3 No really, why did you say that?

Why 4 Is there an even bigger reason?

Why 5 Even bigger than that?

Now write a final vision statement (about 20 words).

The vision for my business and my brand

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1.5 Reflect, quiz, feedback

After completing this session, what are the key things you should change immediately, what's working well, and what needs to start happening?

Remember to complete the quiz and feedback form using the links provided. Your input is valuable for improving your experience, reviewing your progress against the original learning objectives, and enhancing the course overall.

Session 1 Quiz; test what you've learned
Session 1 Feedback; provide input to improve the session

I will **stop** doing

I will **keep** doing

I will **start** doing

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Notes, ideas, sketches, doodles

Use this space for anything additional that inspires you during the session

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