

The Brand Creation Brief

The core tool of the whole system. Fill it in a section at a time as you read — each section pairs with a chapter — and it becomes the foundation that guides naming, voice, design, marketing, and experience. It's also the central workshop deliverable. Draft fast; a brief you finished beats a brief you perfected.

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1. Business Context • *ch. 5*

- **Working brand name:** *(if one exists)*
- **What is being created?** *(business / product / service / event / program)*
- **Why does it need to exist?** *(the business reason and the human reason)*
- **What stage is it in?** ☐ Idea ☐ Naming ☐ Launch ☐ Growth ☐ Rebrand ☐ Expansion

2. Audience • *ch. 2, 6*

Who is this intentionally for? Be specific enough to make real choices.

- What are they trying to accomplish? _____
- What are they tired of? _____
- What are they worried about? _____
- What do they wish existed? _____
- Practical need: _____
- Emotional need underneath it: _____

We are building this for people who _____, but are tired of _____. They want to feel _____.

3. Emotional Direction • *ch. 1, 3*

- The audience should feel: 1) _____ 2) _____ 3) _____
- The audience should never feel: 1) _____ 2) _____ 3) _____

After interacting with this brand, people should feel _____.

4. Productive Tension • *ch. 4*

The brand should be _____, but never _____.

- Primary tension: _____ (*e.g. premium but approachable*)
- Supporting tension: _____
- Supporting tension: _____

5. Position and Promise • *ch. 7, 9*

- Category/role the brand occupies: _____
- Meaningful difference it provides: _____
- Why anyone should believe it (reason to believe): _____

For _____, this brand is the _____ that _____, because _____.

We help _____ experience _____ without _____.

6. Personality • *ch. 8*

- Four defining traits: 1) _____ 2) _____ 3) _____ 4) _____
- Four anti-traits: 1) _____ 2) _____ 3) _____ 4) _____
- If the brand walked into a room, how would it behave? _____
- How would it make other people feel? _____

7. Voice • ch. 11, 12

The brand sounds like a _____ who _____. (*e.g. a knowledgeable host who has considered every detail but never makes the guest feel out of place.*)

- Always sounds: _____
- May sometimes sound: _____
- Never sounds: _____
- Words/phrases that belong in the world: _____
- Words/phrases that don't: _____

8. Naming Territory • ch. 10, 14

- What should the name evoke? _____
- What should it avoid? _____
- Direct, suggestive, invented, personal, geographic, or playful? _____
- Future language the name should be able to generate: memberships _____ · product lines _____ · rewards _____ · events _____ · calls to action _____ · community _____ · editorial _____

9. Visual Territory • ch. 13

- The visual identity should feel: _____
- Typography direction: _____
- Palette logic: _____
- Photography / image style: _____
- Graphic motif: _____
- Material / texture references: _____
- One memorable visual move: _____
- Category conventions to avoid: _____

10. Experience • ch. 15

- How should people discover the brand? _____

- How should they be welcomed? _____
- What should they notice during? _____
- What should they remember after? _____
- What role does the customer play? _____
- Signature detail / ritual / object that could become recognizable: _____

11. Practical Constraints

- Required elements: _____
- Budget / production limits: _____
- Existing equity to retain: _____
- Legal / naming / geographic / category considerations: _____
- Future services, products, or locations the system must support: _____

12. Success

- Strategically successful means: _____
- Emotionally successful means: _____
- Creatively successful means: _____
- What someone should say after experiencing it: _____

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One-page foundation (fill last): who it's for · the feeling it creates · its productive tension · its promise · its signature experience.