

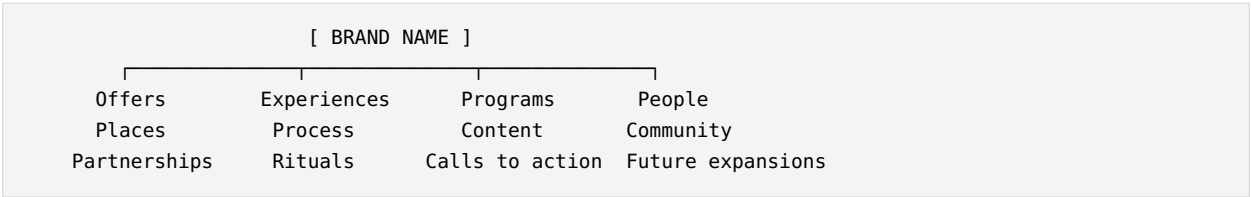
The Brand World Map

Signature exercise · born from the Set and Signal case.

A strong name doesn't just identify a business — it generates a *world*. This exercise maps that world outward from the name and tests whether the name actually helps you build it. Set and Signal is the example: a stronger central concept created a stronger surrounding vocabulary.

Step 1 — Put the name in the center, build outward

For the brand at the center, name each branch of the world:



Step 2 — For each branch, answer

Branch	What is it called?	Does the name help us name it?	Related without being repetitive?
Offers			
Experiences			
Programs			
People (clients/ participants)			
Places / environment			
Process / method			
Content / editorial			
Community			
Partnerships			

Branch	What is it called?	Does the name help us name it?	Related without being repetitive?
Rituals			
Calls to action			
Future expansions			

Step 3 — Judge the system

- Can someone understand the **hierarchy** — how the parts relate?
- Does the terminology **reinforce the desired feeling**?
- Is the system **flexible enough to grow** without forcing every new thing into an awkward name?
- Where does the language start to feel **forced**? That branch is telling you something — either the name has a limit, or that part of the business isn't defined yet.

For expansion (more than one brand)

Run the map once for the parent and once for each child. Then ask: does the parent's language help name the children, or does each child need its own world? (*Where and how to split brands is the subject of the separate architecture book — keep the two separate.*)