

W O R K B O O K

RAVYN

BRANDING

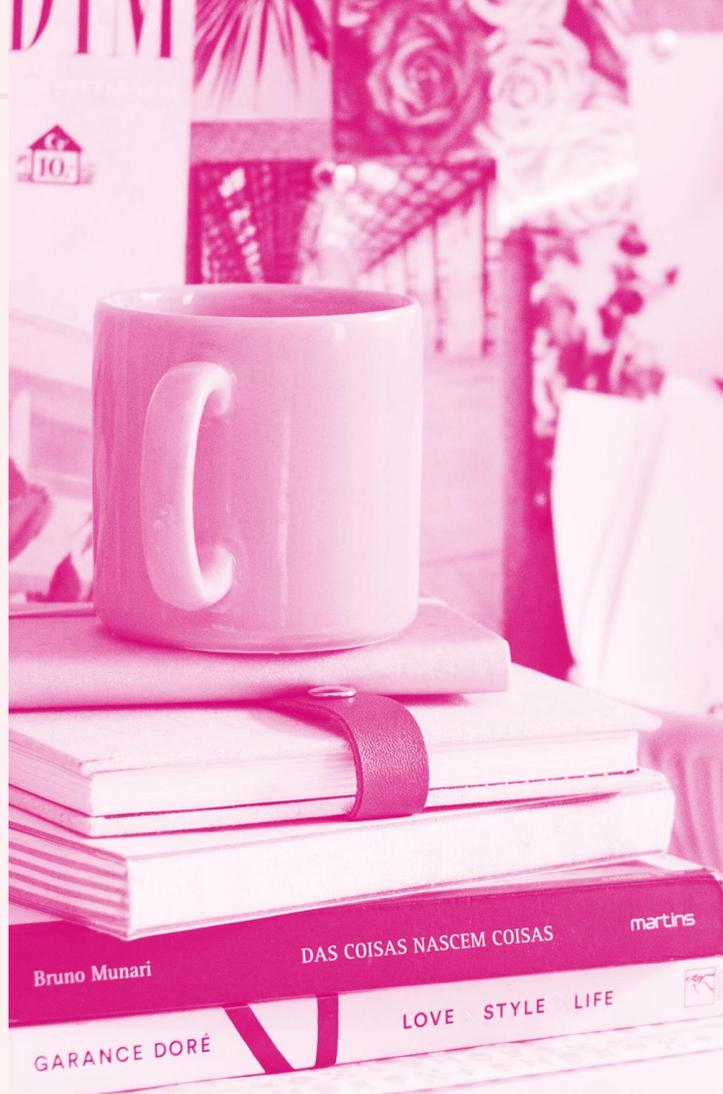
W O R K B O O K

Complete this brand workbook to get started on your branding journey!

# branding workbook

Inside this packet, you will find the brand core strategy guide and workbook to help you develop your brand.

The purpose of this is to help us move into internal brand strategy. If you have any questions or need further clarification, please don't hesitate to ask.



## ABOUT RAVYN

RAVYN is a purpose-driven branding agency, designed to help visionaries and entrepreneurs uncover their calling and transform it into a brand that's clear, bold, and true to their identity.

RAVYN merges artistry, strategy, and spiritual insight to create solutions that inspire and empower. Every project is crafted with intention, ensuring that these stories are seen and trusted.



# BRAND WORKBOOK

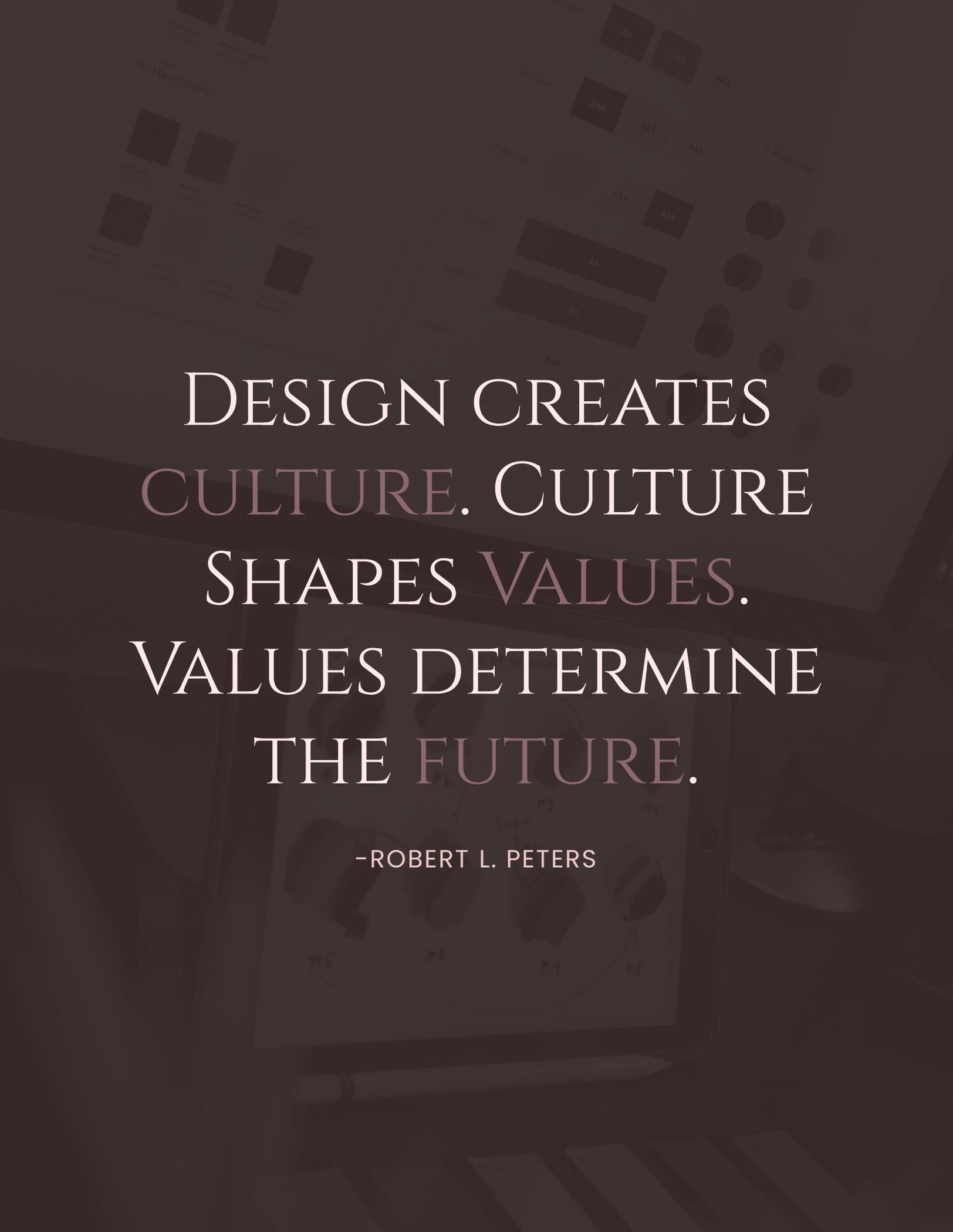
*Understanding your business is crucial to effectively branding it. With this workbook, we will explore your business together and lay the foundation for your brand, identifying the core elements that will elevate it.*

Your Name

Business Name

Give a brief summary of your business.

WWW.THEPINKRAVYN.COM



DESIGN CREATES  
CULTURE. CULTURE  
SHAPES VALUES.  
VALUES DETERMINE  
THE FUTURE.

-ROBERT L. PETERS

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BRAND  
FUNDAMENTALS

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# BRANDING FUNDAMENTALS

*Before getting to the fun part, we have to discover what makes your brand uniquely yours, and this happens through understanding the fundamentals: brand, branding, and brand identity.*

## **What's the difference between brand, branding, and brand identity?**

The brand speaks to how others feel about you: the emotional connection they have with your business or company when they see it. The brand of your business goes beyond mere visuals. It connects a person to an idea or thought, creating emotional links that may elicit various psychological responses.

A good example of this is the comparison between McDonald's, Burger King, and Wendy's. All of these businesses share one thing in common: they are all fast-food chains that sell the same product. However, we react differently to each of these businesses based on our perceptions. Perception can be shared by a community while simultaneously being personal to an individual.

Branding involves the steps or actions taken to shape the brand. Though you cannot control the way people may perceive you, you can, in effect, do various things to shape that perception. These are done through visuals that communicate your brand's core. The colors, typeface, tone, and imagery you choose communicate how you want to be perceived.

Your desired perception is implemented through brand strategy and brand visuals. Brand visuals are communicated through the brand identity, which often includes the logo, color scheme, typography, and marketing materials.

# BRAND IDENTITY

*Getting to Know Your Brand...  
Who Are We?*

*Brand Strategy helps you refine the inner workings of your business so that it can be perceived in the way you want it to be.*

## **WE BEGIN HERE.**

Good branding takes a story and a creative eye. To help you develop your brand, we will examine it in layers: the core, the internal structure, and the external structure. The core is what you 'already' know, and the internal structure is what I will guide you through. Your core helps me understand your internal structure, so let's begin there.

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**What is the name of your business/brand and how did you come up with that name?**

**What inspired you to start this business?**

# BRAND STORY

## **IDENTIFYING THE BRAND STORY.**

The Brand Story is a narrative that communicates the company's values, mission, and identity. The Brand Story creates an emotional connection with the customers through storytelling. It's not simply a list of products, but rather the who, what, why, and how of the brand.

The brand story emphasizes humanizing the brand, building trust and loyalty with the consumer base. The story is the driving factor of the brand strategy.

### **What is the history behind your business? Brand Story**



# BRAND PURPOSE

*Knowing who you are is one thing, but it's equally important to understand what you stand for and why you hold those values.*

## **CONNECTING YOUR IDENTITY TO YOUR PURPOSE.**

Take a deep look within. How much of your own personal beliefs do you believe are infused into your brand? Look at your brand story and pick out the parts that are personal to you, that evoke emotions, that flood you with memories.

The Brand Purpose is the core reason a business exists beyond making a profit. It includes how the business impacts society and what benefits it brings to both the customers and the business, in the absence of monetary gain.

The brand purpose serves a deeper motivation, connecting human values to the brand's mission and vision. It answers the question: 'Why are we here?'

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**Why did you start your business, and what value does your business bring to the community around it? (Brand Purpose)**



# BRAND PHILOSOPHY

*Knowing who you are is one thing, but it's equally important to understand what you stand for and why you hold those values.*

## **CORE BELIEFS AND GUIDING PRINCIPLES.**

The Brand Philosophy is the core set of beliefs and principles that guide a company's actions, decisions, and its presentation to the world.

Your brand philosophy needs to encapsulate six key elements to function: identity, purpose, community, differentiation, performance, and personality. Your overall philosophy must capture your vision and mission in two short sentences.

To identify your brand philosophy, ask yourself: 'What do we stand for?'

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**In one or two statements, what would you say is the one thing that you believe influences your brand? (Brand Philosophy)**

*The Brand Philosophy is defined as the ethics, values, principles, and morals that shape and guide your brand. It determines the culture and attitude, and serves as the foundation for the mission and vision of your brand.*

# BRAND PHILOSOPHY

*Knowing who you are is one thing, but it's equally important to understand what you stand for and why you hold those values.*

---

**What are the 'rules' of your philosophy that you will never go against? (Brand Principles)**

**Summarize in a few sentences how you intend for your brand to fulfill its purpose.**

**What are three goals you've outlined to elevate your brand's purpose?**

# BRAND VISION

*Knowing who you are is one thing, but it's equally important to understand what you stand for and why you hold those values.*

## IDENTIFYING YOUR BRAND VISION.

The Brand Vision is the aspirational future for the brand, which provides a destination. Your brand vision sets the tone for impact. It zooms in on the philosophy, expanding and exploring various aspects.

It serves as the guiding force for all decisions, inspiring customers and employees with clear and unified objectives. It also sets the foundation for brand purpose. Unlike the mission statement, which describes the brand's current focus, the vision guides the brand's future position.

The brand vision should be direct and should evoke a feeling of ambition. It answers the question: 'What do we hope to achieve?'

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**What is your perceived end goal when seeing your company's purpose fulfilled? (Brand Vision)**

*The Brand Vision is the future you envision for your brand. It is the 'mission accomplished' idea of the brand mission, where you see your brand's purpose fulfilled in its core intentions. The Brand Vision unites the mission and values into a cohesive package.*

# BRAND MISSION

*Knowing who you are is one thing, but it's equally important to understand what you stand for and why you hold those values.*

## **IDENTIFYING YOUR BRAND MISSION.**

The Brand Mission outlines a clear and concise way for the Brand Vision to be carried out. It's an action-oriented statement that explains the company's reason for existence, defining what it does, who it serves, and how it does so.

The Brand Mission serves as a guide for internal decision-making, providing customers and employees with a clear understanding of the brand's purpose and values. Brand Vision and mission work together. The vision is the statement of fulfillment, whereas the mission reflects the steps the brand will take to see its vision unfold.

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**What is an actionable statement that your business makes to ensure that the Brand Vision is fulfilled? (Brand Mission)**

*The mission is a task or assignment delegated for completion. In branding, the Brand Mission is a statement that communicates what your brand is currently doing to push forward its purpose.*

# CORE VALUES

*Knowing who you are is one thing, but it's equally important to understand what you stand for and why you hold those values.*

## **THE FUEL BEHIND YOUR FIRE.**

Knowing what you believe is tremendously helpful, but having that belief system built on a foundation can truly guide you in understanding yourself and your brand. There is always a reason behind an action, the thing that motivates us, and ultimately, this connects us to the purpose.

On the next page, I have provided you with a list of core adjectives that you may use to describe your core values. If you don't see anything on the list, be sure to mention some adjectives below. Try not to go over five words, as these need to be the central pillars.

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**What are a few components of your beliefs that you view as central pillars that are invaluable? (Core Values)**



*The Brand Core Values are the fundamental beliefs that idealize the reasoning. Core Values define the brand, serving as a guide and compass that combines the philosophy, purpose, and principle.*

Select from five (5) to seven (7) values that you can assign to your brand right now. Think carefully before choosing to ensure that you are choosing the fundamentals. If you don't see something on the list, write it on the page before this one.

- |                                       |  |                                       |  |
|---------------------------------------|--|---------------------------------------|--|
| <input type="checkbox"/> Active       | <input type="checkbox"/> Accountable     | <input type="checkbox"/> Affordable   | <input type="checkbox"/> Ambitious       |
| <input type="checkbox"/> Approachable | <input type="checkbox"/> Aspirational    | <input type="checkbox"/> Clean        | <input type="checkbox"/> Collaborative   |
| <input type="checkbox"/> Committed    | <input type="checkbox"/> Confident       | <input type="checkbox"/> Comfortable  | <input type="checkbox"/> Cooperate       |
| <input type="checkbox"/> Daring       | <input type="checkbox"/> Dedicated       | <input type="checkbox"/> Diverse      | <input type="checkbox"/> Eco-Friendly    |
| <input type="checkbox"/> Educational  | <input type="checkbox"/> Elegant         | <input type="checkbox"/> Effective    | <input type="checkbox"/> Empowering      |
| <input type="checkbox"/> Energetic    | <input type="checkbox"/> Engaging        | <input type="checkbox"/> Evolutionary | <input type="checkbox"/> Family-Oriented |
| <input type="checkbox"/> Fashionable  | <input type="checkbox"/> Fearless        | <input type="checkbox"/> Flexible     | <input type="checkbox"/> Friendly        |
| <input type="checkbox"/> Glamorous    | <input type="checkbox"/> Hard-working    | <input type="checkbox"/> Honest       | <input type="checkbox"/> Hopeful         |
| <input type="checkbox"/> Imaginative  | <input type="checkbox"/> Impactful       | <input type="checkbox"/> Innovative   | <input type="checkbox"/> Inspirational   |
| <input type="checkbox"/> Intimate     | <input type="checkbox"/> Knowledgeable   | <input type="checkbox"/> Loving       | <input type="checkbox"/> Luxurious       |
| <input type="checkbox"/> Mindful      | <input type="checkbox"/> Non-conforming  | <input type="checkbox"/> Optimistic   | <input type="checkbox"/> Original        |
| <input type="checkbox"/> Passionate   | <input type="checkbox"/> Personal        | <input type="checkbox"/> Playful      | <input type="checkbox"/> Productive      |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Quality-assured | <input type="checkbox"/> Recognizable | <input type="checkbox"/> Reliable        |
| <input type="checkbox"/> Resourceful  | <input type="checkbox"/> Responsible     | <input type="checkbox"/> Safe         | <input type="checkbox"/> Seductive       |
| <input type="checkbox"/> Sensual      | <input type="checkbox"/> Speedy          | <input type="checkbox"/> Stylish      | <input type="checkbox"/> Sustainable     |
| <input type="checkbox"/> Thoughtful   | <input type="checkbox"/> Transparent     | <input type="checkbox"/> Trendy       | <input type="checkbox"/> Trustworthy     |
| <input type="checkbox"/> Ubiquitous   | <input type="checkbox"/> Unconventional  | <input type="checkbox"/> Unique       | <input type="checkbox"/> Zealous         |

# PERSONALITY & VOICE

*Knowing who you are is one thing, but it's equally important to understand what you stand for and why you hold those values.*

## **BRAND PERSONALITY.**

The Brand Personality is the set of traits and emotional qualities that define how a brand feels to its consumer. This reflects its character, mood, and attitude. It also shapes how people emotionally connect with the brand.

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**How do you want your business to be perceived by others? What emotions will your business convey?**

## **BRAND VOICE.**

The Brand Voice or Brand Tone is the visual and audible expression of that personality through communication. Tone can shift slightly based on the situation and method of communication. However, it should always remain true to the brand's underlying personality.

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**How would you communicate your business to your audience? What's your ideal branding language?**

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# ABOUT THE BUSINESS

*Describe your business and how it is different from other businesses currently on the market.*

## What does your business offer?

- A Product       A Service       A Subscription       Online Product

## How do you envision your brand's influence?

- Local       Regional       International       Global

## What makes your business stand out?

## What value is your business bringing to the market that was otherwise not there?

# MARKET SEGMENTATION

*Understand who your customer is by creating a customer profile via your target audience.*

## **THE CUSTOMER PROFILE**

A customer profile is a detailed description of the type of customer your business aims to serve. This is a standard target audience description that will help you understand your ideal customer: what they need, how they think, and what motivates them to buy.

Your customer profile includes both quantitative (demographic) and qualitative (psychographic) data to give a full picture of who your customers are and why they will connect with your brand.

### **Who is your ideal customer?**



# TARGET MARKET

*Understand who your customer is by creating a customer profile via your target audience.*

## DEMOGRAPHICS

Demographics describe measurable characteristics of your target audience, helping determine who your customers are at a surface level and where to find them. Use market research, surveys, and data analytics to identify key patterns in your customer base. When collecting demographical information, include:

1. Age
2. Gender
3. Race/Ethnicity (if important)
4. Income/Occupation
5. Education Level
6. Location

**Fill out the form below to evaluate the demographics of your target audience.**

Gender

Age Range

Race

Ethnicity

Location

Income

Education & Profession

# TARGET MARKET

*Understand who your customer is by creating a customer profile via your target audience.*

## PSYCHOGRAPHICS

Psychographics describe the customer's lifestyle, values, interests, attitudes, and motivations. This can help your company define why your audience will buy your product. Explore hobbies, aspirations, and emotional drivers through interviews, feedback forms, and social media posts.

**Fill out the form below to evaluate your target audience's psychographics.**

Personality

Beliefs

Hobby

# SITUATION ANALYSIS

*The situation analysis examines your business's current market position, using trend reports*

## THE TREND REPORT

Identify the internal and external factors that affect your company's performance, including market conditions, consumer behavior, and competition.

It should serve as the foundation for your marketing strategy, which responds to real-world dynamics and your target audience.



### CURRENT TRENDS

Current trends focus on what's happening now in consumer behavior. It also examines the marketing channels most effective for your target audience.



### INDUSTRY TRENDS

Industry trends track the movement within the specific industry. It focuses on what is current or innovative within an industry.



### MARKETING TRENDS

Marketing trends focus on broader economic or cultural factors that affect consumer spending and values. It examines how items are displayed or sold to consumers.



### OTHER TRENDS

List any other trends that are valuable to the company. This may be influencer trends, politics, economy, religion, or other lifestyle choices that are on the rise.

# SITUATION ANALYSIS

*The situation analysis examines your business's current market position, using trend reports*

**What are the current trends?**

**What are the industry trends?**

**What are the marketing trends?**

**Are there any other trends you'd like to report?**

# SWOT ANALYSIS

*The SWOT Analysis examines the internal and external factors that may affect your business.*

## UNDERSTANDING THE SWOT ANALYSIS

A SWOT analysis considers strengths, weaknesses, opportunities, and threats to help a business develop strategies, identify risks, and plan for the future.



### STRENGTHS

Internal attributes or resources that give your business an advantage over competitors. These are the things your company does well, the areas where it excels, or the unique assets it possesses.



### WEAKNESSES

Internal factors that limit your business or put it at a disadvantage. These might be gaps in resources, skills, processes, or market presence.



### OPPORTUNITIES

External conditions or trends that your business can leverage to grow or improve its market position. These are factors you don't control but can benefit from.



### THREATS

External challenges that could negatively impact your business. These could be competition, changing regulations, economic shifts, or environmental factors.

# SWOT ANALYSIS

*The SWOT Analysis examines the internal and external factors that may affect your business.*

## UNDERSTANDING THE SWOT ANALYSIS

A SWOT analysis considers strengths, weaknesses, opportunities, and threats to help a business develop strategies, identify risks, and plan for the future.

### STRENGTHS

A large, empty white rectangular box intended for listing the business's strengths.

### WEAKNESSES

A large, empty white rectangular box intended for listing the business's weaknesses.

### OPPORTUNITIES

A large, empty white rectangular box intended for listing business opportunities.

### THREATS

A large, empty white rectangular box intended for listing potential threats to the business.

# VALUE PROPOSITION

*Value proposition compares your brand's values to your customers wants, pains, and personal needs.*

## VALUE PROPOSITION

The Value Proposition is the clear statement that explains how your brand's products or services solve a customer's problem, improve their lives, or deliver unique benefits they can't easily get elsewhere.

It bridges what the brand offers (Value Map) to what the customer needs or desires (Customer Profile).



# MARKET POSITIONING

## MARKETING POSITION

Brand positioning deals with how the brand is positioned in the market when compared to other competitors. You can refer to what your competitors and your brand have in common and what makes you different.

**On a scale of 1 to 10, how affordable is your business?**

	1	2	3	4	5	6	7	8	9	10	
Affordable											Expensive

**On a scale of 1 to 10, how would you describe the quality of your product/service.**

	1	2	3	4	5	6	7	8	9	10	
Low											High

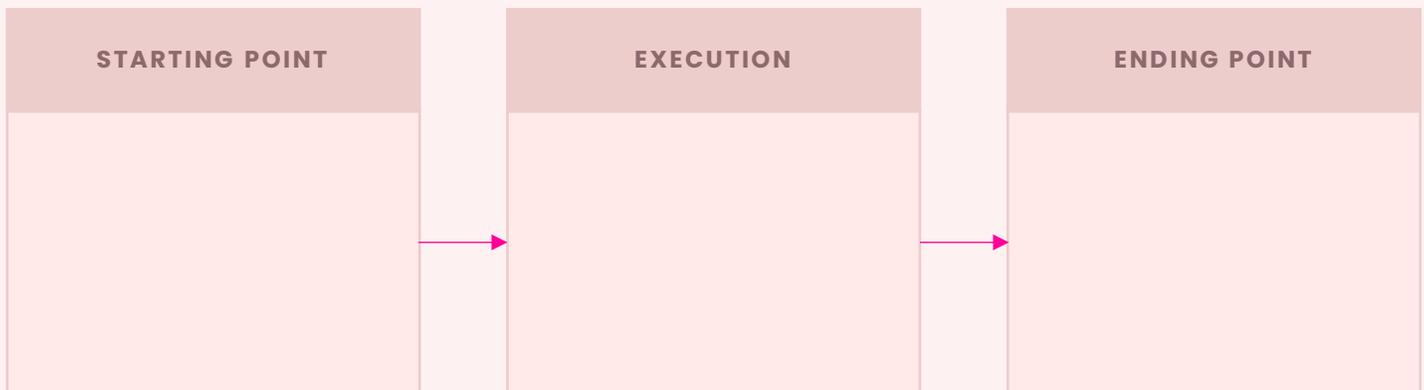
**Are you planning to grow your business in any way?**

YES

NO

## TRAJECTORY

How does your brand plan to execute its strategy and penetrate the market?



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# VISUAL ELEMENTS

*Use this space to provide more information about your brand's attributes.*

**What colors best represent your brand?**

**What colors do you NOT want to see in your brand?**

**What emotions would you associate with your brand?**

**Select the one that best describes your ideal logo.**

- Wordmark       Iconography       Emblem       Monogram

**Select the one that best describes your ideal logo.**

- Classic       Contemporary       Abstract       Detailed

# EMOTIONAL ELEMENTS

*Use this space to provide more information about your brand's attributes.*

Use the scale to determine the qualities and aspects of your brand.

Neutral	<input type="radio"/>	Colorful				
Modern	<input type="radio"/>	Classic				
Masculine	<input type="radio"/>	Feminine				
Serious	<input type="radio"/>	Fun				
Elegant	<input type="radio"/>	Quirky				
Luxurious	<input type="radio"/>	Approachable				
Bold	<input type="radio"/>	Calm				
Simple	<input type="radio"/>	Sophisticated				
Casual	<input type="radio"/>	Professional				
Conservative	<input type="radio"/>	Extravagant				
Sporty	<input type="radio"/>	Chic				

# PROMOTION

*Promotion exists to put your business out there. This includes marketing strategy and online presence.*

## PROMOTION

Promoting your business involves several key components: marketing strategy (the approach), product capture (the imagery), and online presence (the perception). Once these three things are established, identifying the ideal way to promote your business is your next step.



### MARKETING STRATEGY

Marketing strategy is the approach you take to reach your audience, build awareness, and drive sales. Identify your primary marketing goals, decide which platforms and media best reach your audience, and schedule campaigns around product launches, holidays, or seasonal promotions.



### PRODUCT CAPTURE

Product capture refers to how your product is visually presented through photography and content creation. Use high-quality photos, show products in use, or highlight behind-the-scenes moments (such as product creation). Maintain consistent lighting, filters, color palettes, and style to enforce brand tone.



### SOCIAL MEDIA PRESENCE

Social media refers to online spaces that emphasize connection and social sharing. When creating a social media or online presence, ensure your presence is identifiable and streamlined.

# PROMOTION

*Promotion exists to put your business out there. This includes marketing strategy and online presence.*

## SOCIAL PLATFORMS

Identify the most important social media platforms that help you to reach your target audience. Ensure that you're on a recognizable platform and tailor your content to each platform you choose.

SOCIAL PLATFORM HANDLES		
		
		
		
		
		
		
		
		
		
		
		
		

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