

The Workbook

# Build a Lasting Impression with Your Brand.

Learn about building a brand that stands out in your industry using the fundamental '5 pillars' of brand identity design.



# Welcome

I'm Eloise, Creative Director and Lead Graphic Designer at The Bespoke Designer.

I have created this workbook to empower you define your brand, to describe it with confidence and help build the foundations of a unique and established brand identity.

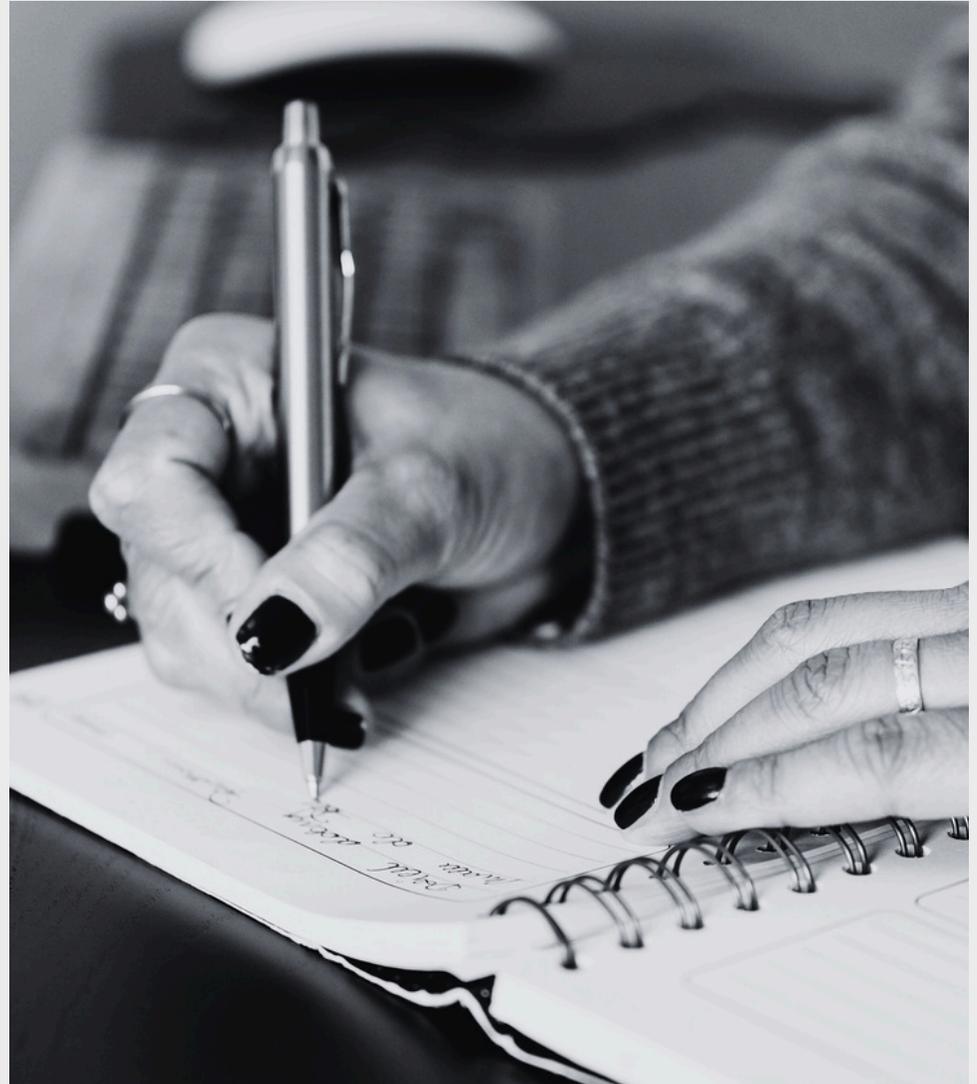
Your brand is your company's voice, it is the identity that leaves an impact and sets you apart from your competition. It has the potential to make a lasting impression in an instant. We make sure that we understand you and your business, creating a brand with strong values, greater connections and that resonates with you and your target audience. Because we understand, that **your brand identity is more than just a logo!**

We utilise our 'Brand Identity Questionnaire' which integrates the '5 Pillars of brand design'. This workbook will help you identify your **Purpose, Perception, Personality, Positioning and Promotion**, helping us design a successful brand with a strong foundation.

1.

# Purpose

Purpose can be described as the mission and foundation of your company. The integrity of being a purpose-driven company comes from your commitment to stay true to your core.



Answer these questions...

# Purpose (Q&A's)

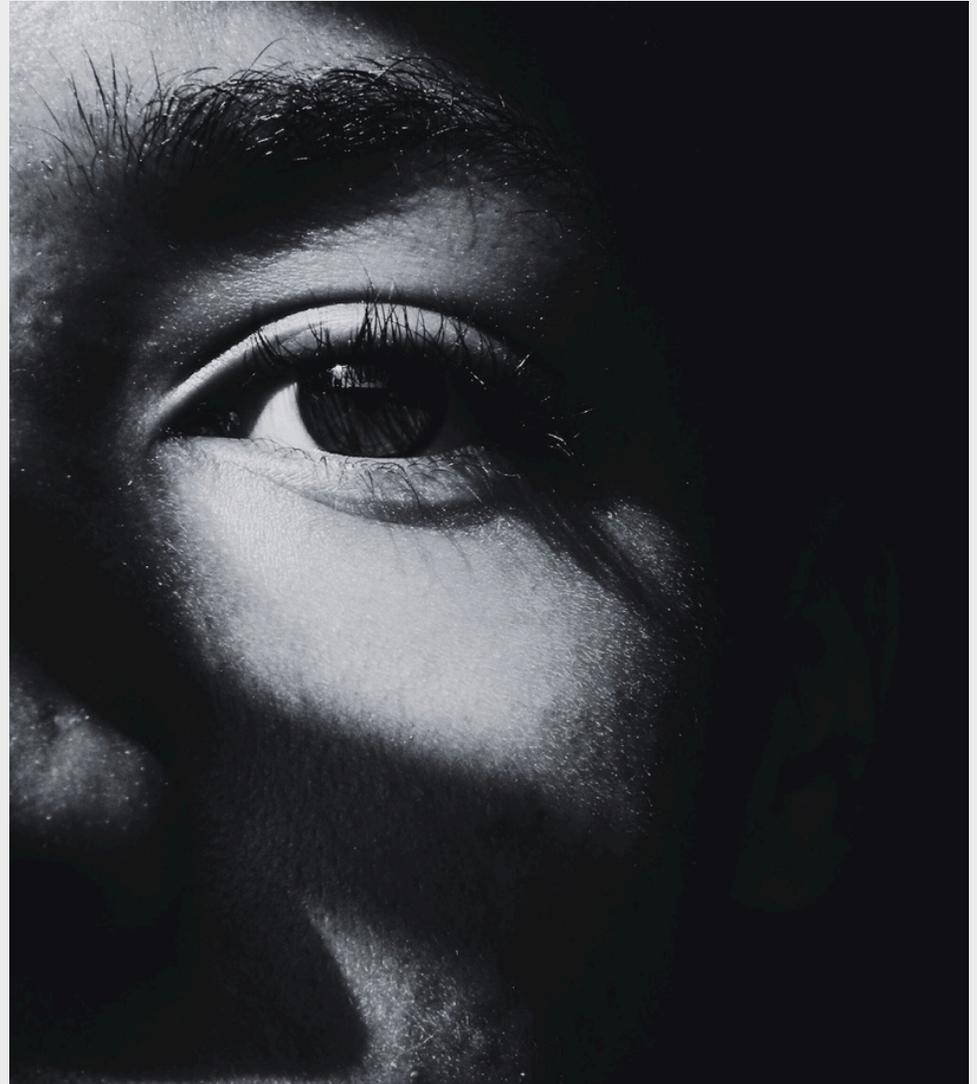
- **What is the name of your business?** (example: The Bespoke Designer)
- **What are you here to do?** (example: Committed to empowering people to build authentic brands for their businesses with bespoke creative design services.)
- **What problem are you solving?** (example: BAD BRAND DESIGN!)

2.

# Perception

The way your brand is viewed both internally and externally.

Your perception is how you make your audience think and feel when they interact with you. Your goal is to help shape and leverage that perception by creating first-hand moments that lead to positive associations once you're gone.



Answer these questions...

# Perception (Q&A's)

- **What role do you play in the hearts and minds of your customers or audience?** (example: We listen and we are design driven - for you!)
- **What do they perceive your value to be? What makes you unique?** (example: We are bespoke. We create with heart, professionalism and knowledge. We go above and beyond for our clients involving them in the design journey)
- **What words (use 3-7) would they use to describe you?** (example: Dedicated, supportive, professional.)

3.

# Personality

Once you determine your brand's personality, you can define your voice and tone - essentially, how you speak to your audience across multiple platforms.

Having a brand personality and using it consistently throughout your sales, marketing and communications, builds a brand your audience can relate to.



Answer these questions...

# Personality (Q&A's)

- **How would we describe the business if it were a person?** (example: Powerful, bold, impactful)
- **When you speak to your customers or audience, what tone of voice do you use?** (example: energetic, project passionate, direct.)
- **What is your workplace culture/aesthetics/vibe/design like?** (example: uncluttered, white walls, bold furniture, art and sculpture)

4.

# Positioning

When you can define your position and audience we can deliver a strategic analysis of your business competitors and create a 'point of difference' for your own brand identity.

Position is as much about growth as it is about determining your own limits.



Answer these questions...

# Positioning (Q&A's)

- **Who are you attempting to appeal to?** (example: all business owners looking to align their brand with their business)
- **What category is your brand competing in?** (example: Graphic Design, Visual Communication.)
- **What's your long-term vision for your company? What are you working toward?** (example: To grow our free resources to help business owners. International & NZ Design Awards 2025!)

5.

# Promotion

Brand promotion seeks to build loyalty by winning over the hearts and minds of your audience so that your product or service becomes the go-to solution or recommendation every time.

Aim for visual consistency throughout all of your promotional brand collateral.



Answer these questions...

# Promotion (Q&A's)

- **Where do your customers or audience expect to find you?** (example: Website, Socials, Girls Talk Business)
- **Where would your brand's presence feel out of place?** (example: The visual identity for The Bespoke Designer was intentionally designed to sit comfortable amongst most sectors (as we work with all of them).)
- **What is your organisation's elevator pitch?** (example: The Bespoke Designer is a creative design studio, committed to empowering people to build authentic brands for their businesses. We are bold, we are powerful, and we are experts in design.)

Key words & phrases...

# Summary

- The Bespoke Designer
- Bold
- Powerful
- Experts
- Professional
- Direct
- Uncluttered
- Design
- Studio
- Creative
- Together

What next?

# We do the hard mahi!

We take all of the juicy bits we need from the 'Brand Identity Workbook Q&A's' and then we create, design and refine.

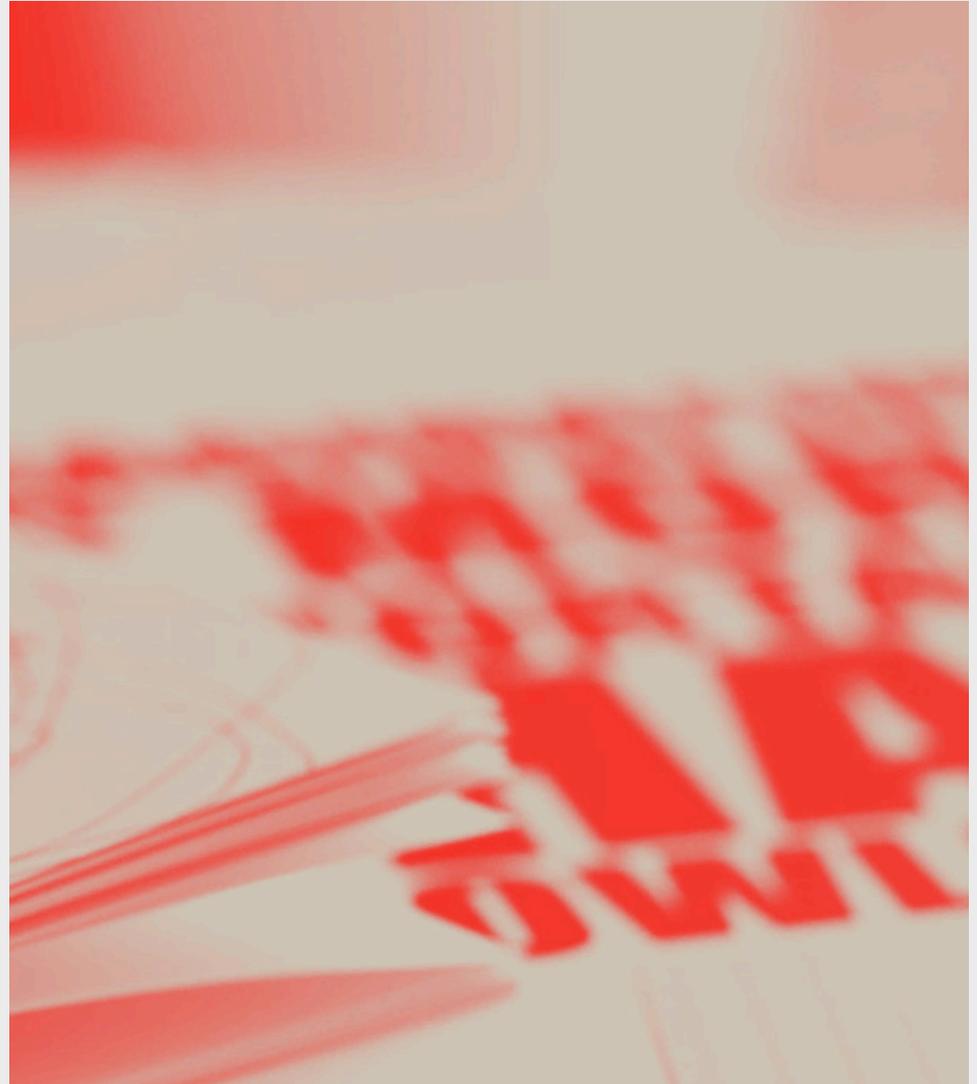
The process is fully immersive and we make sure you are with us for the ride.



We deliver...

# Your brand defined

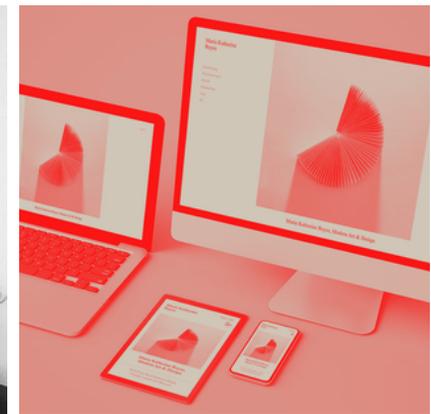
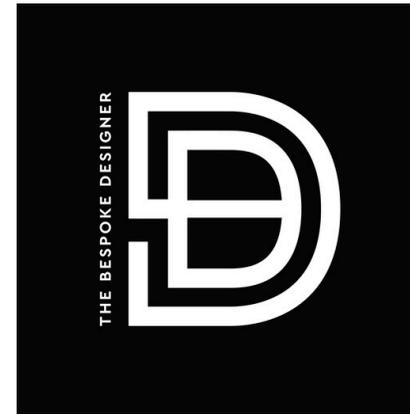
- Logo Suite
- Defined Colour Palette
- Licensed Fonts
- Brand Photography Library
- Social Media Strategy & Design
- 3 x Branded Mockups (of your choice)
- Brand Style Guide

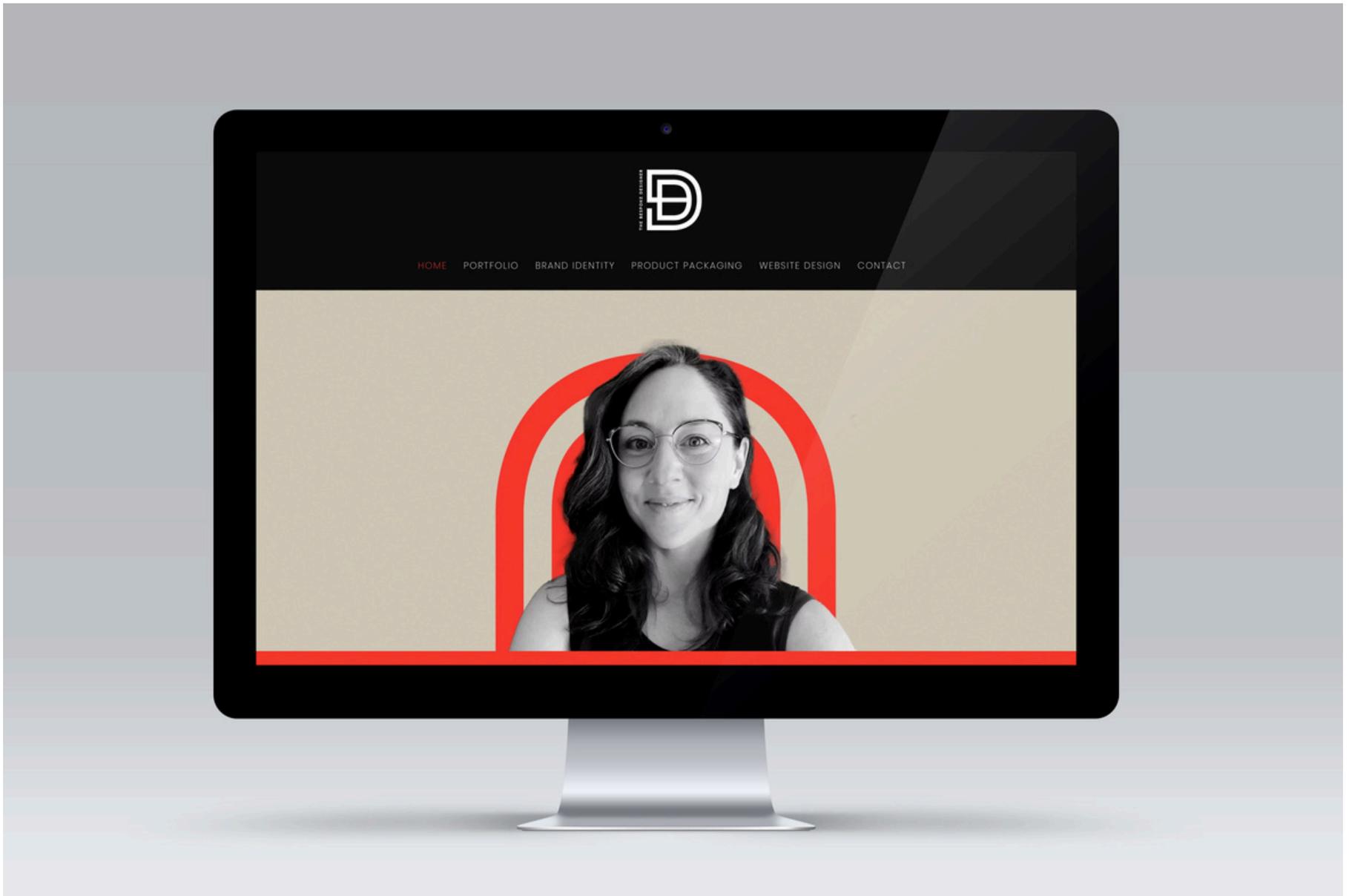


A snippet collation of...

# The Bespoke Designer Brand

- Unapologetically and intentionally bold
- Defined
- Direct
- Clear brand continuity
- Clean design
- Informative





Signing off...

# Thank you

We hope you found this workbook useful and have encouraged you to start thinking on a deeper level about your brand identity.

Please feel free to contact The Bespoke Designer to see how we can further help you define and align your brand with your very own epic Brand Identity Suite.

Let's create, design and refine - together!

Eloise Condron  
Creative Director @ The Bespoke Designer