

Branding & Positioning



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W23

Agenda

1. **What is Branding and Positioning?**
2. **Mission, Vision & Values**
3. **Brand Positioning**
4. **Visual Style**
5. **Tone of Voice**
6. **Brand Guidelines**
7. **Brand Essence Wheel**

About Me



- Serial Entrepreneur from the United Kingdom
- Built companies in UK, US, NL, SLO
- Entrepreneur of the Year 2012 in Netherlands
- Teams from 0 - 100+ employees
- Some successful exits, multiple failures
- Angel Investor for the last 8 years
- Father, Husband, Hiker & Biker

LONDON | LOS ANGELES | AMSTERDAM | LJUBLJANA

Why Me?



- Head of Growth @ Speedinvest
- Ex-Head of Growth @ Receipt Bank
- Co-Founder/CCO of GetSocial (Sold 2019)
- Launched multiple products in multiple markets from new products to product expansion





What is Branding and Positioning?

“Brand is just a perception,
and perception will match
reality over time.”

Elon Musk

The King of Twits



What is Branding?

BRANDING:

Branding is your company's reputation as it is viewed by others.

POSITIONING:

Positioning describes how customers view your company with respect to what you offer and what value you can deliver.

What is Branding?

Your brand helps you differentiate you from your competitors, establish credibility and trust with customers and create memorable and emotional connections with your target audience.

A good brand can help build loyalty, establish a clear position in the market and communicate your values and mission effectively.

The unique identity and image of a company

- ★ Company Name
- ★ Logo
- ★ Color Palette
- ★ Messaging
- ★ Tone of Voice
- ★ Visual Style

What is Positioning?

Positioning creates a unique, differentiated image in the minds of target customers for your company and its products and services.

It's the understanding of the target markets needs, preferences and perceptions and then communicating the value proposition of the startup.

The positioning should be consistent across all branding and marketing efforts and should be reflected in the companies messaging, product and customer experience.

Goal of positioning:

- ★ Appeal and be relevant to target market
- ★ Create a strong, lasting impression
- ★ Align marketing with brand and value proposition



“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

Seth Godin

Author





Mission, Vision and Values

Mission Statement...

The mission statement defines the **reason** for a company's **existence** and outlines its **overall objectives**.

It provides a clear understanding of the company's **purpose**, its **customers**, and the **products** or **services** it offers.

Writing your Mission Statement

What do we offer?

The power to build a community

Who is it for?

Anyone who has internet access

What do we solve?

Enable more and stronger connections

What makes us different?

Connect and share with people you care about at the same time

What is our impact?

Global economic activity, unlock new opportunities, connect people & business

To {Contribution/Goal} so {Impact}

To connect and share with people while developing strong, engaging connections and communities so people can connect, share and unlock new opportunities.

Mission Statement...

To connect and share with people while developing strong, engaging connections and communities so people can connect, share and unlock new opportunities.



Give people the power to build community and bring the world closer together. That reflects that we can't do this ourselves, but only by empowering people to build communities and bring people together. Our lives are all connected.

facebook

Vision Statement...

The vision statement is a declaration of a company's **aspirations** for the future.

It provides a picture of what the company wants to **achieve** and the **impact** it hopes to have on the world.

The vision statement should be inspiring and **motivate** the company's employees and stakeholders to work towards a common **goal**.

Be Ambitious

It should challenge the team!

Be Achievable

It should be achievable - not easy, but not impossible.

Be Broad

Don't focus on details, all of the company's goals should be seen in the vision statement.

Be Strategic

Think of a future that's relevant to your company and aligns with your brand.

Writing your Vision Statement

What is our purpose?

To help people to connect, discover what's happening in the world, and share what matters.

What are our core values?

Communication, expression, empowerment

Who is our audience?

Individuals, businesses, creators

What are our aspirations?

To build global communities

Pull together to create a long-term view of aspirations & goals

To bring the world's people, businesses and creators together to share, express and connect with the things they care about.

Mission Statement...

To bring the world's people, businesses and creators together to share, express and connect with the things they care about.



To bring the metaverse to life and help people connect, find communities and grow businesses.

facebook

Values Statement...

The values statement outlines the **principles** and **beliefs** that guide a company's decision making and **behavior**.

It sets the tone for the company's **culture** and helps to create a sense of unity among employees.

Values may include **ethics, respect, responsibility, integrity,** and **customer focus**.

Facebook's Values

Move fast
Focus on long-term impact
Build awesome things
Live in the future
Be direct
Respect your colleagues

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook.

Examples: Mission Statements

Mission

One short sentence to show:

- ★ What do we offer?
- ★ Who is it for?
- ★ What do we solve?
- ★ What makes us different?
- ★ What's our impact?

Vision

An aspirational statement that shows:

- ★ Goals for the future
- ★ Impact on the world

Values

A bulleted list that shows:

- ★ What the company offers
- ★ How it operates
- ★ How it interacts

Example: Nike

Mission

Create groundbreaking sports **innovations**, make our products **sustainably**, build a creative and diverse global team, and make a positive impact in communities where we live and work.

Vision

Bring **inspiration** and innovation to **every athlete in the world**.

Values

Inspiration
Innovation
Sustainability
Every Athlete in the World
Authentic
Connected
Distinctive

Example: Salesforce

Mission

We bring companies and customers together. We committed our time, equity, and products to **improve** education, **equality**, and the environment for everyone.

Vision

We're committed to a **sustainable** future for all.

Values

Trust
Customer Success
Innovation
Equality
Sustainability

Example: The North Face

Mission

Provide the best gear for our athletes and the modern-day **explorer**, support the **preservation** of the **outdoors**, and **inspire** a global movement of **exploration**.

Vision

Our passion is beyond setting records and achieving fame. For us, it's all about **changing lives**, not just our lives, but also the lives of those who **inspire** us to aim for **extraordinary** dreams.

Values

Authenticity
Empowerment
Perseverance
Environment Responsibility
Technology & Innovation



Brand Positioning

The Power of Brand Positioning



The North Face

Technical Clothing for outdoor enthusiasts.

The North Face is an outdoor company with a deep connection to wild places. Everything we do is with an appreciation of how the world's natural environment enables outdoor activities that enrich people's lives.

Mountain
Sports

Aficionados

Mountain
Athletics

Fitness

Mountain
Lifestyle

Casual

Urban
Exploration

Fashion

Technical Clothing (70%)

Everyday Clothing (30%)

Brand Positioning

**Determine
the target
audience**

**Develop your
value
proposition**

**Create your
positioning
statement**

The Power of Brand Positioning

Your brand is one thing, but how are you different and targeting your market?



Premium

Fast/Sporty

Safe

Environmental

Luxurious

Mass-Market

Semi-Premium

Positioning Statement

A company's positioning statement is a **short, brief** description of a **product** or **service** with an explanation of how it fulfills a **specific need** of the **target market**.

The aim of a positioning statement is to align the **marketing efforts** with a company's **brand** and **value proposition**.

Positioning Statements



For serious athletes, Nike gives confidence and inspiration to bring out the best in every performance.



Coca-Cola is the world's favorite soft drink, offering a unique taste and refreshment to those who seek happiness and togetherness.



For people who want the ultimate in style, design and technology, Apple is the brand that symbolizes innovation, creativity and progress.



For busy people on the go, McDonald's offers quick, convenient and affordable meals that everyone can enjoy.



For anyone who wants the convenience of shopping from home, Amazon provides a wide selection of products, fast shipping and easy returns.

What's the difference?

Mission Statement

A mission statement outlines the purpose of a company and the reason for its existence. It defines the company's core values and the impact it seeks to make in the world.

Vision Statement

A vision statement is a forward-looking declaration of what the company hopes to achieve in the future. It provides a long-term view of the company's aspirations and goals.

Positioning Statement

A positioning statement defines the brand's target market, the benefits it offers, and the reasons why its target market should choose it over its competitors. It reflects the brand's unique value proposition and how it differentiates itself in the market.

TLDR; a mission statement outlines a company's purpose, a vision statement its aspirations, and a positioning statement its unique value proposition and target market.

Exercise: Positioning Statement



Write your positioning statement

10 minutes

**Determine
the target
audience**

**Develop your
value
proposition**

**No longer
than a tweet!**



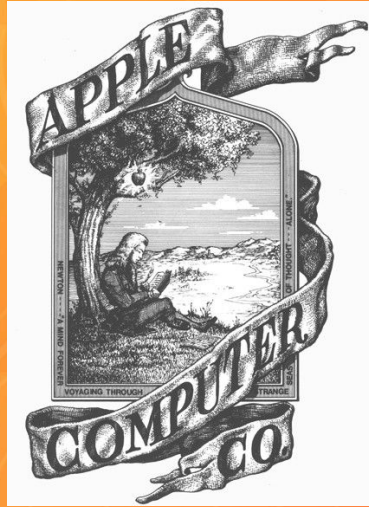
15 MINUTE BREAK

Review: Positioning Statements



Write your positioning statement

10 minutes



Visual Style

Brand Name and Logo

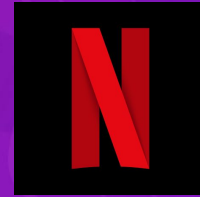
Creating your brand name and logo:

The brand name and logo should be memorable, easy to pronounce, and easily recognizable.

Is your brand name available?

- Domain Name Availability
- Registered IP / Trademark

NETFLIX



Brand Name and Logo: Spotify

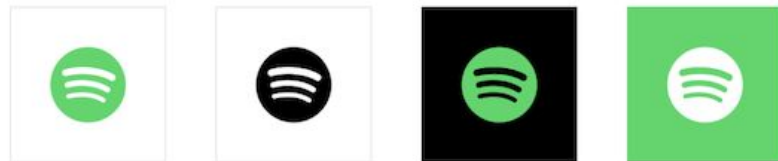
Using our logo



We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of a simple, modern wordmark with the icon.

Using the icon

Our icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo or in cases when the Spotify brand has already been established. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



Brand Name and Logo: Medium

The Medium Logo

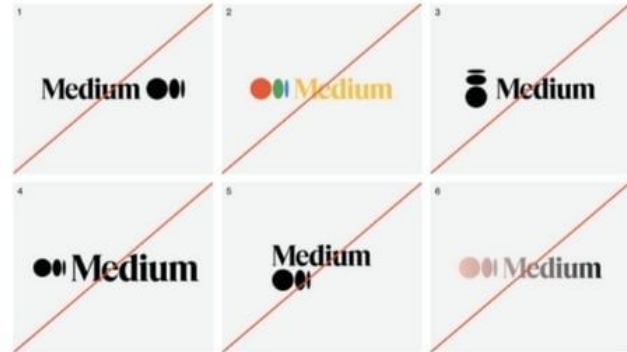
This is the Medium logo. It is our primary graphic device and should be the first choice when choosing a graphic element to represent the Medium brand.



The Medium logo. Minimum digital size: 25 pixels (height)

Incorrect usage of the logo:

1. Do not reverse the logo.
2. Do not apply colors.
3. Do not rotate any single part of the logo.
4. Do not stretch or alter the proportions of the logo.
5. Do not change the arrangement of the logo.
6. Do not apply gradients, shadows, or other effects.



Visual Style

Creating your visual style:

This should reflect the brand identity and can be used consistently across all material.

- ★ Color palette
- ★ Typography
- ★ Imagery Guidelines



UNIVERS 85 EXTRA BLACK

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789**

Univers 85 Extra Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789**

Univers 67 Condensed Bold

45 Light
45 Light Oblique
55 Roman
55 Oblique
67 Condensed Bold
67 Condensed Bold Oblique
75 BLACK
75 BLACK OBLIQUE
85 EXTRA BLACK
85 EXTRA BLACK OBLIQUE

WEB AND ELECTRONIC

Arial
Arial Bold

Visual Style: Fisher Price

Benefits of Play

We don't act a day over five

Baby Gear

We're heading back to childhood

Let's
be
kids

let's
be
kids

Bang Boom Bzz!

A crayon sandwich for mom

Cloud-Jumping

You'll understand when you're younger

Let's Be Glyphs

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890"-+?!&*()

Let's Be Glyphs (Bouncy)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890"-+?!&*()



Tone of Voice

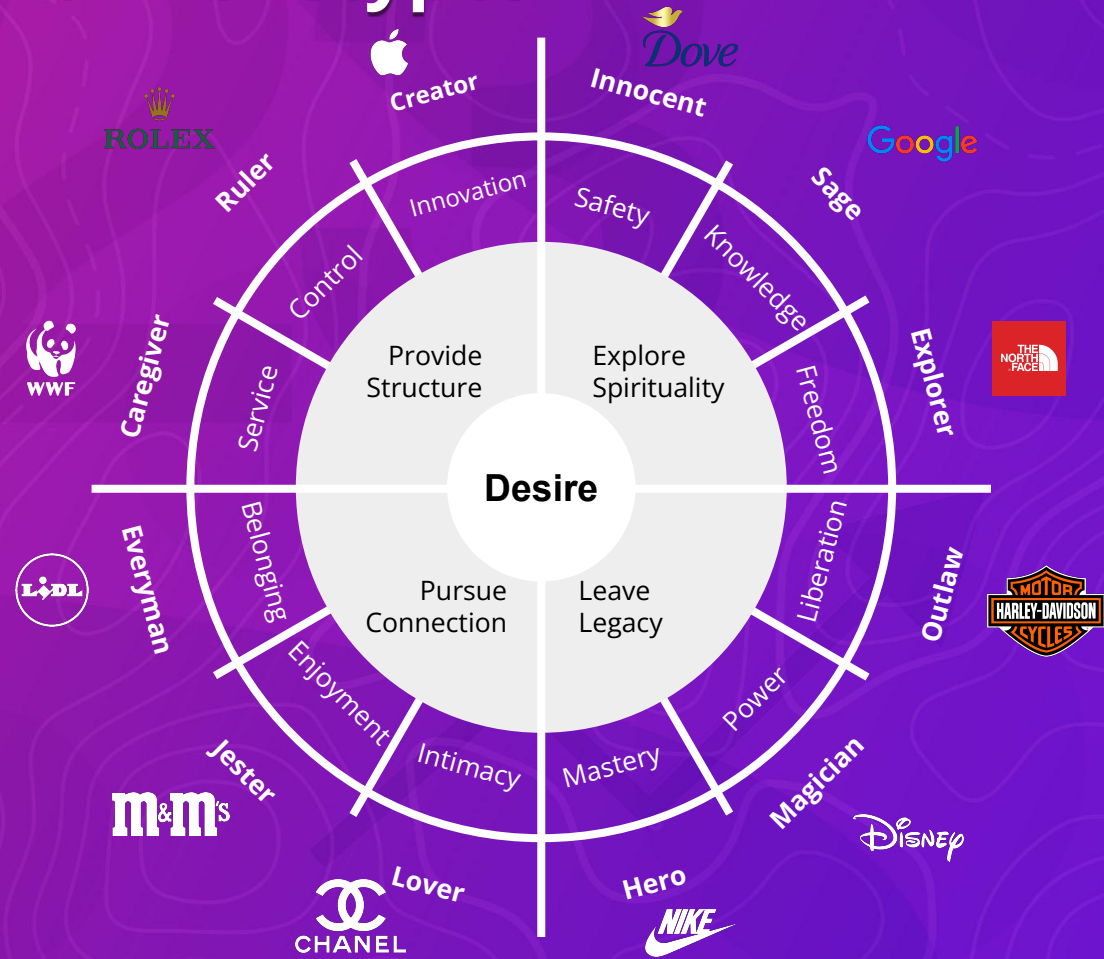
Brand Tone of Voice

It's the mood or emotion you convey in the messages to your target market and customers through the specific word choice and writing styles you use.

- ★ Formal
- ★ Informal
- ★ Humorous
- ★ Serious
- ★ Optimistic
- ★ Motivating
- ★ Respectful
- ★ Assertive
- ★ Conversational

12 Brand Archetypes

1. Innocent
2. Sage
3. Explorer
4. Outlaw
5. Magician
6. Hero
7. Lover
8. Jester
9. Everyman
10. Caregiver
11. Ruler
12. Creator



12 Brand Archetypes

Transactional vs Emotional

These brand archetypes are examples of how we connect, fall in love and feel loyal to certain brands



The Outlaw

♥ REVOLUTION

“ Rules are made to be broken

BRAND VOICE BRAND MESSAGE

Disruptive
Rebellious
Combative

You don't have to settle for status quo. First, demand more. second, go out and get it.

OUTLAW BRANDS

Virgin Harley-Davidson Motorcycles DIESEL



The Magician

♥ POWER

“ It can happen

BRAND VOICE BRAND MESSAGE

Mystical
Informed
Reassuring

Tomorrow is brighter than today and all your dreams can come true if you believe.

MAGICIAN BRANDS

Coca-Cola Disney dyson



The Hero

♥ MASTERY

“ Where there's a will theres a way

BRAND VOICE BRAND MESSAGE


Honest
Candid
Brave

We can make the world better. We have the grit and determination to outwork the rest.

HERO BRANDS

adidas Nike FedEx

12 Brand Archetypes



The Lover

♥ INTIMACY

“ I only have eyes for you

BRAND VOICE BRAND MESSAGE

Sensual
Empathetic
Soothing

Your Striking Beauty Is Impossible To Ignore.

LOVER BRANDS



The Jester

♥ PLEASURE

“ If I cant dance, I'm not part of it

BRAND VOICE BRAND MESSAGE

Fun Loving
Playful
Optimistic

We're here for a short time, not for a long time. Let your hair down and start living life.

JESTER BRANDS



The Everyman

♥ BELONGING

“ You're Just Like Me And I'm Just Like You

BRAND VOICE BRAND MESSAGE

Friendly
Humble
Authentic

When we treat each other with honesty and friendliness we can live together in harmony

EVERYMAN BRANDS

12 Brand Archetypes



The Caregiver

♥ SERVICE

“ Love Your Neighbour
As Yourself

BRAND VOICE BRAND MESSAGE

Caring
Warm
Reassuring

Everyone deserves care and we must all strive to bestow service upon one another.

CAREGIVER BRANDS

unicef WWF TOMS

The Caregiver archetype is represented by a black and white photograph of hands holding a small animal. It is characterized by a heart icon and the word 'SERVICE'. The brand voice is described as caring, warm, and reassuring. The brand message is 'Love Your Neighbour As Yourself'. Examples of brands in this archetype include Unicef, WWF, and TOMS.



The Ruler

♥ CONTROL

“ Power isn't everything,
It's the only thing

BRAND VOICE BRAND MESSAGE

Commanding
Refined
Articulate

You are Successful in work and in life. Reward your excellence and your achievements.

RULER BRANDS

LOUIS VUITTON Mercedes-Benz ROLEX

The Ruler archetype is represented by a black and white photograph of a man in a suit. It is characterized by a heart icon and the word 'CONTROL'. The brand voice is described as commanding, refined, and articulate. The brand message is 'Power isn't everything, It's the only thing'. Examples of brands in this archetype include Louis Vuitton, Mercedes-Benz, and Rolex.



The Creator

♥ INNOVATION

“ If It Can Be Imagined
It Can Be Created

BRAND VOICE BRAND MESSAGE

Inspirational
Daring
Provocative

See Potential Everywhere and Uncover Originality With Liberated Imagination.

CREATOR BRANDS

LEGO Apple Adobe

The Creator archetype is represented by a black and white photograph of a person's face. It is characterized by a heart icon and the word 'INNOVATION'. The brand voice is described as inspirational, daring, and provocative. The brand message is 'If It Can Be Imagined It Can Be Created'. Examples of brands in this archetype include LEGO, Apple, and Adobe.

12 Brand Archetypes



The Innocent

♥ SAFETY

“ Life Is Simple And Simplicity Is Elegant

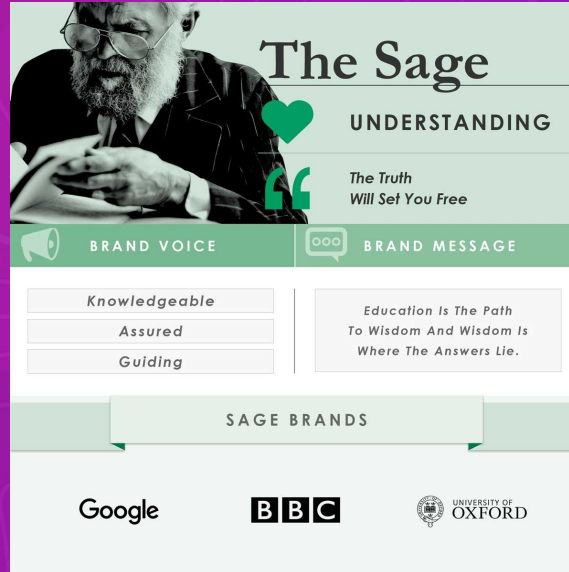
BRAND VOICE BRAND MESSAGE

Optimistic
Honest
Humble

The Most Wholesome Things In Life are Unadulterated and Pure.

INNOCENT BRANDS

Aveeno
Dove
innocent



The Sage

♥ UNDERSTANDING

“ The Truth Will Set You Free

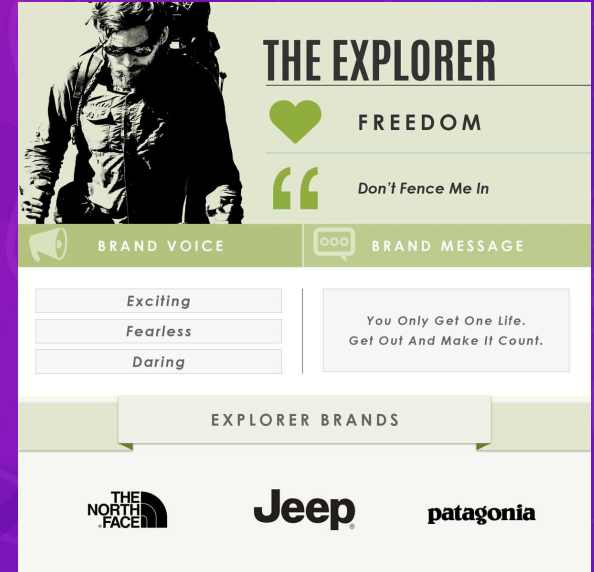
BRAND VOICE BRAND MESSAGE

Knowledgeable
Assured
Guiding

Education Is The Path To Wisdom And Wisdom Is Where The Answers Lie.

SAGE BRANDS

Google
BBC
UNIVERSITY OF OXFORD



THE EXPLORER

♥ FREEDOM

“ Don't Fence Me In

BRAND VOICE BRAND MESSAGE

Exciting
Fearless
Daring

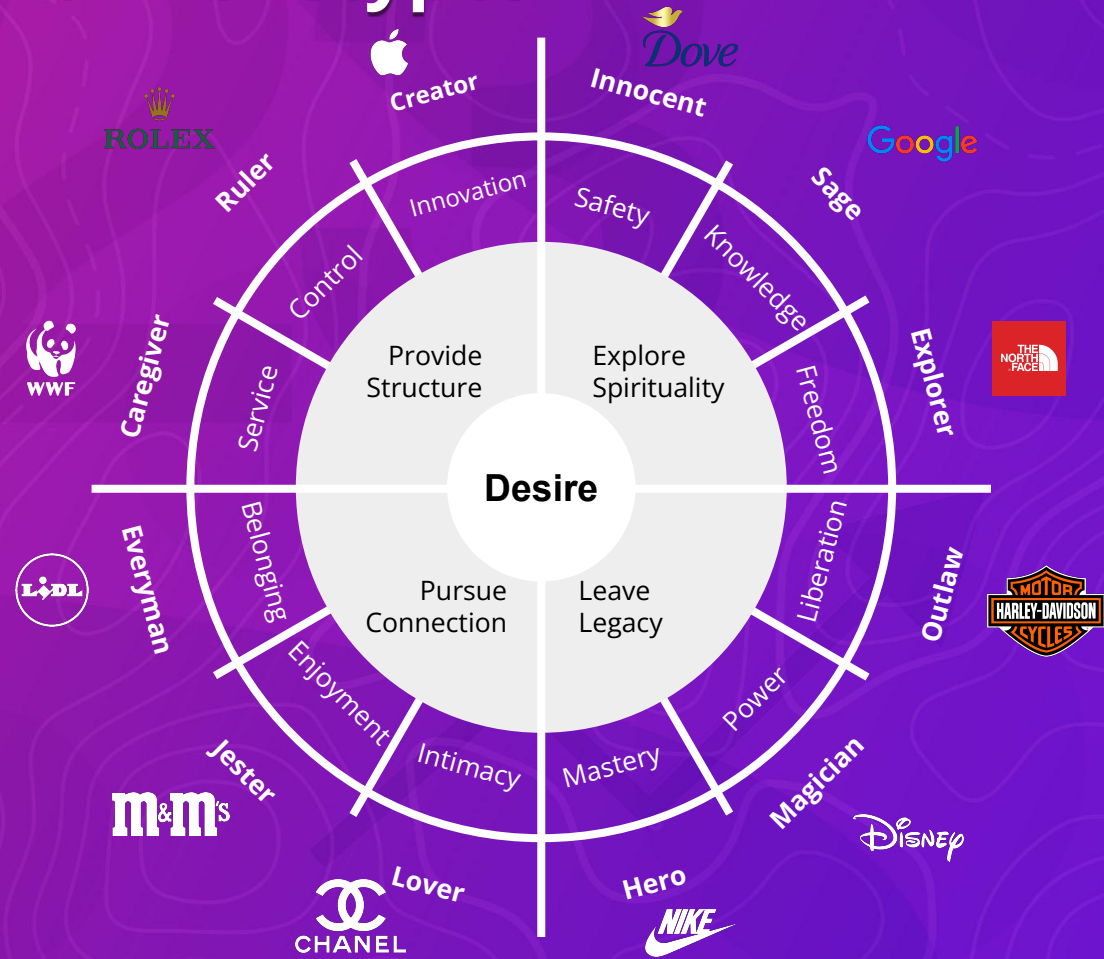
You Only Get One Life. Get Out And Make It Count.

EXPLORER BRANDS

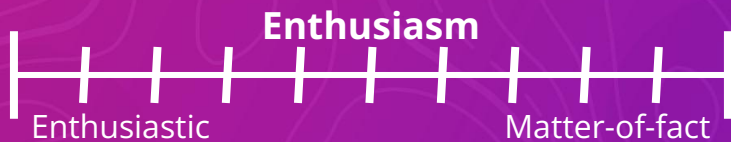
THE NORTH FACE
Jeep
patagonia

12 Brand Archetypes

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The Four Dimensions of Tone of Voice



Tone of Voice Dimensions				
	Funny Serious	Formal Casual	Irreverent Respectful	Matter-of-fact Enthusiastic
Tone of Voice Characteristics	Cheerful	Trustworthy	Authoritative	Dry
	Conservative	Conversational	Caring	Enthusiastic
	Fun	Casual	Irreverent	Matter-of-fact
	Funny	Formal	Provocative	Passionate
	Humorous	Professional	Edgy	Upbeat
	Playful	Frank	Respectful	Trendy
	Serious	Sympathetic	Unapologetic	Nostalgic
	Informative	Friendly	Sarcastic	Romantic
	Quirky	Smart	Snarky	
	Witty		Coarse	

The Four Dimensions of Tone of Voice

Original:

An error has occurred.

**Serious, formal, respectful,
and matter-of-fact:**

We apologize, but we are experiencing a problem.

A little more casual:

We're sorry, but we're experiencing a problem on our end.

Adding more enthusiasm:

Oops! We're sorry, but we're experiencing a problem on our end.

**Sprinkle of humor and
a little irreverence**

What did you do!?! You broke it! (Just kidding. We're experiencing a problem on our end.)

Tone of Voice...

REMEMBER...

You are not your user and your interpretation of tone will almost certainly be different from your users' interpretation.



Brand Guidelines

Title

Communicate the guidelines:
Communicate the guidelines to all stakeholders, including employees, partners, and agencies, to ensure consistency in all brand communications.

Mission, Vision, Values
Logo (and variations)
Brand Colors
Brand Typography
Brand Social Media Icons
Brand Stationery
Brand Email Signatures
Brand Merchandise
Brand Photography

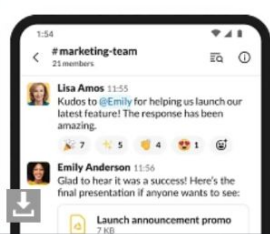
Slack: Product Photos



Slack-Android-Conversation-E...



Slack-Android-Conversation-E...



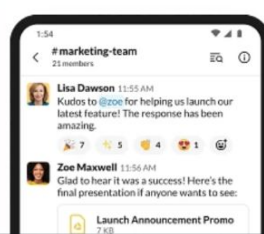
Slack-Android-Conversation-E...



Slack-Android-Conversation-E...



Slack-Android-Conversation-E...



Slack-Android-Conversation-E...



Slack-Android-Conversation-F...



Slack-Android-Conversation-F...



Slack-Android-Conversation-F...



Slack-Android-Conversation-G...



Slack-Android-Conversation-G...



Slack-Android-Conversation-G...



Slack-Android-Conversation-It...



Slack-Android-Conversation-It...



Slack-Android-Conversation-It...



Slack-Android-Conversation-J...



Slack-Android-Conversation-J...



Slack-Android-Conversation-J...

Slack: Leadership Bio & Photos

Lidiane Jones

Chief Executive Officer



[READ BIO](#)



Cal Henderson

Co-founder & Chief Technology Officer



[READ BIO](#)



Noah Weiss

Chief Product Officer



[READ BIO](#)



Cindy Morse

Chief Operating Officer



[READ BIO](#)



Slack: Color Palette

Aubergine	HEX 4A154B	RGB 74 21 75	CMYK 68 95 33 22	PMS 261 C
Horchata	HEX F4EDE4	RGB 244 237 228	CMYK 3 5 9 0	PMS TBD
Black	HEX 1D1C1D	RGB 29 28 29	CMYK 0 0 0 100	PMS Black
White	HEX FFFFFFFF	RGB 255 255 255	CMYK 0 0 0 0	
Slack blue	HEX 36C5F0	RGB 54 197 240	CMYK 65 10 2 0	PMS 298 C
Slack green	HEX 2EB67D	RGB 46 182 125	CMYK 79 2 75 0	PMS 2250 C
Slack yellow	HEX ECB22E	RGB 236 178 46	CMYK 4 33 98 0	PMS 7409 C
Slack red	HEX E01E5A	RGB 224 30 90	CMYK 13 100 36 0	PMS 214 C

Slack: Typography

H1	<small>36/41</small> Slack is your digital HQ	Larsseit Bold Line spacing: 125%
H2	<small>24/30</small> Simpler, more pleasant and more productive	Larsseit Bold Line spacing: 125%
H3	<small>18/22.5</small> It's flexible. It's inclusive. It's connected.	Larsseit Bold Line spacing: 125%
H4	<small>12/15</small> Slack is software that people actually enjoy using.	Larsseit Bold Line spacing: 125%

<small>ations use Slack? Excellent question. Slack is a new way for your entire nicate. It replaces email with something faster, better organized and more ne-off email chains, all your communication is organized into channels that are and search.</small>	Slack Circular Line spacing: 140%
	Slack Circular Line spacing: 125%

Pull quote	<small>18/22.5</small> <i>"We believe that the advantages are so great that a shift to working on Slack, or something like it, is inevitable."</i>	Larsseit Thin Italic Line spacing: 140%
Attribution	<small>10/12.5</small> Marcel Gherkins Slack Spokesperson	Slack Circular Bold, Slack Circular Regular Line spacing: 125%

Slack: Brand Voice

Voice and tone

The Slack voice is the heart of our brand—it shines through our words, design, sound and overall experience with Slack. It sounds like your friendly, intelligent coworker: clear, concise and human.

- Clear** Clarity is a courtesy to our readers. We respect their time and their intelligence, answer questions before they're asked, and don't get in the way of their actions. We recognize the weight of the written word. Saying what you mean is the best way to say something meaningful.
- Concise** We give every word purpose. We're thoughtful and intentional with our words. We don't get carried away with ourselves.
- Human** We are characterful. But we never let character overwhelm content. What we have to say is infinitely more important than being admired for the way we say it. We like the people we're talking to, so we keep things warm and conversational. We add delight when the moment is right, and we reward the curious with pleasant surprises.

Copy principles

These help us uphold the unique Slack voice and tone, and to align our copy across partners and functions. This ultimately leads to better—and more efficient—reviews and decisions. Our copy principles are:

- 1 Don't make me think
- 2 Make it memorable
- 3 Be compelling
- 4 Be approachable
- 5 Respect our readers

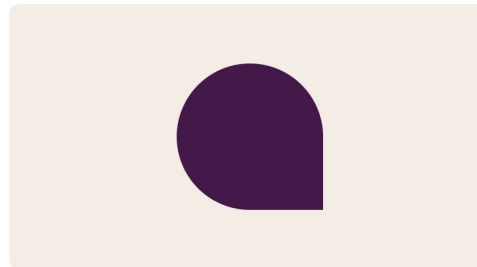
Slack: Brand Shapes

Types of brand shapes

Our brand shapes are core visual elements drawn from the octothorpe mark in the Slack logo.

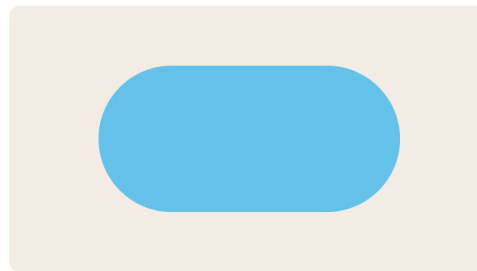
Chat bubble

Chat bubbles should be scaled proportionally. Don't combine chat bubbles and pill shapes into a single form.



Pill

Pills can be shortened or extended based on the application. Don't combine pills and chat bubbles into a single form.



Slack Brand Guidelines

<https://brand.slackhq.com/>

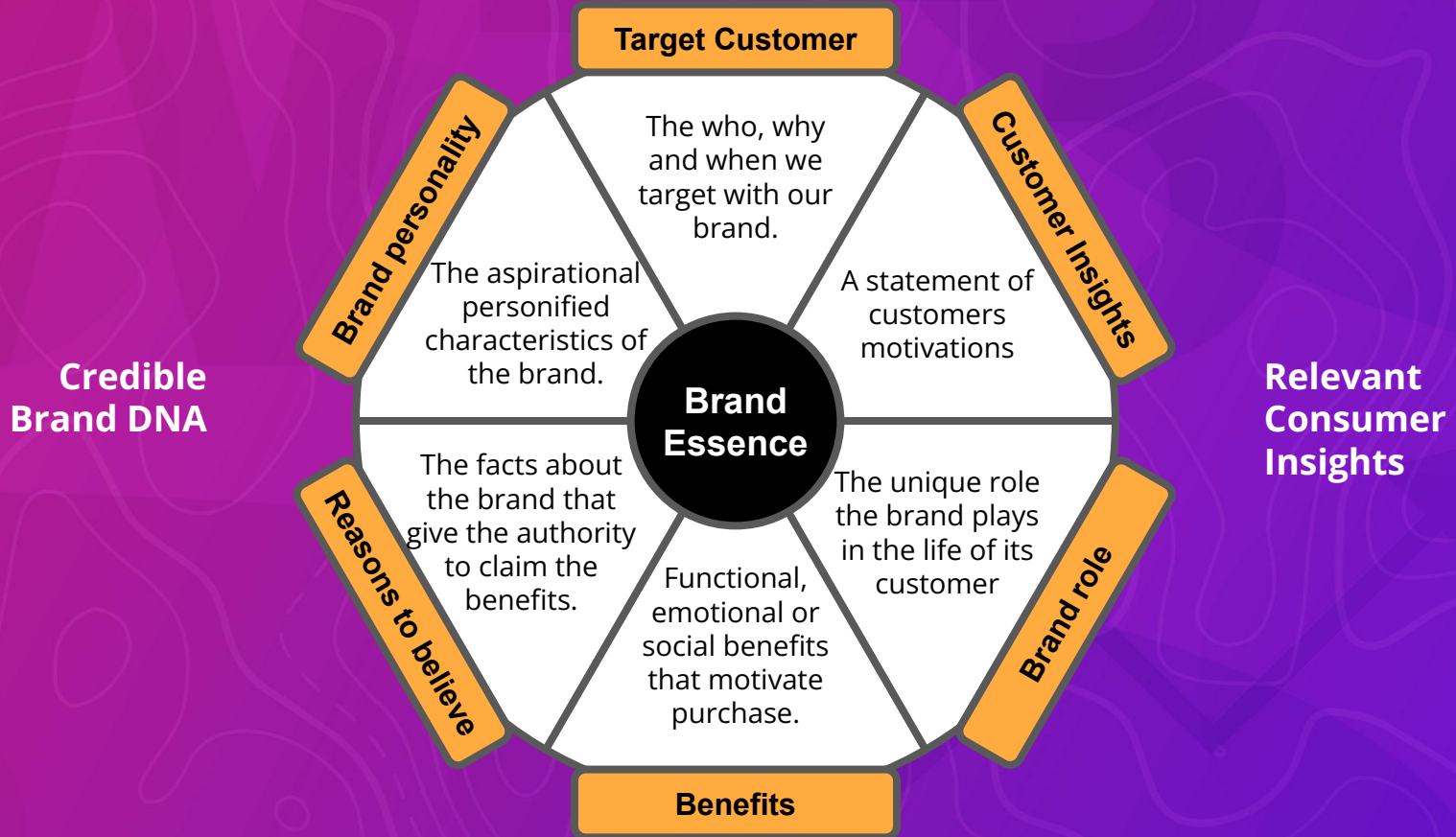


10 MINUTE BREAK



Brand Essence Wheel Framework

Brand Essence Wheel



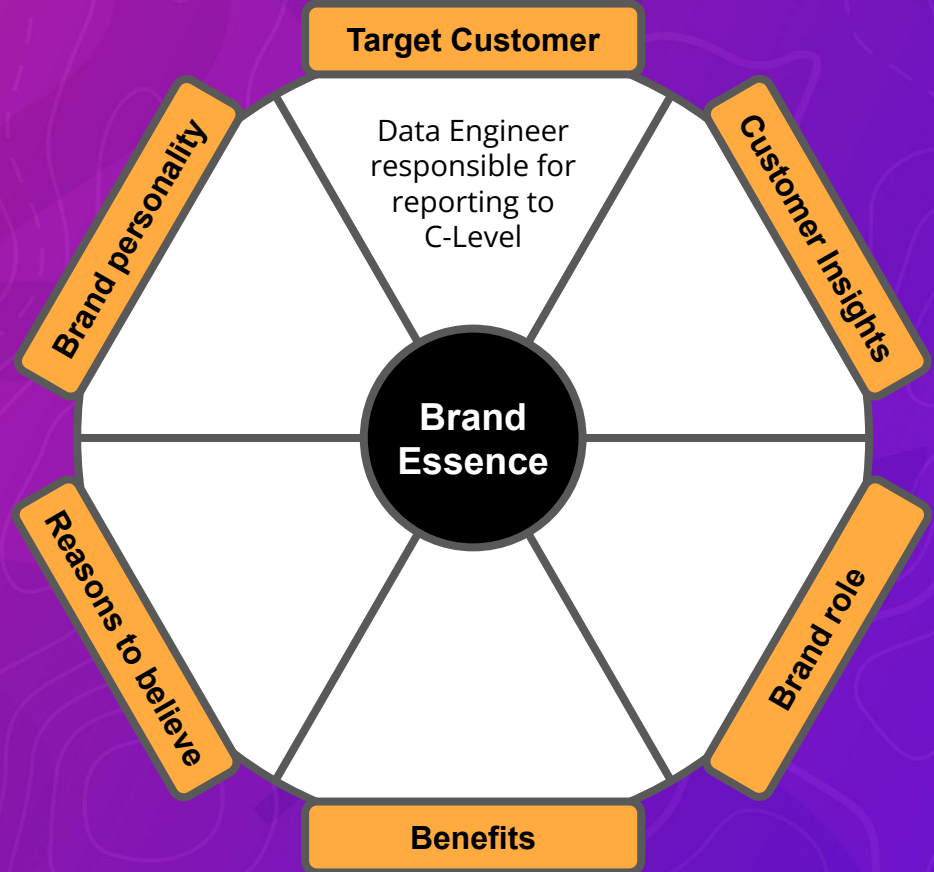
Brand Essence Wheel

Target Customer:

Senior Data Engineer

A Senior Data Engineer who is leading the reporting and user segmentation of a successful SaaS platform for ecommerce that oversees \$10million of transactions a day.

Her responsibility is to collect all of the user behaviour data and submit weekly reports to the management team on how KPIs are being achieved with certain segments of their customer base.



Brand Essence Wheel

Customer Insights:

Senior Data Engineer

“My work day is challenging because it’s filled with lots of manual tasks of exporting user behaviour data and analytics from multiple sources and then compiling them into a single report without destroying the integrity of the data

I need a tool that can pull in data from multiple sources in real-time and automatically generate accurate reports for me ”



Brand Essence Wheel

Brand Role:

Senior Data Engineer

We help you with reporting!

“With our business analytics platform we help you understand what’s going on with your business

With us, you will have valuable, realtime, insights from cloud services, spreadsheets and databases in one place”



Brand Essence Wheel

Benefits:

Senior Data Engineer

Social

Ease of communication among all the stakeholders with actionable insights

Emotional

Build trust with 24/7 customer support. Full reporting customisation.

Functional

Automated and real-time reports. Reduces human errors and complexity.



Brand Essence Wheel

Reasons to believe:

Senior Data Engineer

Data Accuracy and Reliability

Sdfgdfs

Customizable and user-friendly platform

Sdgdsg

Unify your data sources

sdfgsdf



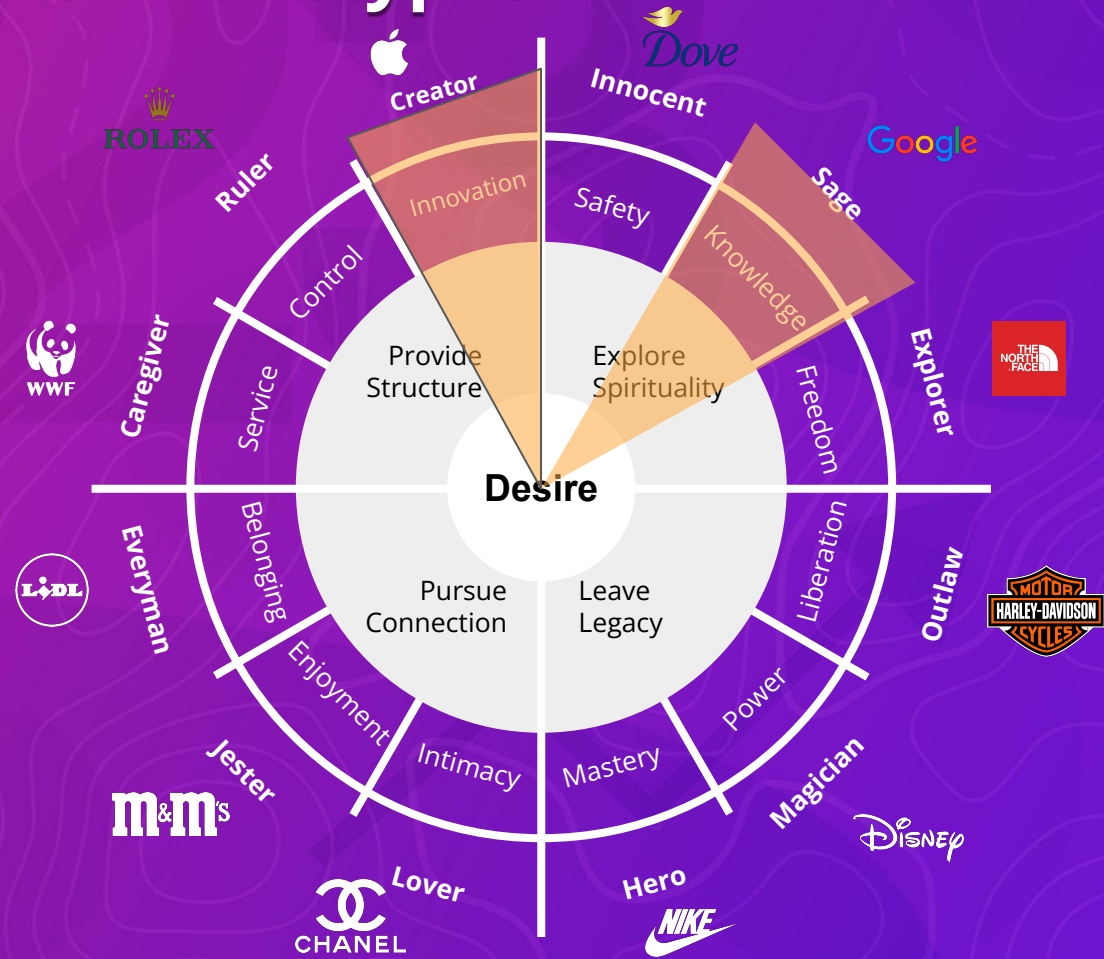
12 Brand Archetypes

Creator

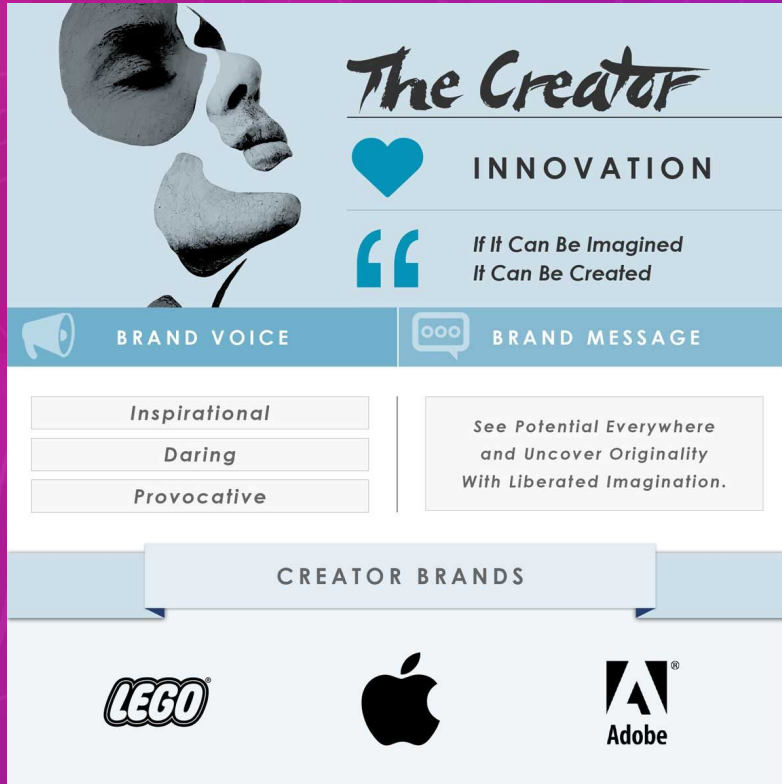
The Creator has a vision and a desire to create an enduring product or experience which realises their vision. They are innovators and non-conformists and are often the first to realise a concept and push the boundaries of creativity and design.

Sage

The Sage archetype is a seeker of knowledge and wisdom and believes that truth will set you free. They do not look to change the world themselves but prefer to empower others to do so by seeking out valuable information and sharing it.



12 Brand Archetypes



The Creator

♥ INNOVATION

“ If It Can Be Imagined
It Can Be Created ”

📣 BRAND VOICE

💬 BRAND MESSAGE

Inspirational

Daring

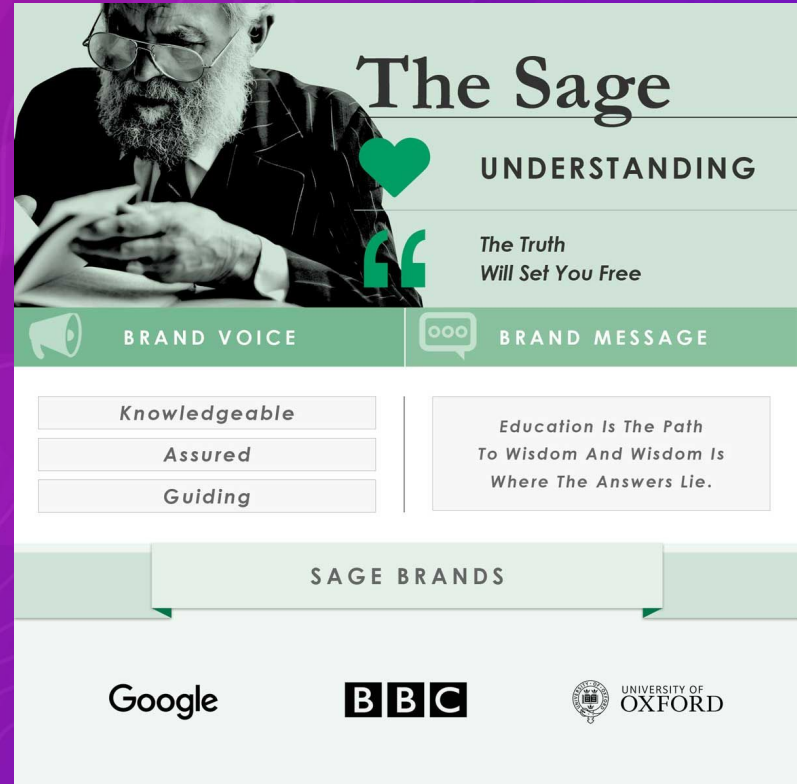
Provocative

See Potential Everywhere
and Uncover Originality
With Liberated Imagination.

CREATOR BRANDS

LEGO Apple Adobe

The graphic for 'The Creator' features a black and white profile of a person's face on the left. The text is in a mix of bold, handwritten-style fonts and clean sans-serif fonts. A blue heart icon is next to 'INNOVATION', and blue quotation marks are next to the brand message. The brand voice and message sections are in blue boxes with megaphone and speech bubble icons. The brand examples are shown as logos at the bottom.



The Sage

♥ UNDERSTANDING

“ The Truth
Will Set You Free ”

📣 BRAND VOICE

💬 BRAND MESSAGE

Knowledgeable

Assured

Guiding

Education Is The Path
To Wisdom And Wisdom Is
Where The Answers Lie.

SAGE BRANDS

Google BBC UNIVERSITY OF OXFORD

The graphic for 'The Sage' features a black and white photo of an elderly man with a beard reading a book on the left. The text is in a mix of bold, serif fonts and clean sans-serif fonts. A green heart icon is next to 'UNDERSTANDING', and green quotation marks are next to the brand message. The brand voice and message sections are in green boxes with megaphone and speech bubble icons. The brand examples are shown as logos at the bottom.

Brand Voice



We are **FUN**, but we are not conservative.



We are **CASUAL**, but we are not amateurs.



We are **BOLD**, but we are not disrespectful.



We are **ENTHUSIASTIC**, but we are not irresponsible.

Brand Essence Wheel

Target Customer:

Senior Data Engineer

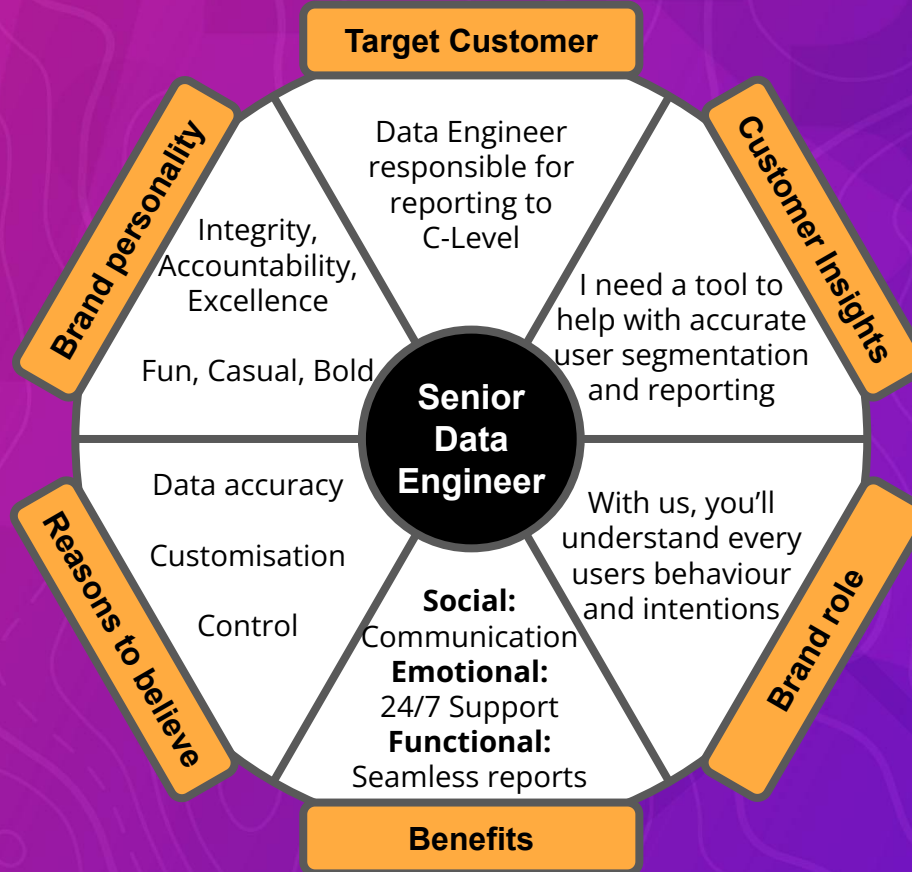
Creator: We hate misinformation because it restrains us from making better decisions.

Sage: We like reliability/trust because it's the baseline for good results.

**Fun - Casual -
Bold - Enthusiastic**



Brand Essence Wheel



Discussion



Thank You



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