

the



PURPOSE BRAND IDENTITY GUIDE

BY
LIVE CREATIVE STUDIO

INTRODUCTION

**WE BELIEVE BRANDS
HAVE A POWERFUL
OPPORTUNITY TO MOVE
LOYAL FANS WORLD-
WIDE TOWARD A
SUSTAINABLE LIFESTYLE
& ECONOMY**



We are **Live Creative Studio**, and we're happy you chose our guide to help you identify your brand's purpose!

Purpose-driven brands attract loyalty through what they stand for; they know their values and their why; they know their purpose. They convey their purpose in everything they do—from their business culture and product lines to their marketing and creative.

People want to be part of something; they want to belong. Brands create this sense of connection and **inspire us to act and think differently**.

Successful brands inspire what we want to become, both as individuals and as a collective society.

This Brand Identity Guide is just that---a guide to give you clear direction on how to establish yourself as a purpose-driven brand, help you uncover your 'why', and your vision for your business or brand refresh.

Whether you run an already established business and are looking to revamp your branding, or launching a startup and wondering where to begin, **this guide is for you**.

In the next 10 pages, we share relevant information and strategies for effective branding. We also provide action steps and a guide for discovering your brand purpose that will drive your brand identity and marketing strategy moving forward.

WHAT IS A BRAND?



A BRAND IS NOT A LOGO

A brand is a person's gut feeling about a product, service, or company. It is what people say about your company when you're not in the room.

People want to belong and connect to something real and meaningful, and the brands they choose to include in their daily lives affirm their sense of self and the world they want to live in.

Brands are having a conversation with their fans.

**"BRANDING IS THE
MOST POWERFUL
BUSINESS TOOL SINCE
THE SPREADSHEET."**

**—MARTY
NEUMEIER**



BRANDING

5 DISCIPLINES OF BRANDING:

1. DIFFERENTIATE

2. COLLABORATE

3. INNOVATE

4. VALIDATE

5. CULTIVATE

Differentiate:

- Who are you?
- What do you do?
- Why does it matter?

Unless you have compelling answers to all three questions, you don't have a brand.

Collaborate: Brands don't develop in isolation, they require collaboration between strategists and designers, and build off of what customers carry in their hearts and minds about the brand.

Innovate: Trust your intuition and innovate. It's a creative logo, packaging and marketing design and copy—combined with strategy—that ignites passion and brand loyalty in customers.

Validate: Communication with your customers is a dialogue. Understand your customer and their needs/desires.

Cultivate: Your brand identity is alive and dynamic; it is not static. Like a good wine, a brand takes cultivation over time.

WHAT IS A PURPOSE-DRIVEN BRAND?

PURPOSE-DRIVEN BRANDS BELIEVE THERE IS A BETTER WAY TO DO BUSINESS

Some purpose brands move their loyal fans toward a sustainable lifestyle and economy.

Other purpose brands create a sense of connection and inspire their customers to act and think differently.

Still other purpose brands are all about people and community.

Sustainability and intention sit at the heart of purpose brands, driving everything they do. It is not an add-on or something that comes and goes according to whim or budget. It's what makes your company authentic, and you are rewarded for this by brand loyalists, especially millennials—because they can smell BS from afar.

Purpose will emerge organically from an honest interrogation of what your business truly stands for, what your people are about, and what feels easy and right to stand behind as a company or organization.

"PEOPLE DON'T BUY WHAT YOU DO, THEY BUY WHY YOU DO IT"

—SIMON SINEK

PURPOSE MATTERS



BUSINESS AS A FORCE FOR GOOD

DOES YOUR
BRAND MAKE
PEOPLE FEEL
LIKE THEY
ARE PART OF
SOMETHING
GREATER
THAN
THEMSELVES?

71% of people said they care more about the impact a brand has on them and on society than they do about its products or services. This figure rises to nearly 80 percent for Millennials.

-Fjord (Design and Innovation)

80% of the general public would rather pay more for products that are produced responsibly. Unilever, for example, reports that 70% of their growth comes from their sustainable brands.

-Fjord (Design and Innovation)



BUSINESS BENEFITS

TALENT

Purpose attracts millennial talent and has staying power. Millennials want to make money by making the world better.

DIRECTION

Purpose brings your team together and creates clarity of organizational direction.

INNOVATION

Purpose empowers employees to be motivated by meaning-making and are thereby inspired to be more creative in how they can make an impact.

LOYALTY

Purpose leads to work place fulfillment, happiness, and company loyalty.

LEADERSHIP

Purpose is a filter for the leadership team (and all employees!) to use as a guide for decision-making.

BRANDING

Purpose aligns your brand and brand story with the values of your customers, inspiring deeper loyalty.

START WITH: WHY?

WHO DECIDES YOUR BRAND'S PURPOSE?

It's ideal to bring together a group of people—your brand's owner(s), your top leadership or c-suite, plus a few customers/fans—for a 3 hour purpose session using the "brand sprint" method (see next page).

Begin with the questions on the right and on the next page.

A facilitated "purpose session" by a professional (Live Creative Studio offers this service) is ideal to ensure all voices are heard and outside of the box thinking is embraced.

**WHY DOES YOUR
COMPANY EXIST?**

WHAT DO YOU BELIEVE?

**WHAT ARE YOUR
COMPANY'S BELIEF'S?**

**WHY DO YOU DO WHAT
YOU DO?**

**WHAT DO YOUR
CUSTOMERS BELIEVE?**

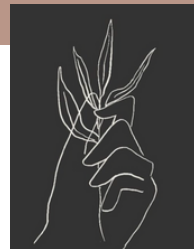
**IF NOTHING COULD STOP
YOU (FEAR, MONEY,
TIME):**

**- WHO WOULD YOU BE
WORKING WITH?**

**- WHAT WOULD YOU BE
DOING?**

**- HOW WOULD YOU BE
DOING IT?**

PURPOSE BRANDING



PURPOSE SESSION

3 HOUR "BRAND SPRINT"



BRAND TARGET

Look at your product or business in the broader context and discuss as a team:

1. **What** do you do?
2. **How** do you do it?
3. **Why** do you do it?

AUDIENCE & PERSONAS

Identify your top 3-4 audience groups and their personas for your brand. Rank them by importance.

VALUES

Identify your top 3-4 brand values. Rank them by importance.

BRAND CULTURE

Identify the top characteristics that best describe your brand*:

1. Mature and Classic or Young & Innovative?
2. Friend or Authority?
3. Conventional or Rebellious?
4. Serious or playful?
5. Elite or Mass Appeal?

*Your brand may be somewhere in between.

STYLE YOUR BRAND

WHAT'S NEXT? STYLING YOUR BRAND

Now that you know your brand purpose and audience, you can create a **"Brand Brief"** that encapsulates all of your decisions that you came to as a result of the Brand Sprint work.

Two last steps in the brand style development or refresh process are:

1. Reflect back on your Brand Brief and decide on your top 3 words that best describe your brand. Add this to the cover of your Brand Brief.
2. Research your competition, understand their brand identity, and define 3 elements that differentiate your brand from theirs. Add this to your Brand Brief cover as well with links.

Kick things off by presenting the Brand Brief to your graphic designer to give him/her clear direction on building out your brand look and feel, logo, tone, and style. This will save you time and money.

**"IT'S NOT HARD TO MAKE
DECISIONS ONCE YOU KNOW
WHAT YOUR VALUES ARE."
—ROY DISNEY**





BOOKS THAT INSPIRE

"LEADING FROM PURPOSE:

*Clarity & the Confidence to Act
When it Matters Most"*

by Nick Craig

"FIND YOUR WHY:

*A Practical Guide for Discovering
Purpose for You and Your Team"*

by Simon Sinek

"BRAND THINKING

and Other Noble Pursuits"

by Debbie Millman

"BRANDS IN GLASS HOUSES:

*How to Embrace Transparency &
Grow Your Business Through
Content Marketing"*

by Dechay Watts & Debbie
Williams

"HOW TO STYLE YOUR BRAND:

*Everything You Need to Know to
Create a Distinctive Brand
Identity"*

by Fiona Humberstone

"THE BRAND GAP:

*How to Bridge the Distance
Between Business Strategy &
Design"*

by Marty Neumeier



LIVE creative

**LOOKING FOR
MORE PERSONAL
GUIDANCE?
WE'RE HERE TO
HELP:**

We hope this branding guide has helped you to not only discover your purpose, but also become clearer on your creative vision and your brand's direction.

Don't hesitate to reach out to us with feedback or questions---we'd love to hear from you! Our goal is to provide insightful and valuable information that will help you grow your purpose brand.

If you have a question or issue with branding, digital marketing or social media for your business, or if you'd like to book a consultation with us, head to our website or give us a call.



Live Creative Studio is a marketing + sustainability agency based in Durango, Colorado with global impact.

We work with purpose brands and companies of all shapes and sizes interested in or already launched on the sustainability path.

We offer branding and logo design, graphic design, web development, digital marketing, and sustainability strategy.

**YOUR BUSINESS WAS BORN
WITH PURPOSE. BECOME
THE BRAND YOU WERE
MEANT TO BE WITH
AUTHENTIC MARKETING
AND SUSTAINABILITY
INITIATIVES DESIGNED FOR
TRIPLE BOTTOM LINE
IMPACT.**

the



INSTAGRAM GUIDE

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