

# BRAND ESSENCE GUIDE

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Brand Essence Wheel

FACTS & SYMBOLS

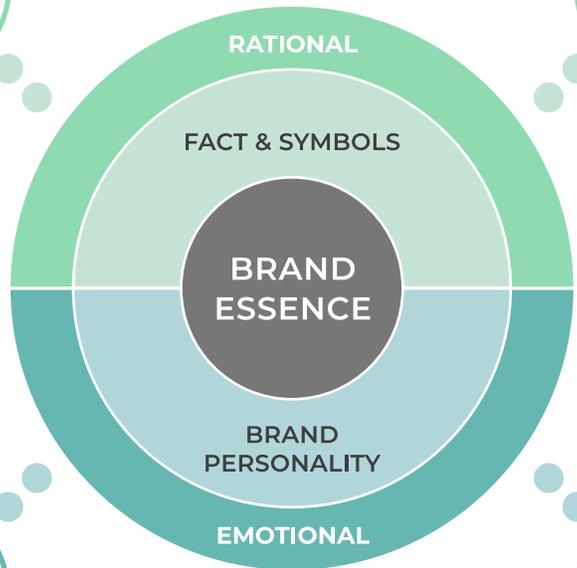
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What the product does for me

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How I would describe the product

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



How the brand makes me look

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How the brand makes me feel

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

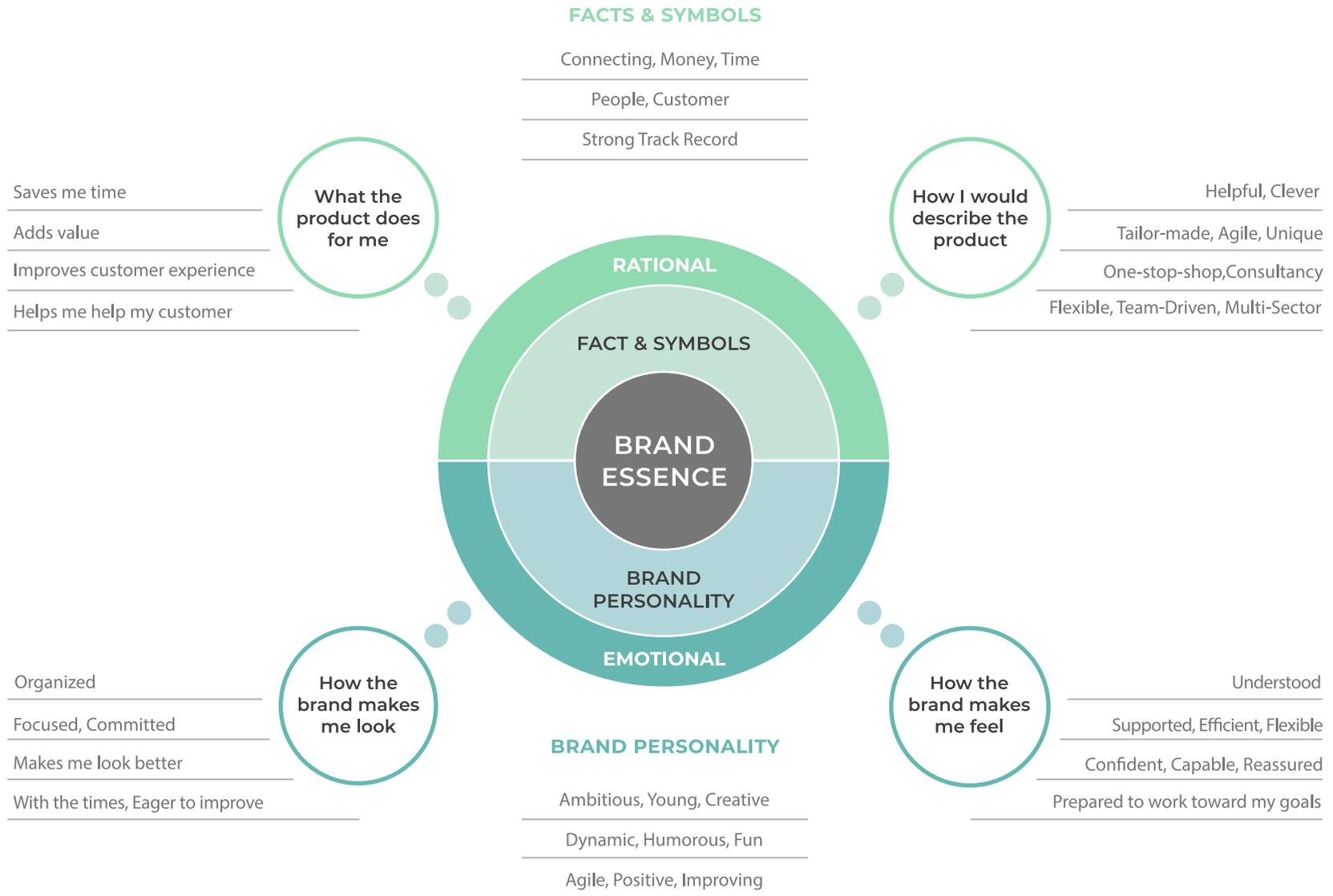
BRAND PERSONALITY

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Brand Essence Worksheet

Describe your brand from the customer's perspective. This will help you understand your brand positioning.





## Brand Essence Worksheet - EXAMPLE

Describe your brand from the customer's perspective. This will help you understand your brand positioning.



15 adjectives

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CORE BRAND ESSENCE

3 adjectives

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ie. Vibrant, Caring, Eco-conscious

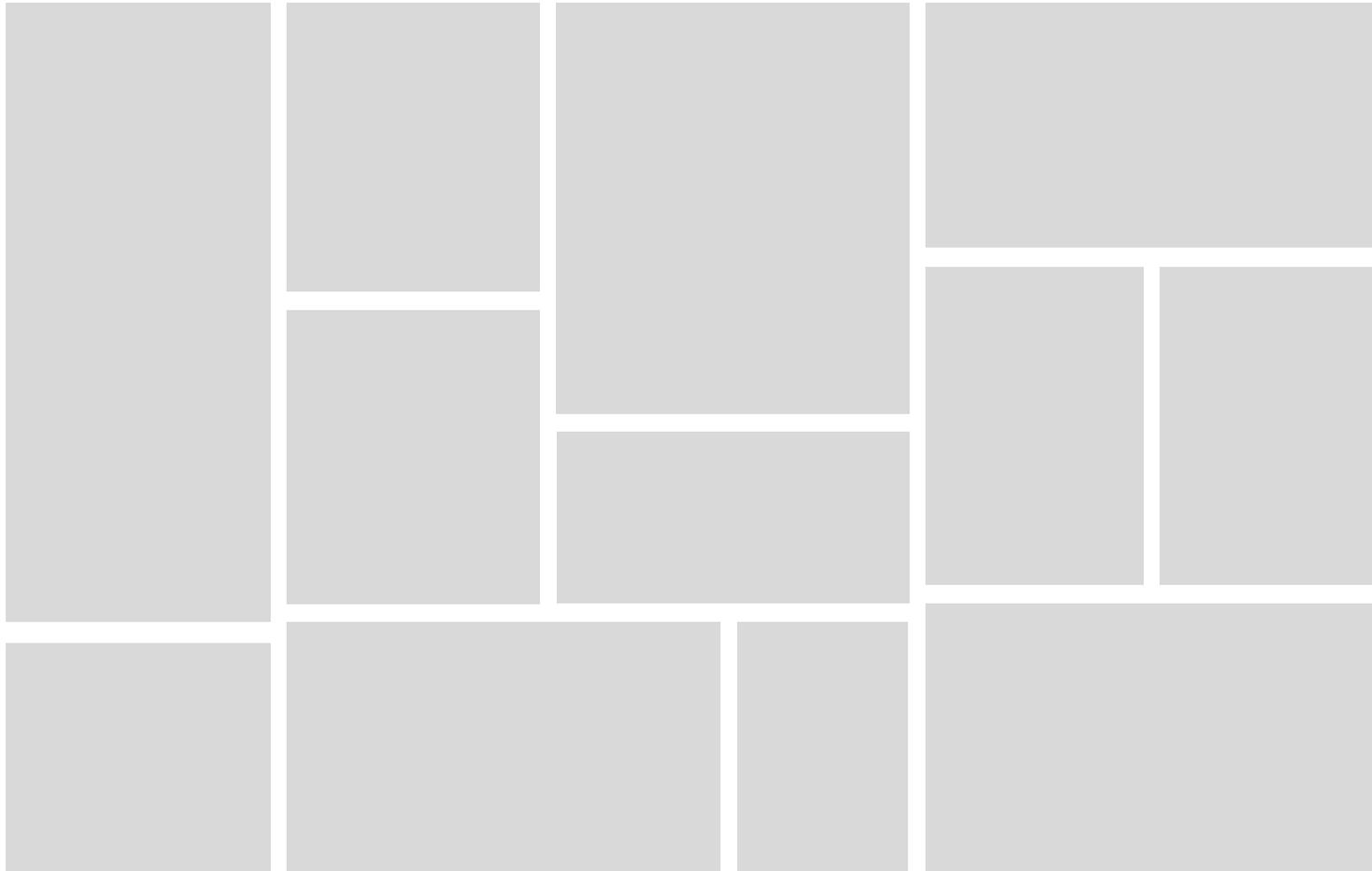
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## Brand Essence Worksheet

For this exercise you will need to look at your Brand Essence Wheel. Write down 15 words that describe your brand. Then narrow your list down to 3 words that accurately convey the personality, values, and goals of your business. These 3 words are your “essence.”

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BRAND NAME



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CORE ESSENCE WORDS

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## Brand Essence Mood Board

Your mood board is an ambience collage built of photographs, words/phrases, color swatches, and any other elements that convey the emotional essence of your brand. Whether you create your own artwork, use photos or cut out images and words from magazines, your only criteria is to convey the core essence words.

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A mood board is your brand come to life in a visual medium. It's the bridge between the intellectual exercise of defining your brand and the process of creating your actual brand identity. It's composed of images, colors, designs, and fonts – anything that communicates your brand essence in visual terms.

### **Gather Inspiration**

Begin by gathering relevant images into a new folder (physical and/or digital). Look for visual elements that evoke emotion. People buy based on emotion. If the images you pick stir a reaction in you, they'll likely do the same for your potential buyers. Don't edit yourself or overthink this first step.

While you're looking for fonts, colors and images, be sure to search for packaging designs that inspire you as well. You can either make a separate mood board for your packaging or integrate it into your larger brand board. Packaging is a critical way to separate your brand from others, so it's important to keep it in mind early in the process.

Immerse yourself in your industry and examine your competitors. When you have a large collection of images, it is time to sort. Think about your core brand words and messaging and remove the images that don't fit. Put competitor clips into a separate folder for future reference.

### **Look Beyond the Digital World & Get Tactile**

When creating your mood boards, think beyond using Google images. Real world inspiration such as magazines or photographs are also very powerful. Take pictures of things that inspire you. Capture thoughts, impressions, and emotions that relate to your brand image.

### **Curate Your Board**

What you leave out is as important as what you choose. When putting together mood boards, think of yourself as a curator rather than a collector. Try to have meaning and threads from one image to the next. It makes for easier interpretation.

### **Build Around a Larger Image**

The layout of your mood board needs to give prominence to key theme images. Surround these with smaller supporting images that clarify and reinforce the message.

### **Select Impact Words**

Use the power of a few isolated words on a board. They're fantastic show-stoppers and help your viewer tie everything together thematically.

### **Test Your Mood Board**

Go to a few people who represent your target audience and ask them for their impressions. Their opinions will help you determine if you're on the right track. Notice which elements get lots of comments (positive or negative), and which are entirely overlooked.

### **Use Your Mood Board to Brief Designers**

Mood boards are a great way to brief a creative. Don't be afraid to go into detail. The more you are clear about your brand, the better your designer can create a design that speaks to your customer.

### **Mood Board Resources**

Google images may be the first way you begin searching, but venture out to other resources such as Pinterest.com, Pexels.com, and Artsandculture.google.com.

If you are interested in creating a digital mood board, here are a few of our favorite resources: Canva.com, Milanote.com, and Sampleboard.com.