

the
discovery
phase

purpose-driven design
for purpose-driven people





before beginning the design phase, we must first understand your brand.

Our design philosophy is deeply rooted in “WHY?” and every design decision we make is intentional.

So before we can design anything we must explore four fundamental elements. They are:



Understanding these elements will give us a clear picture of what you envision for your new brand and/or website.

Please take some time to answer the following questions. During our kick-off meeting, we can discuss your answers. If you are unclear about a question, we will be happy to work through it together.

It's ok if your answers start becoming redundant. **That means you're orbiting around something juicy and valuable!**

SO LET'S GET STARTED!





let's start at the beginning – your goals and vision:

Your vision is your big idea, high-level concept, and your ultimate company goal.

The main benefits of establishing a solid vision and company goal are to:

- Create a core rallying point for everyone to use as the foundation for your brand
- Build unity
- Drive creativity

Knowing your goal and vision will be the foundation for all your decision making – even your brand visuals!

What is your main goal?

Do you have a vision for your brand?





understanding your industry and competitors:

One of the biggest mistakes companies make is not researching the marketplace and their competition. To position your brand, you have to understand where your product or service's "sweet spot" will be. Finding your sweet spot will allow you to stand out from the competition and fill in a gap, or in other words, solve a problem others have yet to resolve.

The benefit of understanding your market and industry will help you:

- Learn from others' mistakes
- Help develop your uniqueness
- Understand what types of customer to target
- Explore new directions

What is the truth about your market or industry? Pros and Cons?

Who are your top three competitors? Please include their websites.





What brand position do your competitors take? How will you be different?

What problem(s) does your company solve? Why should anyone care?





now let's understand who will be interacting with your brand:

Knowing your target audience gives insight into how people might use your product or service. It drives your marketing messaging, so you know how to speak directly to customers, and allows you to understand their needs.

Who is your target audience? Is there more than one? What are their needs?





**What are the functional benefits that you deliver to your customers?
Are they unique?**





identifying your brand characteristics

The main goals in establishing your brand's characteristics is to:

- Establish your brand visuals
- Build a personality that resonates with your audience
- Drive creativity and build unity
- Lay the foundation of how and what you choose to represent your company, even down to the people you hire

Your Brand Characteristics should describe human attributes, be unique, and be you!

It will inspire loyalty, create reliability and authenticity, and develop a voice for your messaging and theme for your visuals! We'll even give you an extra page so you can go crazy!

When people think about your brand, what are the immediate feelings and associations you want them to have?

(Examples: impressed, happy, entertained...)





What kind of personality or characteristics does/will your brand have?

What type of personality should it NOT have?

