

# Brand Identity

## Directions:

Create a brand identity — the aspirational value proposition for your brand.

Your brand identity should include the **brand essence** or nucleus, the **core identity**, and your **extended identity** or brand elaborations.

This phase should include research on the brand assets you have to work with (i.e. brand symbols, logos, leaders, products, mission statement, organizational associations) with an eye toward **what you can elevate and improve to create a more aspirational brand identity**.

Start by brainstorming core identity and extended identity associations and then choose the best essence for your brand.

The one thing that comes to mind when we think of the brand.

ASPIRATIONAL  
SIMPLE  
VISCERAL

The timeless highly important elements of the brand that just miss being included in the essence.

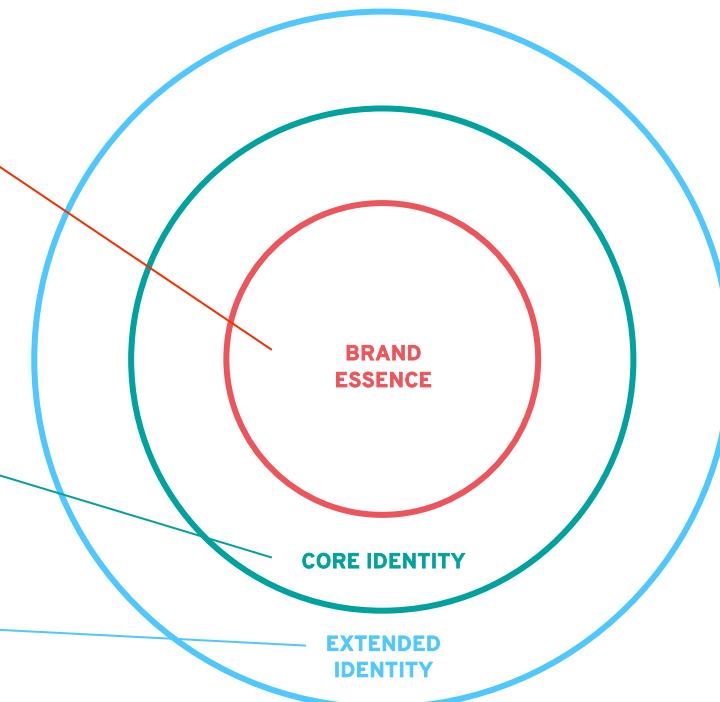
TIMELESS  
IMPORTANT  
SUBSTANTIVE

BRAND AS PERSON  
BRAND AS SYMBOL  
BRAND AS ORGANIZATION  
BRAND AS PRODUCT

BRAND  
ESSENCE

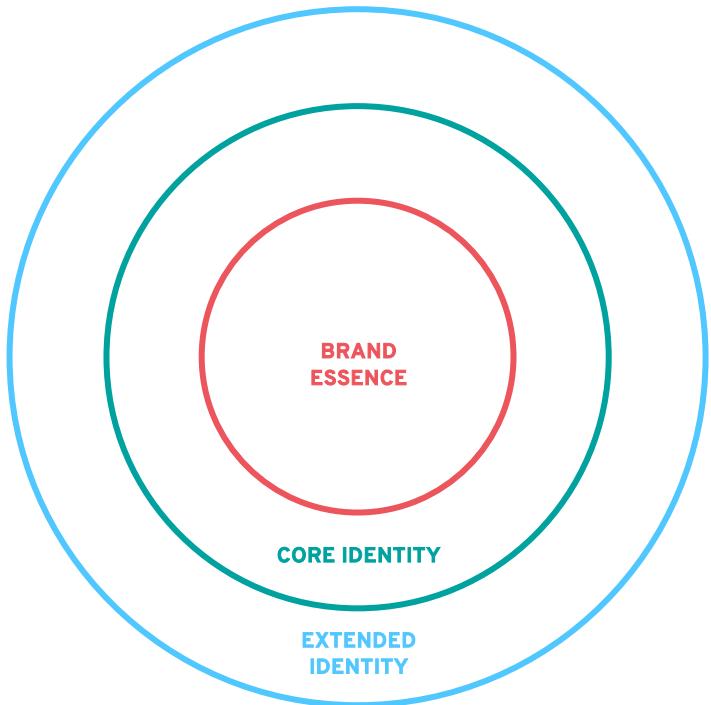
CORE  
IDENTITY

EXTENDED  
IDENTITY



# Brand Identity

Our new, aspirational brand identity.



The series of brand elements and elaborations that bring the brand to life.

## BRAND ESSENCE

Aspirational, Simple, Visceral

Essence

## CORE IDENTITY

Timeless, Important, Substantive

Core

## EXTENDED IDENTITY

Brand as Person

Person

Brand as Symbol

Symbol

Brand as Product

Product

Brand as Organization

Organization