

TASK Brand Avatar Worksheet

Let's take this a step further and have some fun. I'd like to encourage you to do this next task as a team. Sit together around a boardroom table with project board and colored markers, magazines, scissors and glue. Complete the worksheet but also consider creating a poster defining your brand avatar. Play some music in the background and literally each wear a creative hat! (the purpose of this is to have fun, but also to get creative. This is a strong team building exercise)

What Pain Points Do You Solve?

Your customers don't start looking for your company because their lives are perfect. You offer a product and service that they want and need. Your brand identity should instantly communicate how you solve these needs.

What Kind of Personality Do You Have?

Brand personality is defined as a "human set of characteristics" that are connected to a brand. Brands with a strong, well-defined personality are instantly likeable because customers are able to relate to them on a personal level. Human personalities are rarely single-faceted. Brand personalities shouldn't be, either.

Let's define your brand personality by answering these questions.

1) If your brand were a person, would it be a male or female?

2) How old is he / she?

3) What clothing does he/she wear?

4) What is his/her style?

5) What car does he/she drive?

6) What are his/her hobbies?

7) What are his/her social likes?

Some more information to note about your brand identity:

1) What are your brand Colors?

Common color associations include:

- **Blue:** Integrity, Trust, Tranquility, Loyalty, Intelligence
- **Green:** Money, Growth, Freshness, Environmental-Friendliness
- **Yellow:** Happiness, Originality, Energy
- **Purple:** Royalty, Spirituality, Luxury
- **Pink:** Femininity, Compassion, Playfulness
- **Red:** Power, Strength, Passion
- **Orange:** Courage, Originality, Success

- **White:** Cleanliness, Purity, Freshness
- **Black:** Elegance, Drama, Strength

2) What is Your Font?

Typography communicates a lot more than “just” letters. It can impart feelings of energy, fun, humor, traditionalism and more. Common font associations include:

- **Serif Fonts**, including Times New Roman, Georgia, and Garamond: Authoritative, Traditional, Respectable
- **Sans Serif Fonts**, including Helvetica, Arial, and Verdana: Modern, Clean, Stable
- **Slab Serif Fonts**, including Rockwell, Courier, and Museo: Bold, Strong, Modern
- **Script Fonts**, including Lobster, Lucida, and Brush Script: Elegant, Friendly, Creative
- **Modern Fonts**, including Politica, Eurostyle, and Matchbook: Fashionable, Stylish, Exclusive

3) If your brand were an animal, what would it be?

4) If your brand were a car, what would it be?

5) If your brand were a Tree / Flower, what would it be?

6) If your brand were a Musical Instrument?

7) If your brand were a Song?

8) If your brand were a Celebrity?

What are 5 Words that Describe your Brand?

An important exercise towards defining your brand's identity can be developing a list of five adjectives that describe your brand's personality, look, and voice.

What is Your Competition?

Competitive analysis can be a helpful first step towards developing any marketing strategy. Regardless of where your competitors stand, use their statuses as a starting place for creating a brand identity that's objectively better. Look at their voice, logo and any other defining attributes. List your closest competitors and their attributes here.

How Do You Make Your Clients Feel?

When your most satisfied new customers communicate with you or your team, what do they have to say? Listening to the interactions of new, satisfied customers can reveal a wealth of information about how you make your customers feel. List some of your new client interactions here, to demonstrate your understanding of how you make them feel.

How are You Different?

What does your brand offer that your competitors can't? Perhaps more importantly, how can you communicate this in your brand identity?

Why Do Your Clients Trust You?

Conducting customer interviews or talking to your team can be an important tool for learning why your customers ultimately pick your salon / spa. Use this "trust factor" as an important tool for defining why your brand is different and building an appealing brand identity.

What's Your Story?

Brand stories are an important component of branding. This includes both your literal history -- such as how and why you were founded -- and the story of the role you play in your customer's life.

What's Wrong (or right) with Your Existing Brand Identity?

You don't need to look towards brands with similar products, services or customers. Developing a list of brands you admire can offer various types of lessons that can be helpful.

How Will You Test Brand Perception?

Once you've developed a brand identity, it could be important to "test drive" it in front of a group of your existing customers or qualified prospects. This audience may be able to provide important insights that you missed. Think about how you may do that and jot down a basic plan here.

What is Your Audience's "Language"?

What are the words and terminology your customers use to describe your industry, products, and services? There's a good chance they don't head to Google to search for "aesthetic improvements". Think this through to define your brand keywords.

How Does Your Logo Communicate Your Brand?

Your company's logo is one of the most important aspects of your visual brand identity. Ultimately, you don't "own" your colors and font. Your logo will be one of the few original aspects of your visual identity, and an effective logo can create a lasting impression. An effective logo design is:

- **Original:** contain some visual elements, such as color combination or design elements, that no other company has.
- **Timeless:** avoid incorporating trendy design concepts, to ensure your logo will "age well" over time.
- **Adaptable:** the logo should scale well from thumbnail to a much larger scale. It should also translate well to both print and digital formats.
- **Memorable:** While "memorable" can be a difficult concept to test, your logo should leave a lasting impression.
- **Relevance:** Your logo should be clearly connected to your industry or products and services



How Do You Interact with Customers?

The voice you use to interact with customers via social media and content marketing is an extension of your brand voice. Are you humorous, or straight-to-the-point for example? Do you respond to questions with experience, or links to peer-reviewed studies? Your brand guidelines should include instruction for social media and customer interactions, in order to deliver a consistent brand experience.



How Can You Streamline Visuals?

Once you've developed a visual branding style guide, assess it to see if it can be streamlined or improved. Your visual identity must be able to scale up and down across digital and non-digital mediums. Test the digital and print performance of your:

- Logos
- Color combinations
- Fonts



What Does Your Voice Sound Like?

When it comes to defining and documenting your brand voice, look to your customers for inspiration. When your buyer personas read and speak, what do they sound like?

- Are they academic or conversational?
- Do they reference studies and statistics frequently?
- Are they prone to incorporating anecdotes or stories?
- Are they long-winded or straight to the point?

Your brand's voice should sound relevant to your buyer personas' education level, language preferences, and tone.



Sum up your findings here in a paragraph describing your brand avatar.

