

Build your brand Anatomy: created by Anatomy Studio

A good brand is a living breathing thing.

It creates an emotional connection with people through the way it looks, sounds, behaves.

This guide will help you build your own brand anatomy making sure it stands out from the crowd.

Why brand?

Creating strong brand will be critical to your success.

Even the best business ideas struggle if people can't relate to them.

Building a brand anatomy:

- Differentiates you from others
- Entices investors
- Improves recognition
- Generates customers and referrals
- Build financial and emotional value

Think big picture

A good plan is essential. Success is not random. It needs a strategy.

Create a clear picture about what you do; why you do it; who you do it for AND how you do it better than others in the market. Build a strong foundation for your brand with a clearly defined proposition. It will help you plan for the opportunities ahead.

Starter questions:

- How unique is your business?
- Does your proposition communicate benefits over features?
- How will your business make a difference?

Know your way

Be clear on what your brand is; what it stands for.

Your brand's characteristics, personality, core principles need to be distinct, authentic, unique. Keeping your brand true to its purpose helps people connect with it more easily.

Starter questions:

- What do you want your business to stand for?
- Are your business values true to you?
- Can you sum up your business personality?

Talk the talk

Embrace a unique tone of voice that captures the soul & spirit of your business.

It's not just what you do, it's how you tell people you do it.

The way you sound should reflect your brand's **personality** and values. From your business name to your website copy, your brand story needs to be authentic and deliver a consistent message.

Starter questions:

What do people think when they hear your business name?
Does your story connect with people on a human level?
Does your messaging strengthen your brand?

Focus your image

Your visual identity needs to be recognizable and reflect your business.

It's more than a logo, it's the face of your brand. Visual identity includes typography, imagery, layout and colour and other elements that make up your visual world. A good brand identity is unique, ownable and will differentiate you from your competitors.

Starter questions:

Is your business identity ownable?
Is your brand visually recognizable?
Is your visual identity inspiring?

Stay on point

Your brand should always be on brand. Consistency is Key

From invoices to interior design, every point of contact for your brand needs to be considered. A good set of brand guidelines will become your DNA and help reinforce your brand identity anywhere and everywhere. This will build recognition, credibility and trust.

Starter questions:

Do you have a brand toolkit?
Have you consistently applied your brand? Do your brand guidelines cover all your needs?

Connect from the heart

An emotionally connected brand is fundamental to long-term success.

Emotive branding won't just create financial rewards, it will help ensure the future stability and presence of your business. More a brand lives in our heads and hearts, more likely we are to connect with it & recommend to others.

Starter questions:

What do you want people to feel about your brand?
Are people talking about you positively?
How does your brand connect emotively?