

# BRANDING ONION

## How to use the Branding Onion

The Branding Onion tool is used to define and provide a holistic view of your brand identity.

Each layer of the Branding Onion provides a different aspect of your brand identity and can be broken down as follows:

### The Essence

What your brand says

### Brand Values

What your brand stands for

### Brand Personality

What you want people to feel when they interact with your brand

### Brand in Action

How you communicate your brand in reality

### Step 1:

Sum up your brand or business in a sentence or two

### Step 2:

List the things that you (and your brand) are passionate about. What's important to you?

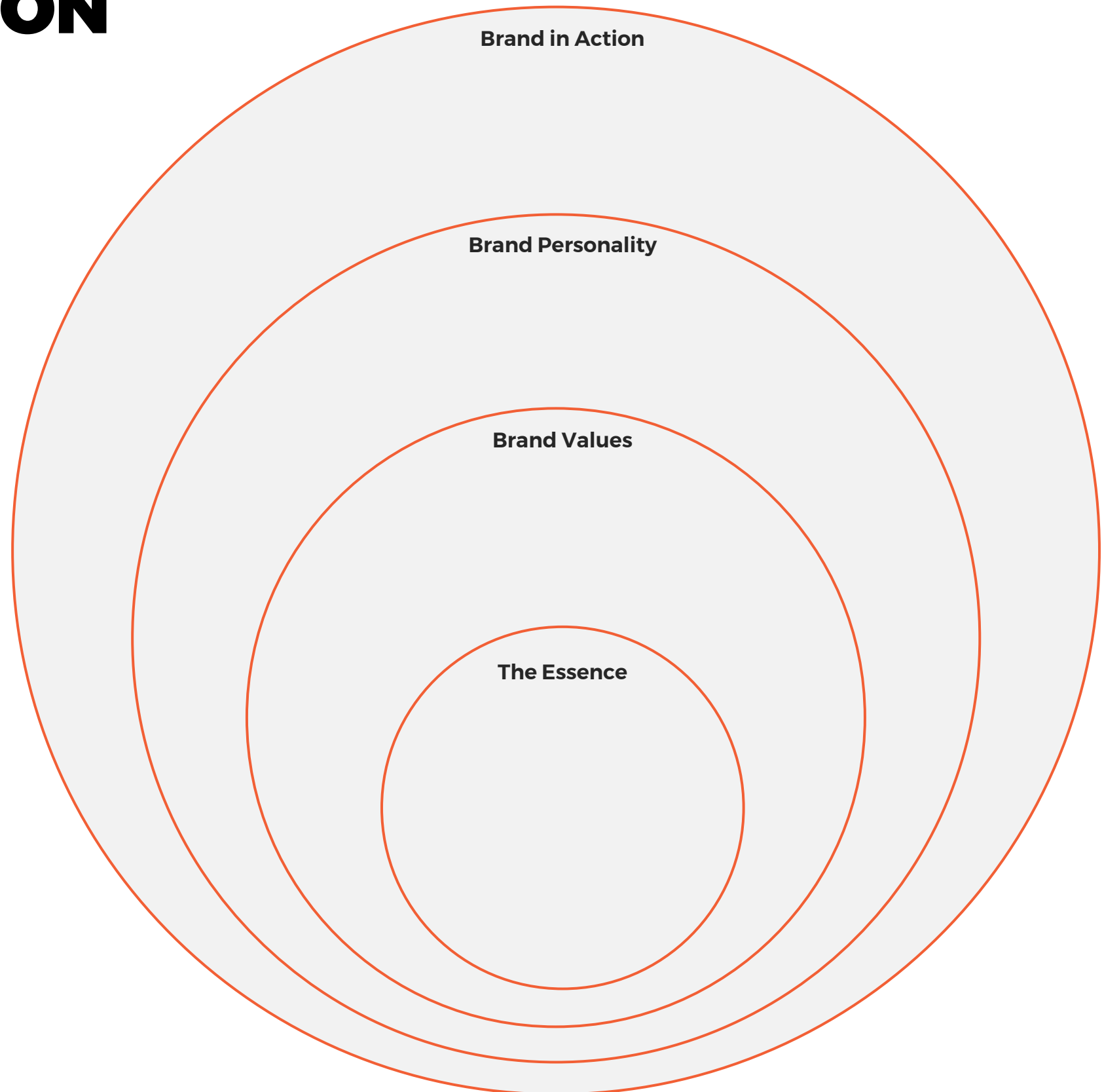
### Step 3:

If your brand was a person, what personality traits would it have? i.e. is it exciting, friendly, and approachable? Or exclusive and formal?

### Step 4:

List examples/ideas of how your brand identity (all the previous layers) can be manifested in reality through your marketing, brand assets, customer service etc.

For further support, contact: [info@hethelinnovation.com](mailto:info@hethelinnovation.com)



# BRANDING ONION

## EXAMPLE - VEGAN DOG FOOD BRAND

### How to use the Branding Onion

The Branding Onion tool is used to define and provide a holistic view of your brand identity.

Each layer of the Branding Onion provides a different aspect of your brand identity and can be broken down as follows:

**The Essence**  
What your brand says

**Brand Values**  
What your brand stands for

**Brand Personality**  
What you want people to feel when they interact with your brand

**Brand in Action**  
How you communicate your brand in reality

**Step 1:**  
Sum up your brand or business in a sentence or two

**Step 2:**  
List the things that you (and your brand) are passionate about. What's important to you?

**Step 3:**  
If your brand was a person, what personality traits would it have? i.e. is it exciting, friendly, and approachable? Or exclusive and formal?

**Step 4:**  
List examples/ideas of how your brand identity (all the previous layers) can be manifested in reality through your marketing, brand assets, customer service etc.

For further support, contact: [info@hethelinnovation.com](mailto:info@hethelinnovation.com)

