

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?

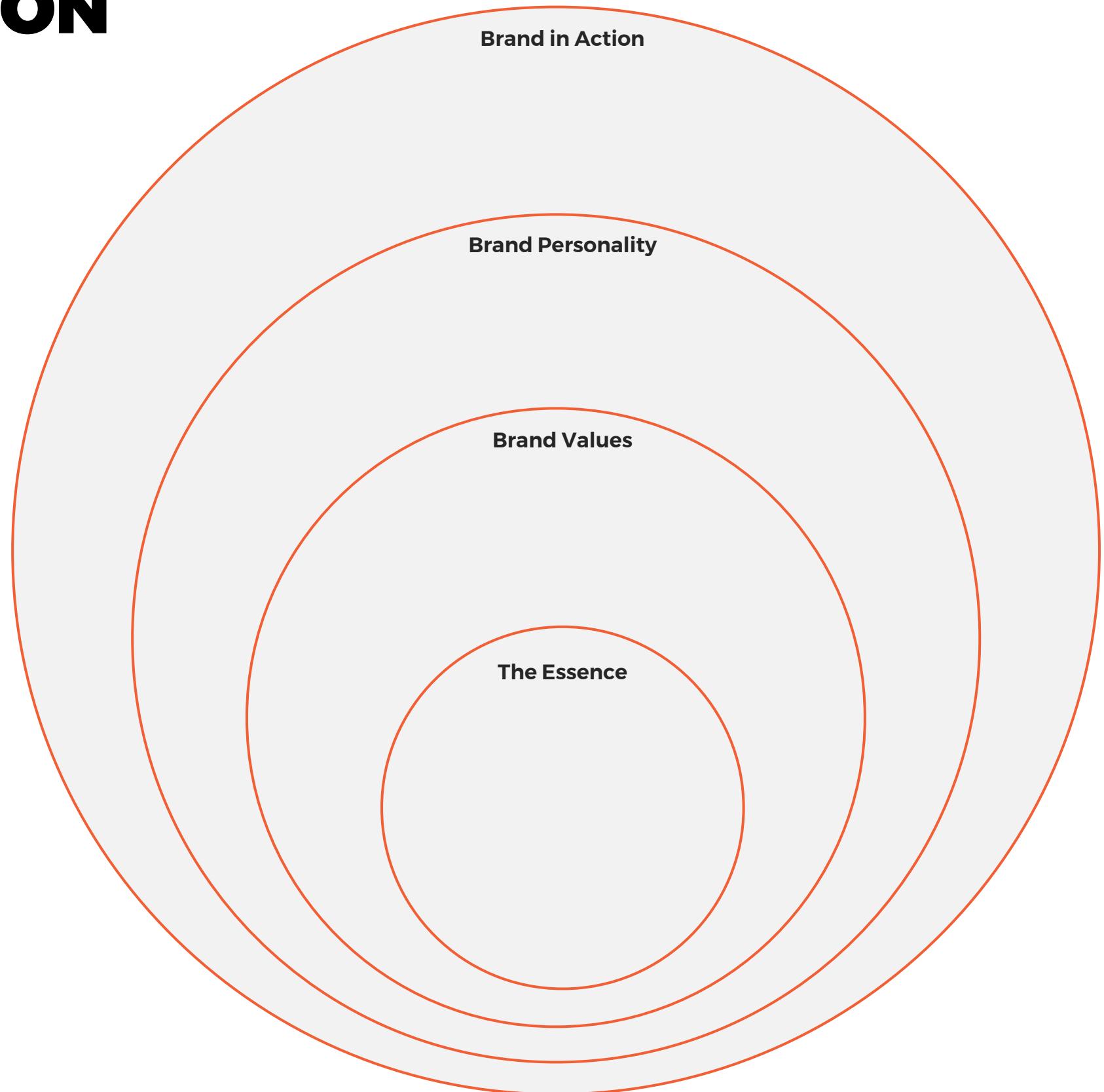
Step 3:

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



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EXAMPLE - VEGAN DOG FOOD BRAND

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