

THE CIRCLE OF BRANDING: A SIMPLE FRAMEWORK FOR BRAND BUILDING

Any brand, large or small, has seven basic elements.

01 What You Are

This component is the foundation of your brand. It includes your mission, vision, values, and purpose, which tend to remain constant for long periods. It also includes your brand archetypes and personality, which may evolve as the world changes.

02 Where You Play

Your brand's landscape includes your market, category, and position. Understanding these concepts is essential to determine where you fit in the marketplace and how to stand out from competitors.

03 What You Offer

This component includes your portfolio of offerings and how they relate to each other. Your company's products, services, and pricing are fundamental to how customers experience your brand.

04 What You Say

The verbal aspect of your brand includes your name, tagline, message, story, and voice. It helps you communicate with your target audiences to achieve goals and build empathy, authority, and trust.

05 How You Look

Your brand's visual identity includes your logo, color palette, and visual style. It's how you visually communicate your brand to the world — in print, online, and in physical and virtual spaces. Strong visual identities are instantly recognizable and reflect your brand's personality.

06 How You Act

This aspect of your brand includes culture, interactions, touchpoints, and relationships. It's how people — including employees, customers, clients, and others — experience your brand daily. How you act should align with what you say.

07 How People See You

A brand's perception, sentiment, reputation, and equity come from how people feel about your brand and what they say to others. Monitoring your brand's reputation is essential to making sure your brand is on track.

Your brand is born in people's minds from the seven elements working together. Your brand is not what you say; it's what others say. What you do to influence their perception is branding.