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BRAND

IDENTITY

Some small targeted activities and questions designed to bring clarity to your branding.

Delving little deeper than just a logo, just colours, just a website, just pictures.... we look at your why's, the how's and the big audacious goals & visions.

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WELCOME

Delving further into your business' branding is never time wasted, although often overlooked. These activities and reflections included in here help to form the basis of your decision making when it comes to your brand identity. your colours, logo, 'voice' & typography / font choices will all be informed by these strong base building activities. The better you know your values, mission and vision the easier it is to make these choices, as they should communicate, **VERY CLEARLY** what these are.

By the end of these reflections;

- you will have crafted a list of values that underpin your brand / business / products or services.
- you will have crafted and vision statement
- and outlined a mission

All of these reflection and activities form the basis or a part of your masterplan / business plan, you may have already done this, however these WithBaxter.co developed practises are particularly aimed at gaining clarity for branding purposes specifically.



Brand Identity^{??}

What is a brand identity ?

A brand identity is made up of ALL the design {visual and implied}, choices that have been made to convey a particular message to clients. It is essentially the 'personality' of your brand / product or service. It is how your clients feel when they interact with your branding.

At the very core of your brand identity, lies your values, your vision and your mission. Therefore, all design and business decisions are based upon the these core identity drivers.

A big part of business success, lies in your initial planning. Whether you have consulted a professional to collaborate with this or you've done one yourself, you should view it every time your consolidating a business decision, this is also true for your branding choices.

[if you haven't done business planning - a good place to start is here
<https://business.gov.au/planning/business-plans/develop-your-business-plan>]





Core Values

What are values?

Values are our basic and fundamental beliefs and personal motivators that we have usually made many pivotal decisions in relation to our life, health, relationships and other aspects of human experiences.

Personal values & business values can be different, sometimes they're the same, sometimes they overlap a little and sometimes

What drives an individual and a business are very unique. If you're in a partnership type business, it may be best to do these reflections separately and together, your branding needs consistent messaging to build trust, coming to an agreement around your business' values is imperative.

How many values do you need? As many as you like but 3-5 are a good number. However that is a business decision only you can make.

Think of ones that resonate with you and then write out a statement of how those values would impact your decision making during times of growth, challenging times, celebrations & success?

over page is some space to complete this reflection and narrow down some values, as well as some lists and examples. Or complete these in a notebook if you prefer.





Core Values

Values List

- | | | | |
|------------|-------------|---------------|----------------|
| Adventure | Environment | Collaboration | Humility |
| Drive | Community | Perseverance | Accountability |
| integrity | Fun | Boldness | People |
| Innovation | Learning | Simplicity | Diversity |
| Respect | Trust | Privacy | Honesty |
| Compassion | Loyalty | Quality | Sustainability |

Which ones resonate with you and then write out a statement of how those values would impact your decision making during times of growth, challenging times, celebrations & success?

*some further examples can be found here
<https://blog.hubspot.com/marketing/company-values>



2023



Vision

Vision - what you want to achieve a strategic statement of who you want to be and how you want to serve a purpose or solve a problem. (They're usually reviewed every 3-5 years or when no longer relevant)

Some questions & goals to ponder.....

In five years what will your business look like?

In five years, how will you describe your business ?

In five years how would a client describe your business?

Begin crafting your statement.....

Have a look at this blog and some examples and get crafting your own vision statement.

<https://www.businessnewsdaily.com/3882-vision-statement.html>



Mission

Your actionables of making sure you're working towards achieving your Vision

The goals of your mission should be to educate and inspire any one that you may work with. These statements and values show collaborators, employees & contractors exactly what you're all about and how and why you will make driving decisions.

Some questions to ask;

1. Who are you serving with your business or brand? Who are your customer/ clients?
2. What do you offer? How does it serve your client ? The community, humanity, the world. (Be specific to your particular industry)
3. What makes you / your brand / your offering unique?What is your point of difference?

WHO

WHAT

WHY



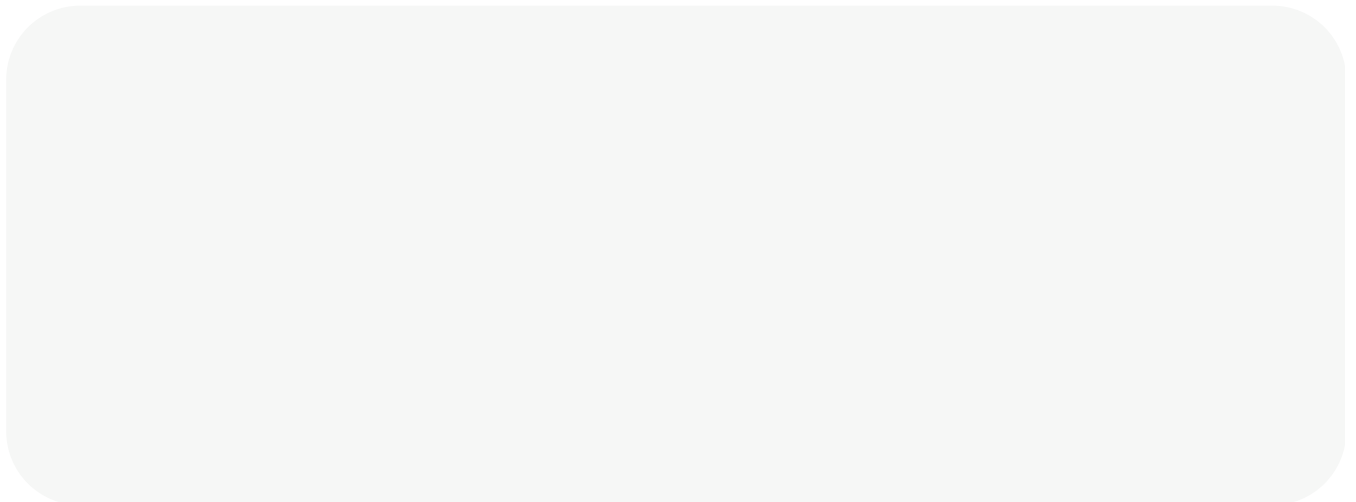


Mission

Attempt to keep the mission brief and succinct, but ultimately it to inspire you, so be authentic to what inspires you.

*some further reading including examples here ;

<https://www.businessnewsdaily.com/15917-write-perfect-mission-statement.html>





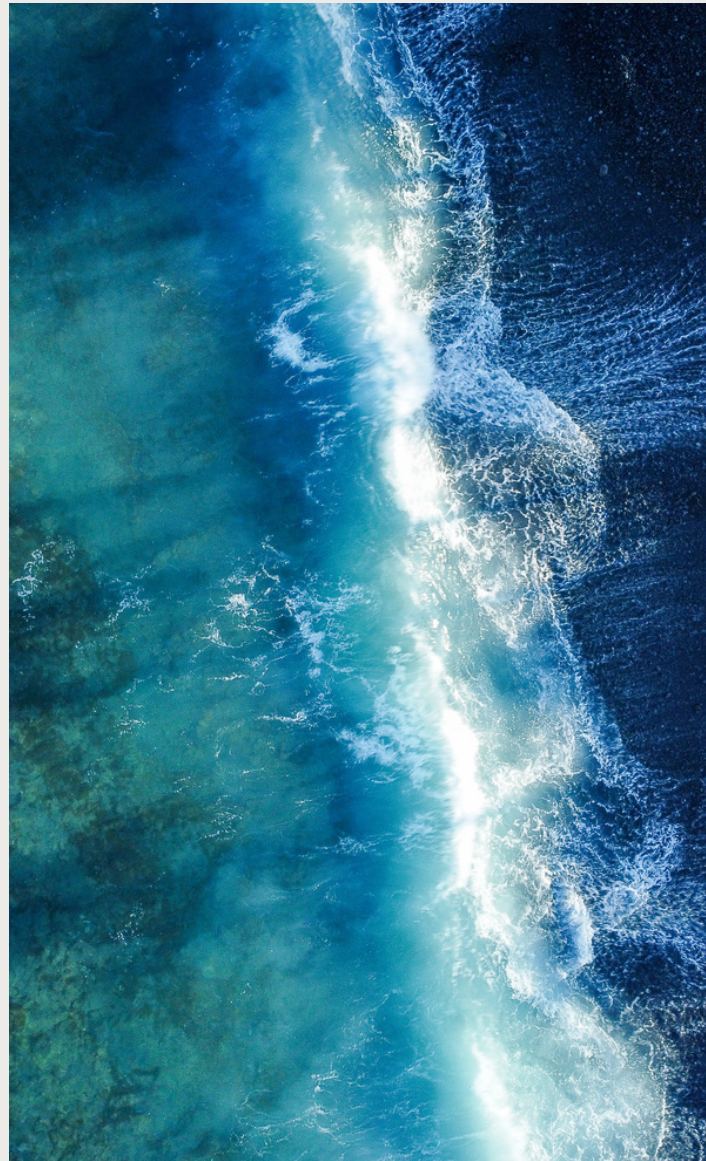
Summary

Values

Vision

Mission

Notes





Thank You

At WithBaxter.co, we love local. We love where we live and celebrate it with early morning coffee's, beach visits and exploring our amazing natural environment that we are so lucky to have on our doorstep.

So, thank you for choosing us to be a part of your business journey. We have loved sharing knowledge with you.

Emma.

