

DDSN 361 – Hogan

Brand Guide

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Brand Values

Tranquil

Free from disturbance; calm

Rejuvenating

Having the effect of restoring a feeling or quality of youth or vigor

Drafting Value Terms

- | | |
|----------------|-----------------|
| 1. Relaxing | 1. Tranquil |
| 2. Comfortable | 2. Congenial |
| 3. Healing | 3. Rejuvenating |
| 4. Cleansing | 4. Purifying |

Congenial

pleasant or agreeable because suited to one's taste or inclination

Purifying

make spiritually or ceremonially clean or free from evil

Your Mission

PASSIONS

1

1. Relaxation
2. Health

STRENGTHS

2

1. Accommodation
2. Comitment

AUDIENCE

3

1. Meditators
2. Health Enthusiasts

Write/Edit your Mission Statement:

I provide a place of relaxation and rejuvenation to meditators and health enthusiasts

Vision Statement

**I seek to make rejuvenation
and meditation accessible to as
many people as possible.**

“

**We provide spas
and meditation
for individuals
seeking comfort
and inner peace
to make the world
more tranquil.**



Ruby Spa

Meditation and Rejuvenation at your Convenience

This but not that...

Refer back to your value words, use them or similar words for "my brand is" then imagine that characteristic gets out of control and takes over. How would it get annoying? Now what word is the opposite of that? Add that to the "but not" part of the statement.

**My brand is
calm but not
detached**

**My brand is
Soothing but
not Anesthetic**

**My brand is
cleansing but
not sterilizing.**

**My brand is
comforting but
not indulgent**

Celebrity Brand Mashup

Characters, actors, authors, politicians, personalities, or companies where you appreciate their message and values. You like how they communicate and want your brand or company to embody their spirit.

Choose or combine these three for a final on the next page.



Oprah Winfrey

She is positive, uplifting, and has a calming presence



Kurt Cobain

Spiritual, musical, and nonchalant



David Bowie

Artistic, Transcendent, and charismatic



My Brand Persona is...

A Cross between Kurt Cobain and
Oprah Winfrey, Spiritual, Chill, and
Uplifting.

My Voice

Now that you have an idea of who your brand it like, try speaking as that persona... Use these on your final site.

How would your brand ask people to sign up for email newsletters?

"At our spa, we believe stillness is power. Every breath, every pause, is a step back home to yourself. Sign up for our newsletter and let us send a little light your way — gentle reminders to breathe, to rest, to rise again."

How would your brand present a 404 (page not found) message?

"404: Lost, but not gone: Sometimes things disappear for a reason. Maybe this page needed space to breathe — maybe you did too."