

BRANDING COMPASS REPORT

The Daily Dozen Bakery

For adventurous foodies in Portland, The Daily Dozen Mini Donut Bakery offers mini donuts in unique flavors that are unique treats to share with friends and family.

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What are the elements of a brand?

What is a brand? Your brand is a created by factors that you can control—such as your visual identity, messaging and customer service—along with some things are beyond your control like online reviews or other views created by your customers. A brand is the "expectation" a customer has, based on this combination of internal and external factors.

It is in your best interest to create a strong, recognizable brand image that uses visuals and words to position your product exactly how you want to be seen in your client's minds.

Visual brand identity: Creating consistent-looking visuals through your logo, website, business cards, marketing materials and social media channels makes you become memorable and familiar. Remember, we tend to trust what's familiar.

Voice, words, messaging: Using the right words—written in places like your website and spoken while delivering sales pitches or providing service—is vitally important for prospects and customers to understand your values and how you can help them.

Most brands, just like people, are made up of a unique blend of traits. Many business owners are scared to pigeon hole their brand. However, the more you are able to focus on one or two dominant attributes and feelings that you want associated with your brand, the easier it will be for you to develop a distinct brand identity and for prospects to recognize and remember you.

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The Daily Dozen Bakery is fun.

You are also complex. Additionally, you see yourself as a bold, high-energy, human, warm, modern, progressive and richly textured brand.

Brands with similar characteristics

These brands share traits with The Daily Dozen Bakery. Do you think your product has similar qualities to these brands? If not, you may not be using the right words to describe how you want to visualize your brand.



Your primary visual attribute is fun. A fun brand will be playful and make your customers smile. Break away from the more ordinary and expected in your design. Brands are often told to "delight" their customer and a fun brand certainly should!

Create a lighthearted look and feel by using interesting colors, engaging animations, videos and photography to express fun. Sound is often a part of fun because quiet spaces are what we associate with seriousness and fun allows us to be loud, play music, laugh, or otherwise express ourselves. In general, fun is a casual trait because we associate fun with activities we do outside of work. Fun doesn't have to be over the top, as simple quieter activities like board games are fun although they require concentration.

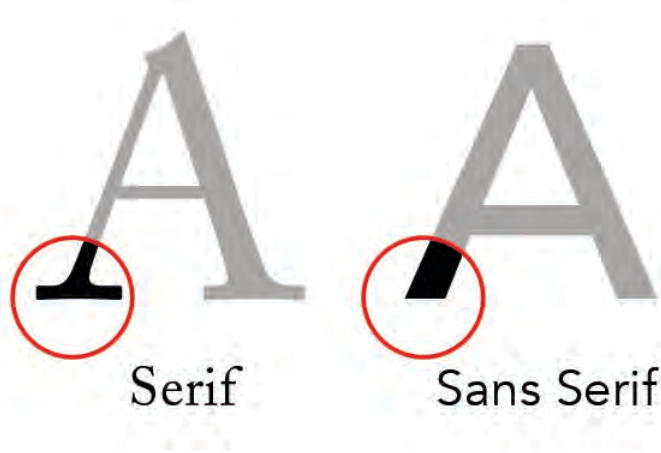
Your secondary visual attribute is complex. Complex can be shown using different type styles for different types of information. Color palettes that use many variations in color can show complexity, or using imagery with lots of detail. Complex can be shown in your words by demonstrating the depth of your thinking. Complex can be confusing to people if they don't know the jargon or don't have industry knowledge.

Mixing complex with fun means moving beyond the quick ideas of fun—quirky typefaces, lively colors, humorous images—to ideas that are less cliché.

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Typography

Typography will probably be part of your logo, but will also be used in headlines and larger paragraphs of type on your website, marketing pieces or if you write longer materials such as proposals. Selecting and use only one or two typefaces is ideal, to create a consistent brand image. But, you can be a bit more creative with a logo type than you would want to be with longer passages, because you don't have to worry about the readability.



Fun typography will avoid type styles

that are tied to serious and intellectual pursuits such as the traditional, serif fonts found in newspapers and text books. You can expand your type choices to less traditional and a bit more trendy fonts. Fun can also be shown by mixing type styles together that have different qualities, or colorizing in unexpected ways—alternating letters, patterns on letters, etc. It's ok to experiment! Try adjusting the spacing between letters, or changing the orientation of the type. However, be careful not to mix too many of these ideas as then it becomes overwhelming rather than fun. Finally, some of these type treatments may be OK in small doses—like in a logo or a headline—but not in longer running type.

Complex means that it is made of many interconnected parts or characterized by a very complicated or involved arrangement of parts. In that sense, it is not recommended that you try to choose a complex typeface as it may be unreadable. You can show complexity in design by using several different typefaces and sizes together—but use caution this is hard to do well! Often it is best to demonstrate complexity with other design elements and complement that with clear sans serif or serif typefaces.

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Recommended Google Fonts
Choose only one or two.

The Daily Dozen Bakery

Capriola

The Daily Dozen Bakery

Gaegu

The Daily Dozen Bakery

Happy Monkey

The Daily Dozen Bakery

Port Lligat Slab

The Daily Dozen Bakery

Fugaz One

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Color

Color is an important part of your brand. Color can have a strong emotional and mental associations with people and helps greatly with brand recognition. Color can help communicate about your brand without even using words.

We've created sets of colors to help guide you based on your visual attributes.

A fun color palette will use bright vibrant color combinations. Your brand may use a larger set of colors rather just one or two brand colors. Avoid muddled colors.

Create a complex look by using a large color palette. However, the palette should be defined and structured, not just adding in more and more colors. Or using tints of the same color can be a way to introduce more color without adding clashing combinations. Using color as a tool to organize information and content may be helpful.

To make the most of your color options make sure you:

- Review the palettes, and choose just one grouping.
- Select a primary color, this will usually be used in your logo.
- The rest of the colors in your palette become secondary colors.
- Make sure you know the CMYK and RGB or Hex# for each color.

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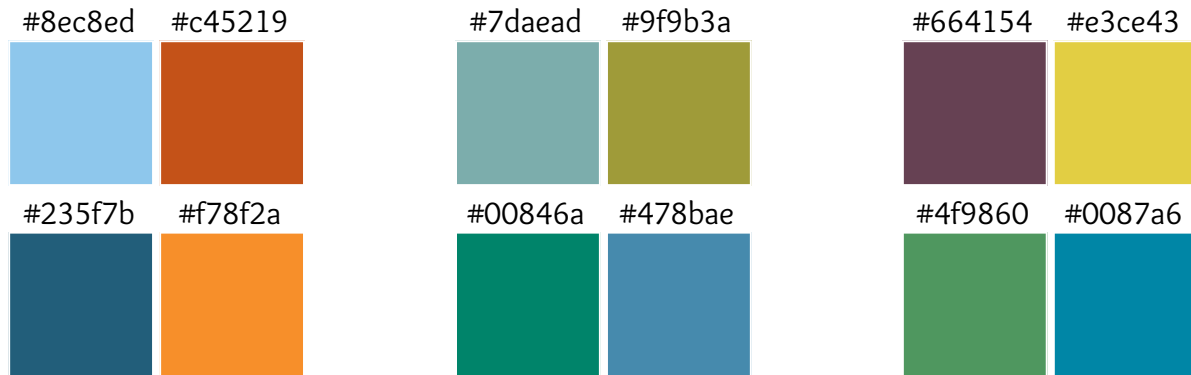
Recommended color palettes

Choose only one group.

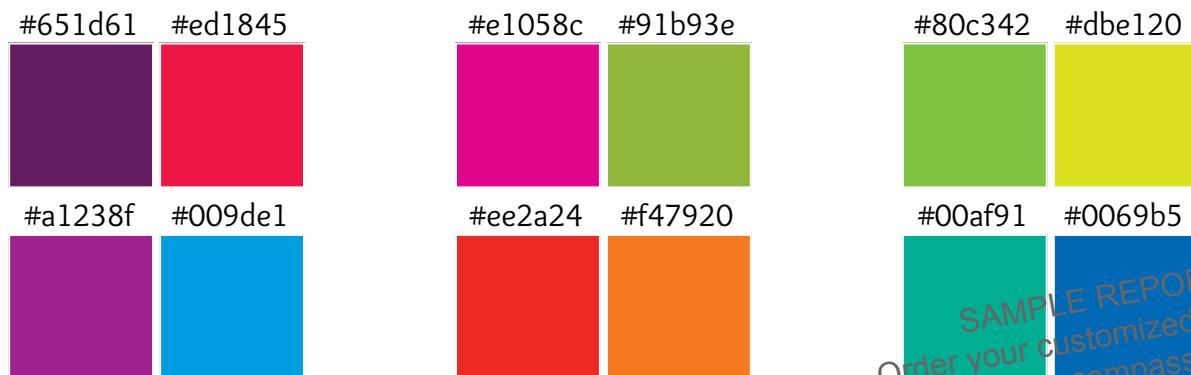
fun



complex



fun + complex



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Design

Developing a look & feel. The imagery you use such as photography, graphic elements and icons help communicate a lot about your brand. Your logo can only do so much for determining the overall look and feel of your visual brand. The imagery and design choices on your website, social media graphics, e-newsletters, packaging, physical space and other promotional materials will be an important part of your designing a unique and cohesive visual identity.

On the next page you will find design inspiration. This collection of images can be thought of as a mood board—a look at all of these should start to convey the feeling of your brand. There may be one or two images that feel out of place and you may find one or more that really resonates with you. Use this as a guide for the type of imagery you could consider and the feel it should have. You may need to find imagery more specific to your niche.

To show fun make sure you are using imagery that plays to people's emotions and memories of joy. It could mean showing a photo of someone having fun or being silly, an item that brings joy or something unexpected that will surprise and delight. Because children and animals are playful they may help portray fun.

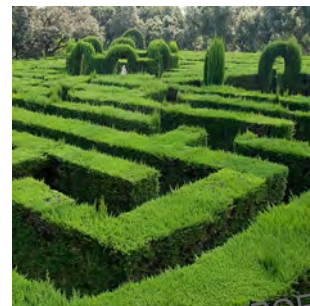
Complexity can be shown by including details in your design. Logos and charts that show details and are made of compound parts show complexity. Charts and graphs with explanatory text, callouts, etc. show complexity. Mixing different types of design styles: line weights, captions, callouts, pull-quotes, imagery can show complexity. But it is challenging to do this in a way that looks professional—have a designer setting up these layered, complex styles if you want to try this.

On the following pages are images that capture the feeling your are trying to portray.

- Review this imagery holistically, and confirm that this gives the right feeling for your brand.
- Choose a small number of visuals that will be used consistently in your branding—on your website, your social media channels, printed marketing materials, etc.
- Articulate what is core to your brand attributes so that any new imagery that is used upholds these same standards.

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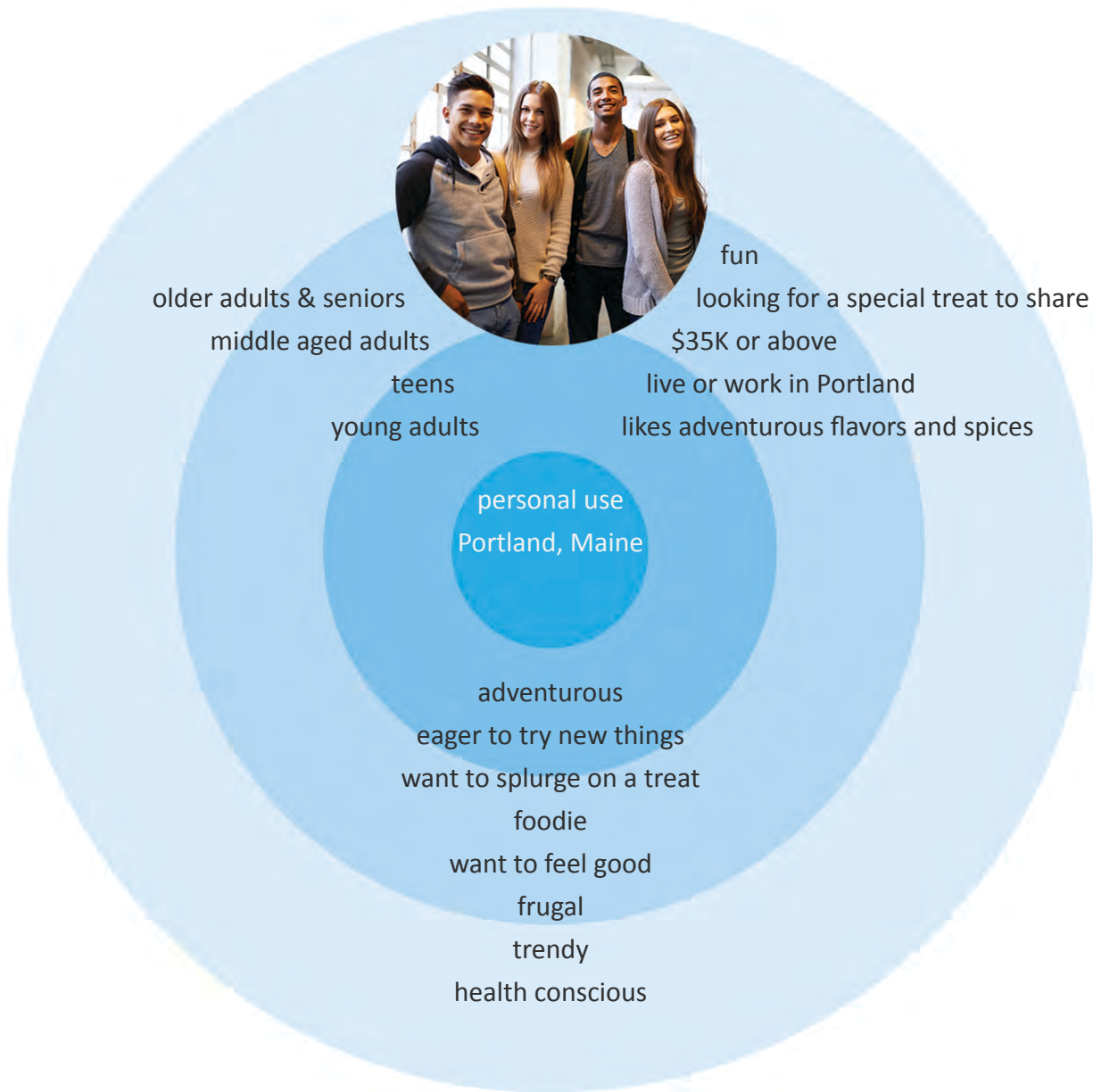
Mood board and design inspiration



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Your Ideal Clients

adventurous foodies in Portland



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Voice

In addition to visual elements like typography, layout and color, how you describe The Daily Dozen Bakery and how you talk with your prospects enhances (or detracts from your brand).

Word cloud

Below is a word cloud of the words you used in your branding compass workbook. The larger the word the more frequently it appeared in your answers.



- Are you emphasizing the right words when you talk about your product?
- Compare your word cloud with your brand alignment chart (see below)

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Using your brand's voice

Fun is a great attribute to use as you develop the voice for your brand. Your voice means how you speak or write as well as your in-person customer service. Being fun can be overt like cracking a joke, or just ensuring that we aren't taking things too seriously.

Speaking with complexity will mean highlighting details, processes and technicalities rather than shying away from them. However it is critical that you know your customers well enough to describe these details in a way that they can understand. For example, complex writing that is filled with unfamiliar acronyms or jargon can be very difficult to understand. If you have ability to make complex information understandable, that is a strength you should highlight.

Another way to show complexity in your voice and messaging is to use different types of communications. For example you might mix customer's narrative stories with fact-based charts. You might also consider video and sound in addition to written words and still photography as you develop how you communicate.

Complex matters take a lot of work to understand. If you're able to make it fun, maybe by gamifying the process, you're less likely to lose people's attention.

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Highlighting your benefits

Don't forget the emotional connection. When The Daily Dozen Bakery says it is *delicious*, what is the emotional benefit? In general, focusing on being the best-tasting is a good place to start. Work on writing descriptions or using photography that will get someone's mouth watering. Add in rich descriptive details or use great product photography to make your product very desirable and crave-worthy.

When you say your company is *adventurous*, what does it mean to your clients emotionally? Are your customers eager to try something new? Do they seek physical adventures or new mental puzzles? Do they like to feel a sense of power as they overcome a challenge?

How does it make your clients feel when you say your company is a *trend setter*? It's likely that your customers look to you to identify trends so that they feel like they are up-to-date or even ahead of the times. They never want feel left out or behind. Show them how you are able to be a trend setter, too.

Marketing

You said that the number one way that prospects will hear about your business is *referrals from other customers or colleagues*. Word of mouth referrals from trusted friends or colleagues is a powerful and effective way to build your business. Create a buzz and excitement around your business, so that customers are eager to tell others about you.

Make it easy for your network by providing pre-written copy or well-designed marketing materials for the to share easily. To ensure that they maintain your fun and friendly brand, give guidelines but not word-by-word language that they can use. Share light-hearted or funny stories and testimonials they can then relay to prospects.

A fun way of generating these referrals may be to make them into competitions and offering rewards and prizes. Make it enjoyable to participate, so that customers are eager to tell others about you. A fun game may give you more referrals than just a regular cash or gift card promotion

Show trusted referral partners your ideal customer profile and your unique value proposition so they are sending you the right types of prospects.

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Competition

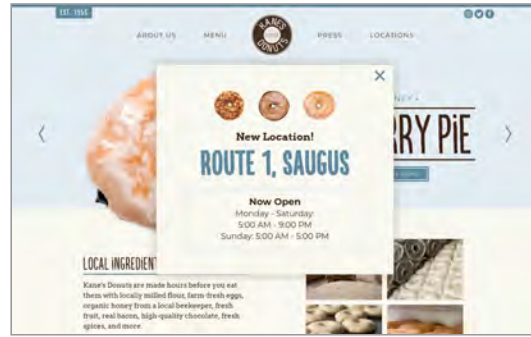
Compared to your competition, The Daily Dozen Bakery *has better taste than your competitors*. Is that clear on your web site or other marketing materials?

- Spend some time looking at your competitors to see how you are different and how you are the same. Look at their visual style including their predominant color scheme, the design of their logo and look and feel of their website including photography and other design elements. You want to make sure you are different enough from them, but you may still want to feel like you're part of the same community.
- Read the content of their web pages to see what benefits they list and compare them to your key differentiators. Is it clear why The Daily Dozen Bakery is different and better?
- Make sure that "better taste" is clearly articulated on your own website, in marketing materials and when you speak to prospects.

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Union Square Donuts
<http://unionsquaredonuts.com/>



Kane's Donuts
<https://kanesdonuts.com/>



Blackbird Doughnuts
<https://www.blackbirddoughnuts.com/>



Boston Donuts
<http://www.bostondonuts.com/>

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Next steps

Fine tune your Unique Value Proposition

Here's your UVP again:

For adventurous foodies in Portland, The Daily Dozen Mini Donut Bakery offers mini donuts in unique flavors that are unique treats to share with friends and family.

It could also be phrased as:

The Daily Dozen Bakery offers mini donuts in unique flavors that will makes a unique treat to share with friends and family for adventurous foodies in Portland.

You may find that it will be easier to remember and more interesting if you take the essential elements and phrase it differently. Try:

- Re-ordering the phrases
- Splitting it into multiple sentences
- Streamlining it to its core essence
- Use it as the basis for your website copy, expanding it with more details about your service or its benefits
- Writing different versions for different key client types

Plan your brand identity

Since you are in the pre-revenue stage and your logo may not be finalized yet, use this report as your guide.

On your own, or with the help of a designer aim to:

Use this report as your guide.

- If you have a designer working on your logo, website, social media or other marketing materials, review this report with together.
- Highlight the elements within the report that really resonate with you and are core to your distinct brand position.
- Your logo can never completely capture every benefit and nuance of your business, but it should give an immediate feeling about your brand that connects with your value proposition.

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- ☑ Review your current logo and see if both the concept and the design execution supports your brand vision. If not, tweak it or re-do it completely. It's better to do this now before you build your business.
- ☑ As you go through the logo design process, make sure your logo is distinct and different than your competitors, and memorable.
- ☑ Create a small palette of corporate colors. These generally start with the colors in your logo. Make sure you know the CMYK and RGB or Hex# for each color.
- ☑ Choose just one or two typefaces and use them consistently. Make sure they are available on your computer and on your website.
- ☑ When you have a final logo use it consistently. Make sure you get the eps files from the logo designer so it can scaled to different sizes and printed in high resolution.
- ☑ Buy or create imagery that creates a distinct and memorable look and feel that connects with what your brand stands for.
- ☑ Review your Brand Alignment chart (available with a Pro level report). Are there are any misses you need to address?
- ☑ In your marketing, focus your messaging on the areas that show a lot of crossover between the two sides.
- ☑ Make your Unique Value Proposition clear on your website. You may use the exact words you created using Branding Compass, or adjust it to be more succinct, more snappy or more memorable. But make sure your key benefits are extremely clear to your prospects.
- ☑ If you are creating a website make sure it visually creates the right "look and feel" to support your brand. If you already have a website review to determine if it needs to be adjusted.
- ☑ Make sure your website use the language and/or imagery that shows why you are different and better than your competition.

Choose the best name for your product

You said that your company name is final. However, since you do not have paying customers yet, there is still time to change your name if you feel it's not right.

Some business owners can feel locked in to their brand—including their name, their logo, their URL—when they should really consider changing it. If going through the Branding Compass workbook or reading this report makes you question your business name, do it sooner rather than later. A poor business name can make everything more difficult.

What is a good name?

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- A name that is distinct and memorable but easy to pronounce and spell.
- For most companies, a name that suggests what you do is best. If people are confused by your name they may not make the effort to learn more. Made up words can work if they bring to mind what you offer. A strong tagline can be partnered with a more creative name to give more details.
- A name with the .com URL available, as well as social media handles.
- Shorter names are better than longer ones.

What qualifies as a poor name?

- A name that is difficult to pronounce or spell.
- A name that doesn't bring the right perception to someone's mind.

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