Branding Navigation

A CREATIVE EXERCISE DESIGNED
TO HELP ENHANCE THE WAY YOU VIEW
YOUR BRAND

Dre'angell

This is not your ordinary branding questionnaire, because you are definitely not an ordinary brand.

The Brand Navigation is a guide to help you view
your brand with clarity, creativity, and confidence.

Here's how it works.

Start by answering the "Self-Portrait" questions. Once you have finished, it's time to interview! Find 2-3 people who know you inside and out, we're talking close friends, parents, business partners, spouses, roommates, etc. -- you know the people who just get you, the people who are always rooting you on no matter what -- and ask them if they have a few minutes to spare to answer 10 questions about you and your brand, chances are they will love helping you out! Look at that! You're already on your way to growing a great community of supporters who alongside myself, want you to succeed.

What's the point of this you ask?
Perspective my friend, it can make all the difference, and here's why...

Once I was branding my business in a way that was attracting clients that I liked, but didn't love. I was trying to fit a mold of what I thought looked "professional" which basically led me to shed all of the quirky and contradictory qualities that are the heart of my aesthetic. For example: I love modern typefaces but I am a sucker for vintage stamps, I tend to write in my journal like an 18th century poet, but truth be told, that is not actually how I speak... see where I'm going with this?

I thought with my brand I had to pick and choose what sides of myself I showed my clients and I can tell you that I thought wrong. Thankfully my brand has undergone some serious beautifying and I was able to pick the brains of the people who were closest to me. I can tell you that hands down I have never been happier with my branding process. I am now 100% confident that my branding shows what I have to offer and who I am so I am able to connect with brands and people that I love -- and that is exactly what I want for you too. This is the first step in helping you stand out, no more conforming, no more getting lost in the crowd. This is your moment. This is your brand.

Brand Navigation: Self-Portrait Edition

1. If my brand had a theme song, what would it be?

2. What is my personal style:

3. On a scale of 1-to-I'm-Obsessed, how do I feel about my brand?

4. If I only had the last nine images on my Instagram feed, would they land me my dream job?

5. If my brand were sponsored by a celebrity, who would it be and why?

6. Does my brand/website have clear call to actions?

7. What is my favorite thing about my brand?

8. My ideal day off looks like this:

9. If I could change anything about my brand, what would it be?

10. I'm hosting a launch party for my close family & friends, what appetizers am I serving?

Brand Navigation:
Interview Edition

1. If my brand had a theme song, what would it be?

2. Describe my personal style:

3. On a scale of 1-to-I'm-Obsessed, how do you feel about my brand?

4. Look at the last nine images of my Instagram feed, do they accurately represent who I am?

5. If my brand were sponsored by a celebrity, who would it be and why?

6. Is my brand/website easy to use, can you find what you're looking for?

7. What is your favorite thing about my brand?

8. Describe my ideal day off:

9. Describe the style & purpose of my brand:

10. I'm hosting a launch party for my brand, what appetizers do you think I'll be serving?

Bottom line, embrace you who are with everything you've got.

Sometimes it just takes a new set of eyes -- or in this case questions -- to see ourselves in a different perspective. Every part of your story is important and once you start embracing that, you'll start seeing the sphere of influence that you & your brand can have -- that is when the magic happens.

Conforming to trends just gets confusing, trust me, I've been there. Before I was a creative director and brand-beautifier I was a blogger. Building a brand was something I wanted more than anything and yet, other people's opinions of what I was creating got in the way, I let trends dictate who I was and disengage me with a community of amazing readers (all 20,000 of them). I found myself suffocating in the trap of comparison.

In 2014 I was getting ready to hit "publish" on another post when I realized I had completely lost myself in the process of building what I *thought* was my brand.

So I did the only thing I could think of --- I deleted everything.

Don't do what I did because let me just say starting from scratch has been an uncomfortable journey -- and I'll admit a healing one too; from learning how to build beautiful websites that break the mold, to creating visuals that stay true to a brand's vision and stories in a world of ever changing trends, to just accepting that I don't have to write every single instagram post like Robert Frost, that I can actually type the way I speak. I went through the nitty gritty trial and error process, learning things the hard way so you wouldn't have to.

Whether you're just starting out or have been building your brand brick by brick for awhile now, know that this a huge first step in a new journey. It's my hope that you'll take the time embrace who you are right now -- unconditionally -- so you too can forge a space on the internet and in your community that you will be proud of, that embodies who you are and what you have to offer.

Did this guide change how you view your brand? I'd love to hear from you!
Hop on over to my instagram if you feel like sharing what you learned about your brand.

My hope is that this exercise has given you the freedom you need to start discovering yourself and your brand in a creative way. The only thing that's standing in your way of impacting others is truly knowing who you are, what your brand is, and what you stands for.

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