

# 3 PARTS OF A COHESIVE BRAND

# Cheat Sheet

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# Thank You!

For grabbing our "3 Parts to a Cohesive Brand Cheat Sheet. You're already on your way to a brand your audience can connect with! Branding is about more than colors, it's a delicate blend of ingredients, these main 3 are what you need to keep in mind to make sure you're communicating in a way that resonates with your target audience.

We hope you find this useful!

“ Branding is like a puzzle, pieces of personality, emotion, storytelling and targeted messaging that all fits together and paints a beautiful picture.”

-Brittney Murray



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## FEELING

- The immediate feeling your audience/ideal client has when they see your brand.

*Tip:* Think about your favorite brands, see if you can list out WHY they're your favorite. What do they make you feel when you see their Ads or their content on your social media feeds?

## PROMISE

- The promise your brand makes to your target audience.

*Tip:* Think about your customers experience and expectations. Example: Nike, you expect to be inspired and receive quality products.

## RELATIONSHIP

- The quality and frequency of repeated interactions between your brand and audience.

*Tip:* Think about how your brand can provide more value to your audience.