

STUDIO OF DAVE

Brand discovery workbook

**A complimentary guide to help you establish what matters
before investing in branding or design.**

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Your brand is your superpower, it's not just a corporate logo. It's what people say about you when you're not in the room.

Branding isn't just about logos, colours or websites.

The strongest brands are built on clarity. They understand who they are, who they serve and why they exist before they make creative decisions. This workbook has been designed to help you think through those foundations.

There are no right or wrong answers and you don't need to complete every section perfectly. The value comes from taking the time to reflect on your business from different perspectives. Some questions may feel easy, others may be surprisingly difficult – that's completely normal... and remember; it's perfectly normal if some answers change as your business evolves.

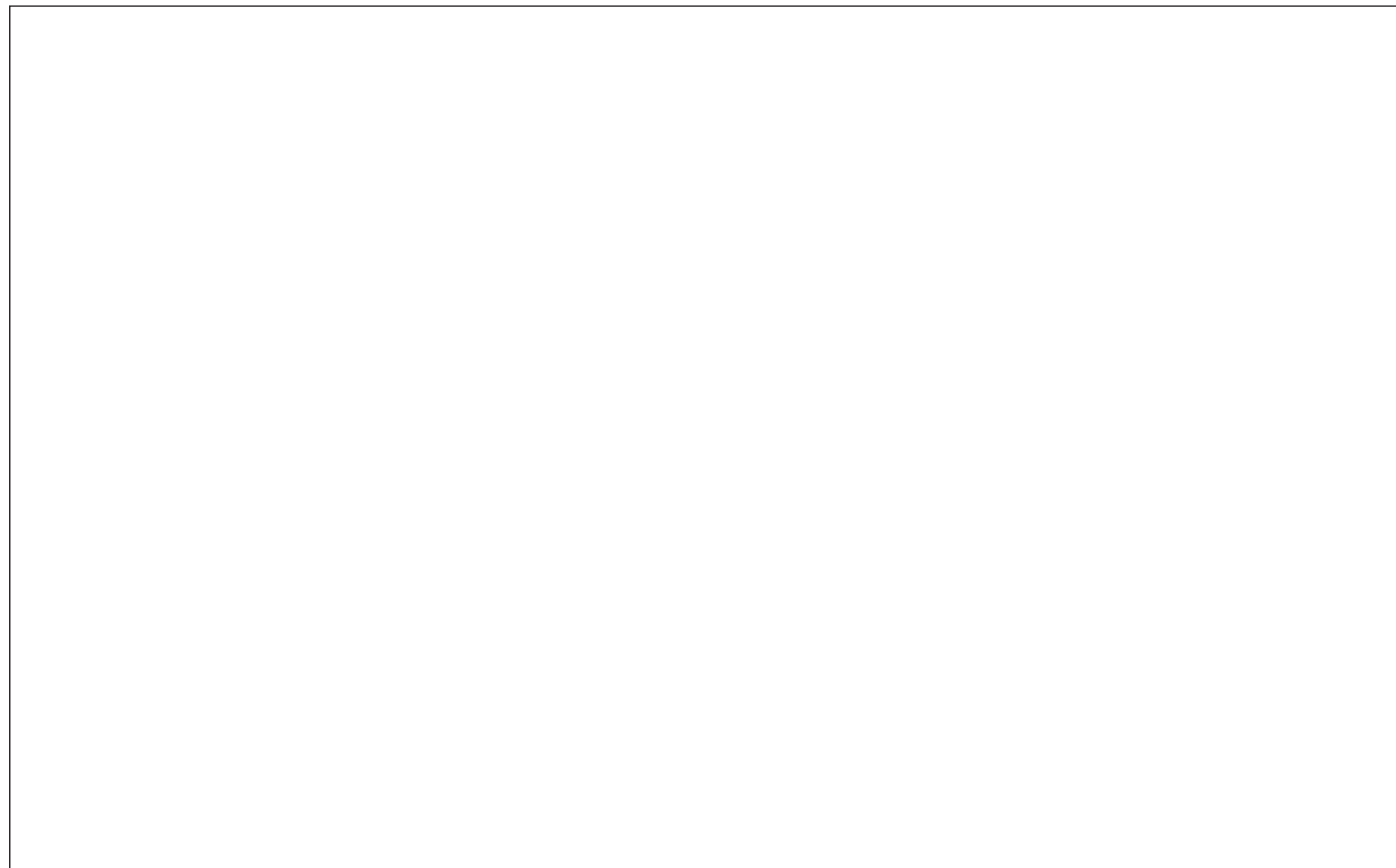
Good branding starts with good questions; take your time, think honestly, and remember...

Establish what matters. Design with purpose. Build brands that last.

Your purpose

Purpose answers one simple question: Why does your business exist beyond making money?

Every successful business generates revenue, but the strongest brands are driven by something bigger. Your purpose is the positive impact you hope to make for your customers, your community or your industry. It should remain constant, even as your products or services evolve over time.



Examples

NETFLIX

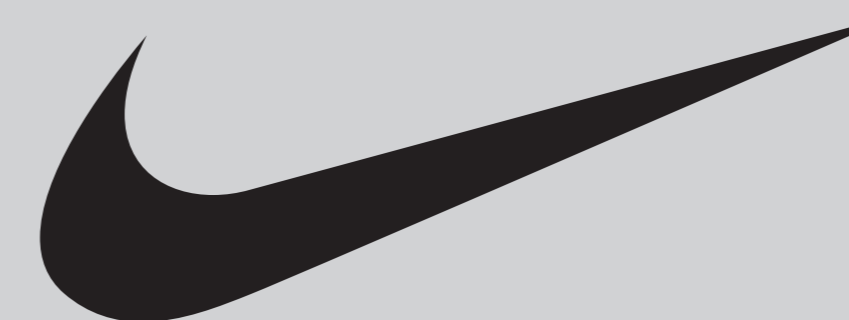
Entertain the World

Coca-Cola

Refresh the World and Make a Difference

TIFFANY & CO.

Craft Expressions of Joy



Inspire Every Athlete in the World

Your mission

If purpose explains why you exist, mission explains what you do every day to bring that purpose to life.

Your mission should describe what your business does, who it serves and how it delivers value. Unlike purpose, your mission can evolve as your business grows or develops.

Examples

NETFLIX

To entertain the world by fostering a lasting emotional connection with viewers by creating “movie enjoyment made easy”

Coca-Cola

To craft the brands and choice of drinks that people love, to refresh them in body and spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people’s lives, communities and our planet

TIFFANY & Co.

To inspire people to express and celebrate the many facets of love.



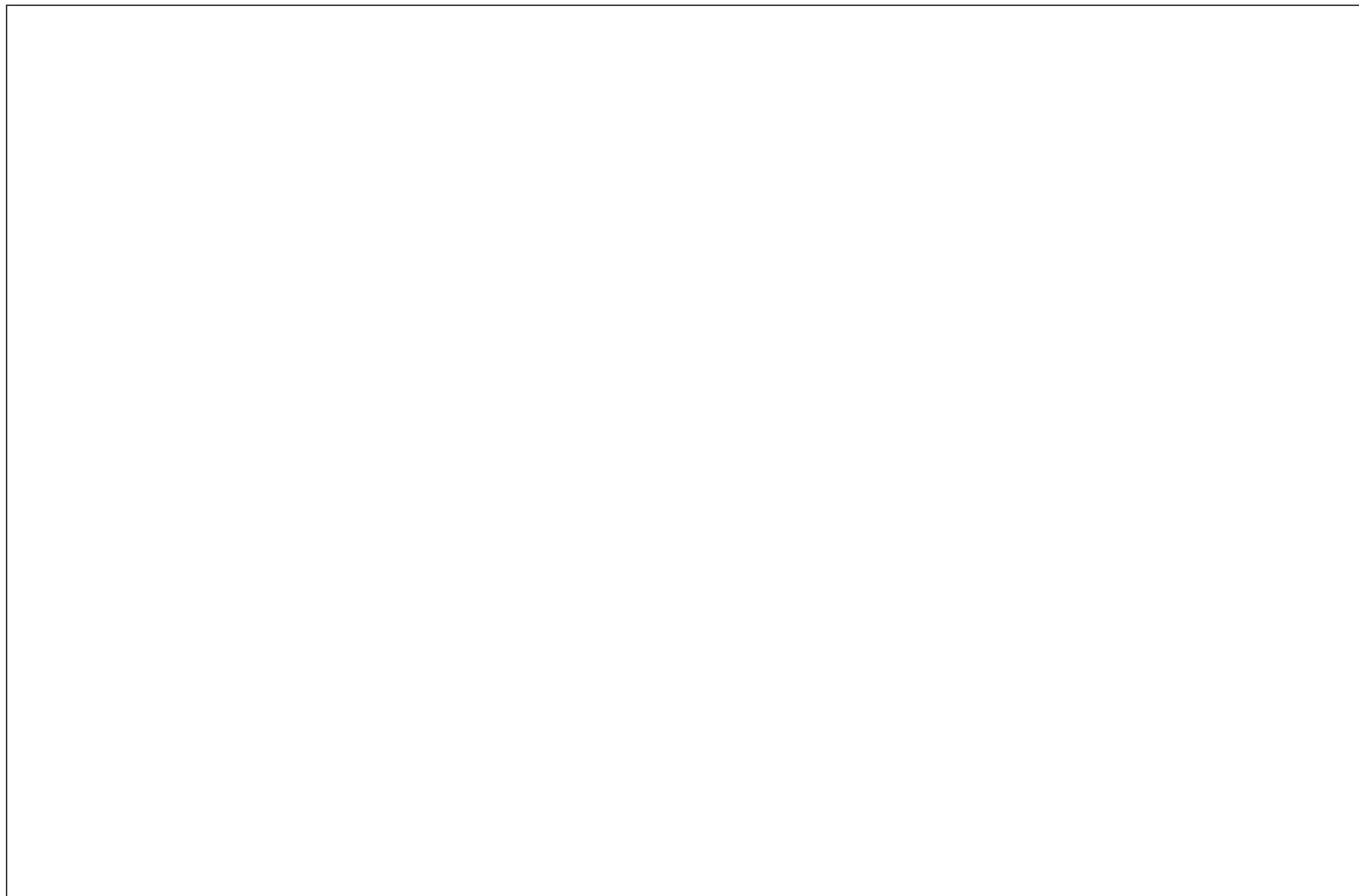
To bring inspiration and innovation to every athlete* in the world.

* ”If you have a body, you are an athlete”
Nike co-founder Bill Bowerman

Your values

Values are the principles that guide your decisions, even when nobody is watching – especially when nobody is watching.

They influence how you work, how you communicate and how customers experience your brand. Strong values don't just sound impressive on a website – they should genuinely shape the way your business behaves.



Examples

NETFLIX

Global Entertainment & Variety:

Delivering content tailored for over half a billion people in more than 190 countries and 50 languages.

Recommendation & Personalization:

Helping users easily discover their next “obsession,” no matter their mood or personal taste.

Creative Freedom & Innovation:

Empowering creators to tell bold stories through technology and fostering a culture of innovation and high performance.

Constant Evolution:

Expanding into gaming and live events, focusing on winning members' time with stories they can't stop talking about.



Refresh the World:

Providing a diverse portfolio of drinks that offer physical and emotional revitalization to consumers across more than 200 countries.

Inspire Moments of Optimism and Happiness:

Using their brands and marketing to create positive emotional connections and shared experiences.

Create Value and Make a Difference:

Focusing on sustainable growth for shareholders while launching community and environmental initiatives, such as water stewardship and circular packaging.

TIFFANY & CO.

Unified Purpose:

Ensure every piece of jewelry and customer interaction is centered on celebrating life's meaningful moments.

Environmental Mission:

We believe it is our moral duty to sustain the natural environment.

Historical Motto:

“Beautiful design makes a beautiful life”

Social Mission:

Advance professional opportunities for communities that have long been marginalised.



Innovation:

A relentless pursuit of technical breakthroughs in materials and performance products.

Sustainability:

Championed through the “Move to Zero” initiative.

Diversity, Equity & Inclusion (DE&I):

A commitment to fostering a culture of belonging and increasing representation.

Community Impact:

Investing millions annually into grassroots sports programs and youth activities.

Integrity:

Maintaining high ethical standards across their global supply chain and business dealings.

About your brand

Every business has strengths, challenges and opportunities for growth. This section is about understanding where your brand sits today before deciding where it could go tomorrow.

How would you describe your brand?

Who are your competitors? (provide 3 examples if possible)

What sets you apart from the competition?

What are the strengths of your brand?

What are some challenges you face?

What value do customers get from your brand/product/service?

Understanding your audience

Many businesses think they know their audience, but often they're describing everyone they'd like to sell to rather than the people most likely to buy. Understanding your audience isn't about excluding people – it's about communicating more clearly with the people who matter most.

Who are your primary target audience and what do they look like?

What is it about your brand that attracts your target audience?

Do you have a secondary target audience?

Is there a specific gender your brand appeals to?

What is your primary target audience age group?

Brand personality and tone of voice

If your brand could speak to your audience directly, how would it introduce itself and what would it say?

What tone of voice do you use when speaking to your customers? (e.g. professional, friendly, etc.)

Imagine your brand walked into a room. How would people describe it?

What metaphors or analogies best describe your brand's personality?

About the logo/identity

Remember that we're exploring direction rather than designing solutions. Don't worry if you aren't familiar with design terminology.

Describe your current logo and what you think it says about your business?

What are 3 words you want your audience to think of when they see your logo?

What do you like about your current logo?

What do you dislike about your current logo?

What are you looking for in your new logo?

Design preferences

What kind of tone do you want the typography to convey? (e.g. elegant, bold, minimalist, etc.)

Do you have an idea of the type of typeface you want to use? (e.g. serif, sans-serif, script, etc.)

Examples

Uber

Minimalist | Sans-serif

DELL™

Stylised | Sans-Serif

Ray-Ban®

Stylish | Custom Script

IBM

Stylised | Slab Serif

TIFFANY & Co.

Elegant | Serif

Marshall

Traditional | Custom Script

G U E S S

Minimalist | Serif

Sainsbury's

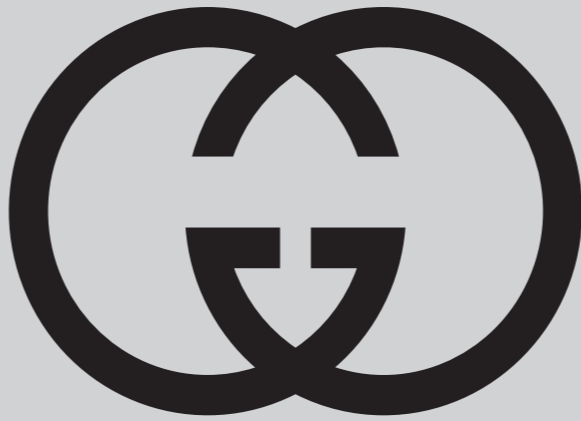
Friendly | Display

Design preferences

Do you want to have an icon/graphical element as part of the logo?
If so, do you know what sort of style you want? (e.g. abstract, monogram, illustrative, etc.)

Would you consider a logotype? Some custom typography, or a stylised font without any graphical elements, maybe a badge?

Examples



Stylised Monogram



Abstract



Monogram



Illustrative



Stacked Illustrative



Horizontal Logo



Stacked Decorative



Badge Logo



Monogram Badge



Bold Logotype

Anything else you'd like me to know?

Please add your final thoughts here. Are there any must-haves, please-avoids, pit-falls, or red lines, etc.

What happens next?

Thank you for completing the workbook – don't forget to **save your progress: [click here to save the document](#)**

By taking the time to think about your business in this way, you've already done something many organisations never do: you've started to establish what really matters.

Would you like to talk through your answers?

Every business is different, and many of the questions in this workbook are easier to explore through conversation.

If you'd like an independent perspective, Studio of Dave offers a complimentary 30-minute Brand Foundations Review. There's no obligation and no sales pitch – just an opportunity to discuss your answers, identify opportunities and decide whether further support would be valuable.

This workbook forms the starting point of every Studio of Dave project.

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