



SKIVRE Training Module 8:
CREATING A STRONG BRAND
Exercises

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Check your Knowledge

Exercises

Exercise 8.1. - Brand Identity

Answer the questions

The questions below can help you to start defining your brand identity. They are related to your internal culture and values:

- What are the core values and principals of your monastery?
- What are the core values and principals in your production activity?
- What inspired you to start and to build your production?
- What are the unique features of your products?
- What do you want to come to mind when someone hears your (future) brand name?
- How do you want people to feel when they think of your products?
- How do you want customers to describe your products?
- Why do you want to offer your monastic products or services to people?

After answering the questions, you will have a basis already for your brand concept and good preparation work for the next steps.

Exercise 8.2. - Design Brief for Your Brand

Fill the Form

Please fill in the form below to create a Design Brief which will be the base for creating the logo and all other visual element of your brand.

Creative Design Brief

Date:

Contact name and email	...
Name of the monastic shop	...
Describe your production activity, or your monastic shop	...
What are the unique points of your monastic products / monastic shop?	...
Are there existing brand guidelines?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Available materials/required materials	...
Objectives and goals of the new design	...
Any colours that you prefer / do not prefer?	...
Scope of your production activity/ monastic shop	...
Who is your target audience?	...
Overall style/ look/ feeling/ tone	...
Any definite "Do nots"	...

Discuss the design brief with the designer who will create your brand logo and all other materials.

Exercise 8.3. - Brand Communication Steps

Fill the table

<i>i. Brand Identity, Define your Value, proposition</i> – what people should think about you?	<i>ii. Brand Message</i> – what people should understand?	<i>iii. Brand Communication</i> – how you will reach people?
<i>Key characteristics and benefits of your products</i>	<i>Strategic Message</i>	<i>Communication plan – an outline of your communication activities</i>
<i>Your target audience</i>	<i>Themes and Topics of your Brand story – personalised to your products or monastic shop</i>	<i>Communication channels – places where you will participate to connect with your target audience</i>
<i>Your unique characteristics</i>	<i>Content sources</i>	<i>Communication materials – supporting items for your brand message (videos, photos, brochures, etc.)</i>
<i>Your values and experiences</i>	<i>Individuals involved – who will communicate the brand message (employees, volunteers, clients, partners, etc.)?</i>	

