

SYNKHRO

Brand Concepts & Strategy

The “Brand Map” Canvas

This exercise helps you translate your business idea into a clear brand foundation.

You are not creating a finished brand. You are building a simple structure that shows how your business should think, communicate, and present itself.

How to approach it:

- Keep answers short and simple (one line where possible)
 - Don't overthink or try to be creative
 - Focus on clarity, not perfection
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1. Business Reality

Start with your business, not the brand.

What do you sell?

Who do you sell it to?

What is one main problem you solve?

2. Brand Essence (The Soul)

Based on your business reality:

How should the brand be known?

The brand is NOT:

One or two words that describe the brand:

3. Brand Personality (The Voice)

Based on sections 1 and 2, **if your brand was a person**, it would speak like:

Friendly / Direct / Expert / Playful / Calm

(circle one or two, or add others that fit better)

One sentence your brand would say to a customer:

4. Brand Body (The Look)

Based on sections 1, 2 and 3, the **brand should look**:

Premium / Accessible

Bold / Subtle

Modern / Classic

(circle one or two, or add others that fit better)

5. Brand Experience (The Feel)

Based on all previous steps, when someone interacts with your brand (website, product, service, or space), **the experience should be:**

Smooth / Personal / Friendly / Premium / Calm / Energetic / Reassuring

(circle one or two, or add others that fit better)

Reflection

- Check how all parts connect and support each other
- Make sure decisions come from the business, not personal taste
- A brand has its own identity and must serve business goals
- This is not a finished brand, but a strategic starting point
- Clarity at this stage makes future decisions easier and more consistent

What Comes Next

In a real business process:

1. Develop the strategy further (brand, communication, visual, experience)
2. Translate it into clear systems (visual identity, tone of voice, content structure)
3. Then move into execution (logo, website, social media, campaigns, materials)