

Welcome to VSI's Brand Discovery Guide! This resource is designed to help you dive deep into the core of your business, uncovering what makes your brand unique. By articulating your mission, values, target audience and look-and-feel, you'll lay a strong foundation for your branding and marketing efforts.

SECTION 1 Defining Your Mission

Exercise 1: Crafting Your Mission Statement

- **Instructions:** Reflect on the purpose of your business. Why does it exist? What problem does it solve? Write a mission statement that encapsulates this purpose in one or two sentences.

Example Format:

"Our mission is to *[what you do]* for *[who you do it for]* by *[how you do it]*."

Space for your Mission Statement:

.....
.....
.....
.....

SECTION 2 Articulating Your Values

Exercise 2: Identifying Core Values

- **Instructions:** List 3-5 core values that guide your business decisions and culture. Consider what principles are non-negotiable for you and your team.

Prompts to Consider:

What do you stand for? What behaviors do you encourage in your team?
How do you want to be perceived by your customers?

Space for your Core Values:

.....
.....
.....
.....

SECTION 3 Understanding Your Target Audience

Exercise 3: Creating Your Ideal Customer Profile

- **Instructions:** Imagine your ideal customer. What are their demographics (age, gender, location)? What are their interests and pain points? Use the following prompts to create a detailed profile.

Demographics:

.....
Age Gender Location Income Level

Psychographics:

Interests and hobbies:

Challenges and pain points:

What motivates them to purchase?

Space for your Ideal Customer Profile:

.....
.....
.....
.....

SECTION 4 Visualizing Your Brand's Look and Feel

Exercise 4: Designing Your Brand's Aesthetic

- **Instructions:** Now that you've defined your mission, values, and audience, it's time to think about how your brand will look. Sketch or describe your ideal brand aesthetic—this can include logo ideas, mood board inspiration, or color palettes.

Visual Keywords:

Think about the emotions or qualities you want your brand to convey. Is it clean, elegant, playful, bold, vintage, or modern? List words that best describe how your brand should "feel" visually.

What colors resonate with your brand identity?

.....

Space for your Visual Inspiration:

.....
.....
.....



CONCLUSION

Congratulations on completing VSI Creative's Brand Discovery Guide! By defining your mission, values, target audience, and visual direction, you've taken an important step toward building a strong, authentic brand foundation. With these insights in hand, you're ready to begin shaping a brand that not only stands out but also connects meaningfully with your audience.

Next Steps

If you're ready to take your brand to the next level, reach out for a consultation to discuss how we can help you develop a cohesive brand strategy tailored to your business.

vsicreative.com | 616.238.7838 | *melissa@vsicreative.com*

