

A BRAND

BY



BASEKAMP
MARKETING SOLUTIONS

Brand Identity

A COMBINATION OF
ELEMENTS & ATTRIBUTES
ASSOCIATED WITH A
BUSINESS THAT MAKE UP
AN EXPERIENCE ABOUT
THAT BUSINESS



PRODUCT OR SERVICE



LOGO, COLOURS & IMAGES



WEBSITE DESIGN



BRAND VOICE & STORIES



PRINCIPLES & VALUES



THE CONNECTION YOU MAKE



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Brand Functions



Brands foster **Trust** & build
Connections



Brands enable **Recognition** &
become a **Signaling Device**



Brands induce **Loyalty** & **Ease of
Selection**



Brands reduce a consumers
Price Sensitivity



Brands can help facilitate
company **Decision Making**



E.P.I.C Brand Framework

Existence

Purpose

Identity

Connection

A Brand

"THE INTANGIBLE SUM OF A
PRODUCTS ATTRIBUTES:
ITS NAME, PACKAGING &
PRICE, ITS HISTORY,
REPUTATION & ITS
ADVERTISING"



Existence

Ask Yourself:
Why does your Brand **exist**?
What problems does it solve?
What is its **Origin Story**?
Create empathy &
connection through **stories**.

Who, When & Why?

Purpose

What is your Brands **values** &
what does it **stand for**?
When you answer these,
you'll not only further
connect with your audience,
you'll further **define** it!

"We believe that....."



Identity

Gain a visual look & feel with your **logo**. Your **colour palette** should stay consistent. A feeling & association can be achieved with your **typography**. Show your passion & vision through **images & creatives**.

Connection

What is the **voice** your Brand gives when speaking to **your audience**? Fun & Playful? Factual & Serious? Create a **persona** to cater to & relate to your audience. Put your Brand into a **position of authority**.



THANK YOU!

WE HOPE YOU GAINED
SOMETHING FROM THIS &
FOUND IT INFORMATIVE &
USEFUL. KEEP UP WITH US
ON OUR SOCIAL PROFILES,
WEBSITE & JOIN OUR
MAILING LIST FOR OUR
LATEST PUBLICATIONS.



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Earnings & knowledge for this were inspired from the completion of the Digital Marketing & Social Media Management professional certificates from Meta.