

# brand persona support sheet

<b>Client Problem &amp; Brand's Solution</b>	What customer problem does your product solve?
<b>Brand Vision Ultimate Brand Goal</b>	Where is the brand going? When? What will your brand ultimately achieve for society?
<b>Brand Mission Brand Purpose</b>	What do you do? Who do you do it for? How do you do it? What does this achieve in the world?
<b>Brand DNA Three words that holistically encapsulate brand</b>	HOOK - rational product feature to emotional benefit RELEVANCE - most publicly noted feature of product REASON TO BELIEVE - product differentiator
<b>Full Consumer Demographics &amp; Market Size (\$ and growth or stage)</b>	Largest Segment:  Smallest Segment:
<b>Ideal Consumer Focus</b>	Who is your brand's ideal customer? What does the market of your ideal customers look like?
<b>Ideal Consumer Behaviors</b>	How does your ideal consumer interact with your brand?
<b>Brand Voice &amp; Visuals</b>	What energy do your consumers get from your public communications? ALSO: What does your company need to be to best relate to your consumer? What will your customers see when they see your brand? Is there a format of imagery that will define your brand?
<b>Aligned Subject Matter Coverage &amp; Non-Starters</b>	What topics does your brand cover? What topics does your brand ABSOLUTELY NEVER cover?

# persona guidelines example

Brand Name Showcase (RAY-EER-BREED)	reirbreed comes from reirse meaning, 'to laugh,' in Spanish. breed has the meaning type, species, family, category, variety, style, etc. to me, it has the meaning of the lovers of life, those that choose joy, etc.
Brand Personality Tenets & Meanings	Boldness - break the news, break it down for ease   empowerment - make it conceptually simple, and frictionless   encouragement - see consumers and customers as already having their desires and needs met. they are whole   honesty - even at my own detriment, my word is my bond
Brand Story	reirbreed is the servant-champion of the small business owner, and non-profit founder. reirbreed communicates brand personality through introducing innovation to those we serve, and ways to enact it, simply and quickly.
Effects of Brand on Customer	my goal is that all business owners that are served through my work feel more encouraged and capable to evolutionize their own businesses and posture their companies to be best-prepared for the digital future.
Brand Values	Personal Health & Family First - To have healthy business, there must be a healthy body. Business-owners often put their businesses first. I encourage my audiences to prioritize self-care. Integrity & authenticity - I'm keeping it 100% real. No fear, No over-inflation. Just realness. Evolution - I embrace flexibility and adaption. I learn and teach so that we all grow.
Best Platforms & Platform Personalities	LinkedIn - Business to business relationship building. Whitepapers, Audio Events, and Case studies. Facebook - Long-form content spotlight and community development YouTube - Long-form video educational content, and community development Instagram - Images and Pictures of client work, client results, etc.
Fonts & Brand Color Palette	titles /headlines - andale mono - always sans serif body - ernestine pro - usually classic serif natural colors - sand, sea, sun, sky colors   maybe include hex colors
Logo Explanaton & Usage  Imagery & Video Standards	the reirmedia logo is 2 gold polygons with a 3d effect company name text, centered in the polygons. the logo is represnetative of the balanced educational light I'm shining on other owners through marketing development and teaching marketing skillsets. imagery and video is bright, saturated, and always has a cohesive color story. hasn't been that way in the past.
Voice Anomalies - Punctuation, Unique Terminology	the r e i r m e d i a voice is meant to reflect my true personal voice, with more polish, and less subject-matter coverage. this does mean that I'm not going to code-switch, or mask my culture, or me. this may mean that I communicate properly or in ebonics. whichever it is, I'll still be sure that everyone can understand the taught principles.

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by T. Alford

