

Market
Idea
Team
Funding
Brand
R.O.I



Market
Competition
Customers

① Why people
buy services or
products?



① Why people buy services or products

1. Fun
2. Survival
3. Security
4. Comfort
5. Curiosity
6. Save time
7. Distinction
8. Knowledge
9. Easier work
10. Healthiness
11. Save money
12. Make money
13. Appreciation
14. Convenience
15. Feel important
16. Attractiveness



Brand Identity

The goal of brand guidelines is to protect the strength of your brand so that it continues to create value for your company. Brand guidelines achieve this by explaining the importance of your brand and describing how to use the elements of the brand, such as corporate identity and the brand name.

Photography

Brand photography should reflect the colors and atmosphere of the brand. Tell a story. Be consistent.



Social Media Assets

A social media style guide is the go-to source for how your brand appears and acts on social. These assets will increase:

- Brand credibility
- Quickly onboard new employees
- Prevent fails and awkward moments

