



# connection vibe



BRAND  
DOMINATION

Connection Brand Vibe is a feeling of interconnectivity with the rest of the world for every dimension of personal or professional aspect. A sense of the world is spinning with you. The essence of the connection brand vibe lies in “co-creation”. This is an aura that thrives on the ability to foster community, collaboration, and joined global participation.

At its core, the connection brand vibe is built upon the foundation of meaningful relationships and camaraderie. It is an ethos that transcends physical boundaries, weaving a web of interactivity and engagement for individuals to participate actively while lending their voices and talents to a collective endeavor. This brand becomes the catalyst for forging connections, offering a platform where individuals can come together, share their experiences, add value and form a vibrant and engaged community.

In a world increasingly connected by technology, the connection brand vibe becomes a beacon of genuine human interaction. Communication is the lifeblood of the connection brand vibe, it recognizes that behind every digital profile is a living, breathing individual yearning for authentic connection. It places value on the power of face-to-face encounters, bringing people together in real-world settings to foster personal relationships and nurture a sense of belonging.

# The Brand Domination Manual Contains

- A. Brand Emotion Elements
- B. Brand Function Elements

## How To Use

The framework facilitates the integration of your Brand Vibe into Functional and Emotional elements of brand building for the founding team members. It offers a knowledge repository of the Brand Vibe fundamentals & guidelines to ensure consistency in brand integrity during various growth stages. By using these segments, a fast-track launch becomes possible, enabling the quick conclusion of branding aspects. Furthermore, these segments provide valuable long-term tips and guidance to maintain brand authenticity effectively.

Use this in conjunction with your chosen Brand Archetype Domination Manual to Optimise each factor as well as to create a truly Unique Brand.

Circulate this among your team, relevant stakeholders, marketing and branding departments, or agency, so that everyone becomes adept at understanding your brand's integrity and intended outlook.

# 1. Brand Emotions

# 2. Brand Functions

1.1 Mission

2.1 Website

1.2 Vision

2.2 Logo

1.3 Values

2.3 Strategies

1.4 Identity

2.4 Pack/Description

1.5 Storytelling

2.5 Colours

1.6 Customer

2.6 Font

1.7 Experience

2.7 Marketing

1.8 Positioning

2.8 USP

1.9 Voice

2.9 Internal Comms.

1.10 Visuals

2.10 External Comms.

# Mission Statement

1.1

To \_\_\_\_\_  
(heart of your archetype)  
by \_\_\_\_\_  
(the "HOW" - is your product facilitating it)  
for \_\_\_\_\_  
(the "WHY" - based off of your brand Vibe)

Incorporate "Connection Brand Vibe" intention in your Mission Statement -

## The "Whys" of Brands that want to create a Connection Brand Vibe -

Inspiring co-creation by enabling individuals to actively collaborate, share ideas, and collectively shape the direction and outcomes of projects, initiatives, or products.

Creating an inclusive and welcoming community where everyone feels connected and valued.

Continuously innovating and evolving to stay connected with changing customer expectations.

Building a global network of support and collaboration.

Championing open communication and active listening, ensuring that every voice is heard, respected, and included in the connection-building process.

mission

brandbusinessboundless.com

**So your statement would include your "WHY" corresponding your Product/Service In keeping with aforementioned Sentiment**

When customers engage with a brand, they have a specific vision in mind for themselves. Identify your offerings that align with that vision and then communicate it with a subtle hint in your vision statement.

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## Elements that contribute to the Visions of Customers

### OF A CONNECTION BRAND VIBE :

An Engaged Community to actively participate in discussions, share experiences, and form meaningful connections

Collaboration, Co-creation & Exchange of ideas

Connect, build relationships, and interact with like-minded individuals who share similar interests and values.

A global community, transcending geographical boundaries, and uniting through a shared passion or purpose supported by the brand.

Safe and supportive space to openly express themselves, seek advice, and receive emotional support from the community.

Platform to actively share expertise, insights, and experiences, fostering a culture of knowledge exchange and continuous learning within the community.

Collective efforts of the community towards a common purpose or cause.

Top 3 values of ANY Brand is made up of -

1. **Guiding principles of Operations**
2. **Product Attribute**
3. **How do you look after your customers**

CONNECTION BRAND  
VIBE TAKES CARE OF  
THEIR CUSTOMERS  
WITH :

- Collaboration
- Community
- Engagement
- Empowerment
- Camaraderie
- Communication
- Belonging
- Participation
- Sharing
- Trust
- Support

### KNOW YOUR CONNECTION VIBE PERSONIFIED

They are:

1. **Social:** They thrive on connecting with others and building relationships.
2. **Empathetic:** They have a natural ability to understand others.
3. **Approachable:** They have a friendly and welcoming demeanor, making others feel comfortable around them.
4. **Inclusive:** They value diversity and strive to create an inclusive environment where everyone feels valued and accepted.
5. **Communicative:** They are skilled at expressing their thoughts and ideas, and they actively listen to others.
6. **Influential:** They have the power to inspire and motivate others through their words and actions.
7. **Collaborative:** They enjoy working in teams and believe in the strength of collective efforts.
8. **Supportive:** They offer support and encouragement to those around them, helping others succeed.
9. **Trustworthy:** They are reliable and honest, instilling trust in others.

# Nature of your Vibe

They are:

10. Adaptable: They can easily adjust to different situations and connect with a diverse range of people.

11. Engaging: They have a very engaging presence and can captivate others' attention.

12. Harmonious: They seek to create harmony and balance through their relationships and interactions.

13. Diplomatic: They handle conflicts and disagreements with tact and seek peaceful resolutions.

14. Inquisitive: They have a natural curiosity and a desire to learn and understand different perspectives.

15. Network-oriented: They enjoy connecting people and fostering relationships between others.

## Storytelling is about evoking emotions

During brand storytelling on social media, ad campaigns, websites, or stakeholder stories, employee narratives, customer testimonials, or the brand's origin tale, each one must elicit emotions that align with the essence of your Brand Archetype & Vibe exclusively, always.

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For companies embodying the Connection Vibe, it is crucial to evoke emotions of -

1. Of Belonging: Creating a sense of inclusion and community.
2. Of Empathy: Showing understanding & offering resolutions.
3. Of Joy: Celebrating happiness and positive experiences to the audience.
4. Of Inspiration: Motivating and empowering individuals to pursue their dreams.
5. Of Excitement: Generating anticipation and enthusiasm.
6. Of Unity: Encouraging a sense of togetherness and solidarity.
7. Of Appreciation: Expressing appreciation and thankfulness.



# Brand Story

8. Of Hope: Instilling optimism and a positive outlook for the future, any project or such.

9. Of Empowerment: Enabling individuals to realize their full potential.

10. Of Comfort: Providing a feeling of ease, relaxation, and reassurance.

11. Of Authenticity: Being genuine, transparent, and trustworthy.

12. Of Nostalgia: Evoking sentimental feelings and memories.

13. Of Trust: Building confidence and reliability in the brand.

14. Of Excitement: Creating a sense of anticipation and thrill of upcoming features or services.

15. Of Connection: Fostering meaningful relationships and connections.

16. Of Support: Offering assistance, guidance, and encouragement.

17. Of Safety: Promoting a secure and protected environment.

18. Of Fulfillment: Helping individuals achieve a sense of satisfaction and fulfillment.

19. Of Celebration: Marking special moments and milestones together.

# know your customers



# CUSTOMERS

Socially-conscious customers: These customers care about social and environmental issues, and may be attracted to brands that share their values and support causes they believe in.

Community-oriented customers: These customers value a sense of community and connection, and are attracted to brands that create opportunities for social interaction and engagement in new and interesting ways.

Premium customers: These customers prioritize building long-term relationships with brands for added benefits and could also be willing to pay a premium for personalized service and attention.

Tech-savvy customers: These customers are comfortable with technology and are attracted to brands that offer innovative products and services that enhance their lives.

## Visual Sensory Brand Experience :

*Strategically employs colors, logos, and visual aesthetics in retail and office spaces, ensuring a consistent and memorable brand identity across diverse platforms and touchpoints.*

- Retail/Shop/Office Space Interiors: Warm and inviting ambiance with comfortable seating areas, soft lighting, and natural elements like wood or plants to create a welcoming atmosphere conducive to connection and conversation.
- Product Aesthetic: Clean and modern design with organic shapes, smooth lines, and minimalist aesthetics that evoke a sense of simplicity and sophistication, allowing the focus to be on the connection between the customer and the product.

# Sensory Experience

## Auditory Sensory Brand Experience:

*Utilizes sound elements like jingles, music, and specific tones to create a distinctive auditory identity, fostering brand recognition and emotional connections.*

- Background Music: Soft instrumental music with calming tones such as acoustic guitar or piano, or ambient sounds like nature sounds or gentle rain, to create a relaxed and peaceful environment that encourages meaningful conversations and connections.
- Advertisement Jingles/Social Media Reels and Posts Music: Upbeat and uplifting tunes with catchy melodies and positive lyrics that inspire feelings of connection and community, reinforcing the brand's message of bringing people together.

# Sensory Experience

## Tactile Sensory Brand Experience:

*Focuses on touch by integrating textures, quality materials, and interactive interfaces, establishing a physical connection with the brand through products, packaging, and digital interactions.*

- Packaging/Digital Interactions: Smooth and tactile materials like matte finishes, soft-touch coatings, or textured paper for packaging that feels luxurious and premium to the touch, enhancing the overall sensory experience and leaving a lasting impression of quality and attention to detail.

# Sensory Experience

## Olfactory Sensory Brand Experience:

*Engages the sense of smell with signature scents in branding, products, retail spaces, or packaging, contributing to a unique and memorable olfactory association with the brand.*

- Retail Space/Shops: A signature scent that is subtle and refreshing, such as a light floral or citrus fragrance, infused into the air to create a pleasant and inviting atmosphere that stimulates positive emotions and encourages customers to linger and connect.
- Packaging/Product: Delicate scents like lavender or vanilla infused into product packaging or subtly incorporated into product formulations to evoke feelings of comfort and familiarity, enhancing the overall sensory experience and creating a memorable connection with the brand.

FOLLOWING ARE POSITIONS OF EACH  
CONNECTION TEMPERAMENT TO CRAFT  
UNDERLYING FOCAL POINT OF YOUR BRAND  
POSITIONING -

**1. SOCIAL:**

- Extensive social network: Providing a platform for users to connect with friends, family, and like-minded individuals.
- Seamless social integration: Integrating social media features and sharing options for easy connectivity.
- Social events and gatherings: Organizing social events or facilitating meetups to foster real-life connections.
- Enhanced social engagement: Offering interactive features like commenting, sharing, and messaging to encourage social interactions.
- Privacy and security: Ensuring the protection of user data and implementing robust privacy settings.

FOLLOWING ARE POSITIONS OF EACH  
CONNECTION TEMPERAMENT TO CRAFT  
UNDERLYING FOCAL POINT OF YOUR BRAND  
POSITIONING -

## 2. INFLUENCE:

- Influencer partnerships: Collaborating with influencers or brand ambassadors to promote products or services.
- Thought leadership content: Providing valuable insights, expertise, and industry-related content to establish authority.
- User-generated content: Encouraging users to create and share content related to the brand, promoting a sense of influence.
- Social proof and testimonials: Highlighting positive feedback, reviews, and testimonials from satisfied customers.
- Exclusive access and rewards: Offering exclusive perks, discounts, or early access to products/services for loyal customers.

FOLLOWING ARE POSITIONS OF EACH  
CONNECTION TEMPERAMENT TO CRAFT  
UNDERLYING FOCAL POINT OF YOUR BRAND  
POSITIONING -

**3. DIVERSE:**

- Multicultural representation: Embracing diversity in marketing campaigns, content, and brand imagery.
- Language localization: Providing support for multiple languages to cater to diverse user groups.
- Accessibility features: Ensuring that the platform is inclusive and accessible to users with different abilities.
- Content variety: Offering a wide range of content formats, topics, and genres to cater to diverse interests.
- Community-driven content curation: Empowering users to contribute and curate content that reflects their diverse perspectives.

FOLLOWING ARE POSITIONS OF EACH CONNECTION TEMPERAMENT TO CRAFT UNDERLYING FOCAL POINT OF YOUR BRAND POSITIONING -

## **4. COMMUNITY:**

- Online forums and groups: Facilitating dedicated spaces for users to connect and engage with like-minded individuals.
- Community events and initiatives: Organizing virtual or real-world events that bring the community together.
- Peer support and mentorship programs: Providing opportunities for users to seek guidance or support from others within the community.
- Collaborative projects: Encouraging community members to collaborate on projects, initiatives, or campaigns.
- Community feedback and involvement: Actively seeking and incorporating feedback from the community to improve the platform or offerings.

# ELEMENTS OF TONE



The tone of a "connection" brand vibe should be warm, empathetic, and personal.

The brand should strive to create a sense of connection and intimacy with its customers, and to build relationships based on trust and authenticity.

The tone should be conversational and friendly, rather than formal or corporate.

The brand should speak to customers as individuals, using a language and tone that is relatable and easy to understand.

Humor and wit can also be effective in creating a sense of connection and shared experience.

Empathy and understanding should be at the heart of the brand's tone.

The brand should strive to understand its customers' needs and wants, and to communicate in a way that demonstrates that understanding.

It should also be willing to listen to feedback and criticism, and to respond in a respectful and understanding manner.



## DON'Ts

1. Use jargon or technical terms that might be confusing or exclusionary.
2. Ignore feedback or criticism from your audience.
3. Use a formal or distant tone that creates a sense of hierarchy or distance.
4. Overload your audience with too much information or irrelevant details.
5. Use language that is insensitive or disrespectful to different cultures or backgrounds.
6. Neglect to recognize the contributions and achievements of your audience.
7. Use language that is too salesy or promotional, as this may be off-putting to your audience.

# AESTHETICS OF



## A CONNECTION BRAND:



As  
unique  
as you

1. Warmth: The visual messaging of a connection brand should be warm and inviting. This can be achieved through the use of warm colors, soft lighting, and cozy imagery.
2. Simplicity: The visual messaging of a connection brand should be simple and easy to understand. Use clean lines, minimalist design, and straightforward messaging.
3. Emotion: Should evoke emotions and feelings in the viewer. This can be achieved through the use of imagery that is relatable, inspiring, or uplifting.
4. Human-centered: Should be human-centered and empathetic. Use of imagery that features people in real-life situations, or that emphasizes the human side of technology and innovation.
5. Authenticity: Should be authentic and genuine. This can be achieved through the use of real images and videos, as opposed to stock photography or CGI, and by highlighting the real people behind the brand and its products.
6. Personalization: Should be personalized to the needs and wants of the customer. This can be achieved through the use of targeted messaging and imagery that speaks directly to the customer's interests and values.

For Specific Visuals  
MAINTAIN A UNIFIED THEME IE : THE LOOK & FEEL FOR  
YOUR BRAND VISUALS.

**Look Theme** - Based on Avatar of your Brand Archetype

**Feel Theme** - Based on Temperament of your Brand Vibe

## TEMPERAMENTS OF CONNECTION

### 1. SOCIAL:

- Group photos and candid shots of people interacting and having fun
- Playful illustrations and animations depicting social activities
- User-generated content showcasing social engagement and community interactions
- Creative collages and layouts with multiple images representing social connections
- Dynamic and engaging videos featuring people coming together and enjoying shared experiences

### 2. INFLUENCE:

- Clean and modern design with bold typography and impactful visuals
- High-quality images showcasing influential individuals and thought leaders
- Professional and polished graphics and infographics presenting industry insights and trends
- Testimonials and success stories from influential customers or clients
- Exclusive behind-the-scenes content showcasing influence in action

For Specific Visuals  
MAINTAIN A UNIFIED THEME IE : THE LOOK & FEEL FOR  
YOUR BRAND VISUALS.

**Look Theme** - Based on Avatar of your Brand Archetype

**Feel Theme** - Based on Temperament of your Brand Vibe

## TEMPERAMENTS OF CONNECTION

### 3. DIVERSE:

- Authentic and inclusive imagery representing diverse cultures, backgrounds, and experiences
- Collage-style designs incorporating a mix of visuals and elements from different cultures
- Celebratory graphics and illustrations showcasing diversity and unity
- Collaborations with diverse influencers and content creators
- Personal stories and narratives highlighting diverse perspectives and experiences

### 4. COMMUNITY:

- Warm and inviting visuals featuring people coming together in a welcoming environment
- Community-focused events and activities showcased through photos and videos
- Engaging and interactive content that encourages participation and feedback
- Collaborative projects and initiatives involving the community
- Testimonials and stories from community members expressing a sense of belonging and support

## 2.1 Connection brand vibe



WWW.THEWEBSITE.COM

### MUST COMMUNICATE FEELING OF

1. Welcoming design: The website should have a design that feels inviting, with warm colors, soft textures, and clear typography that is easy to read.
2. Personalization: Provide a personalized experience, with content and recommendations tailored to the user's preferences and needs.
3. Emphasis on human connection: Emphasize the importance of human connection, with images and language that convey a sense of empathy, understanding, and community.
4. Emotional resonance: The website should evoke a strong emotional connection with the user, tapping into their desires for personal growth, spiritual fulfillment, and emotional well-being.
5. Easy navigation: The website should be easy to navigate, with clear and intuitive menus, and a logical flow that guides the user through the content.
6. Social proof: The website should feature social proof, such as customer reviews and testimonials, to build trust and credibility with the user.
7. Social Media Integration: Integrate with social media platforms to help users connect and engage with the brand and other users.
8. Interactive Features: Forums, chat rooms, and discussion boards to encourage user engagement and foster community building.
9. User-generated Content: Incorporate user-generated content

## Website Layout :

- Design a user-friendly and intuitive layout that encourages social interaction and connection.
- Use a warm and inviting color palette, incorporating friendly and approachable colors.
- Incorporate prominent social media integration, allowing visitors to easily connect and share content.
- Ensure responsive design and compatibility with various devices to facilitate social engagement.

## Content:

- Craft engaging and shareable content that sparks discussions and encourages social interactions.
- Use conversational and relatable language to foster a sense of connection with your audience.
- Share user-generated content or testimonials to showcase the influence and impact of your brand.
- Highlight community-oriented initiatives or projects to promote a sense of belonging and connection.

## Other Must-Haves:

- Feature an "About Us" page that emphasizes the values of connection and influence that drive your brand.
- Include a blog or community forum where users can engage in meaningful discussions and share ideas.
- Integrate social media sharing buttons and follow icons to encourage visitors to connect with your brand across platforms.
- Provide opportunities for visitors to join a mailing list or subscribe to receive updates and exclusive content.
- Offer incentives or rewards for user referrals or for sharing your brand with their social networks.

# TYPES OF logo

## UNDER CONNECTION VIBE & WHY THEY ARE EFFECTIVE

**Wordmarks:** These are logos that consist of the company's name in a stylized font. They are simple, clean, and easy to read, and are often used by companies that want to emphasize their name and brand identity.

**Symbol** logos: These are logos that use a simple symbol or icon to represent the brand. They are often abstract and minimalist, and can be used to convey a sense of oneness or connection.

**Combination** logos: These are logos that combine both a wordmark and a symbol or icon. They are versatile and can be used in a variety of contexts, and can help to establish a strong brand identity.

**Hand-drawn** logos: These are logos that are created by hand, & often have a more organic & authentic feel. They can be used to convey creativity, & human-effect.

**Colorful** logos: These are logos that use bright and vibrant colors to convey a sense of energy and positivity. They can be used to create a memorable and distinctive brand identity, and can help to attract attention and build a strong emotional connection with customers.



### USER-GENERATED CONTENT CAMPAIGNS:

Encourage your audience to create and share user-generated content related to your brand. Run campaigns or contests that inspire them to contribute photos, videos, testimonials, or creative works, showcasing their connection and engagement with your brand.

### INFLUENCER PARTNERSHIPS FOR COMMUNITY ENGAGEMENT:

Collaborate with influencers who have a strong presence within your target community. Partner with individuals who can authentically engage and inspire their audience to connect with your brand, facilitating organic community growth and participation.

### LIVE EVENTS AND MEETUPS:

Organize live events, meetups, or conferences where your community members can gather in person. Provide opportunities for networking, knowledge sharing, and face-to-face connections, fostering a deeper sense of community and shared experiences.

## SOCIAL LISTENING AND SENTIMENT ANALYSIS:

Utilize social listening tools to monitor conversations, trends, and sentiment related to your brand and community. Gain insights into the needs, preferences, and feedback of your audience, allowing you to tailor your strategies and offerings to better serve their connection needs.

## PERSONALIZED COMMUNITY EXPERIENCES:

Offer personalized experiences and rewards to community members based on their engagement, contributions, or interests. Tailor content, recommendations, or exclusive perks to individual preferences, deepening their sense of connection and loyalty.

## BRAND ADVOCACY PROGRAMS:

Establish brand advocacy programs that empower and recognize your most engaged community members. Provide incentives, exclusive access, or ambassadorship opportunities to those who actively promote your brand and contribute to the growth and vibrancy of the community.

## VIRTUAL EVENTS AND WEBINARS:

Host virtual events, webinars, or workshops that foster knowledge sharing and connection within your community. Bring together industry experts, thought leaders, or influencers to share their expertise and engage with your audience in real-time.

## SOCIAL IMPACT INITIATIVES:

Engage your community in meaningful social impact initiatives that align with your brand values. Collaborate on charitable projects, volunteer opportunities, or sustainability efforts that allow your audience to make a positive difference together, strengthening their connection to your brand and to each other.

## CONTINUOUS FEEDBACK AND ITERATION:

Regularly seek feedback from your community and demonstrate your commitment to listening and improving. Actively incorporate their suggestions and input into your brand's offerings, experiences, and community initiatives, reinforcing their sense of connection and value.

## CROSS-PLATFORM INTEGRATION:

Seamlessly integrate your brand's presence across various platforms and channels. Ensure consistency and accessibility so that your community members can easily connect with your brand, engage in discussions, and share experiences across multiple touchpoints.

## TRANSPARENT AND AUTHENTIC COMMUNICATION:

Maintain open and transparent communication with your community. Share updates, milestones, and challenges, while actively addressing concerns or issues that arise. Build trust and authenticity by being honest, responsive, and genuine in your interactions.

## COMMUNITY-DRIVEN EVENTS AND CAMPAIGNS:

Involve your community in the planning and execution of events, campaigns, or product launches. Seek their input, ideas, and involvement to create experiences that truly resonate with their needs and desires, fostering a deep sense of connection and ownership.

## CONTINUOUS LEARNING OPPORTUNITIES:

Provide educational resources, webinars, or workshops that empower your community members to learn, grow, and develop new skills. Offer opportunities for personal and professional development that enhance their connection with your brand and provide value beyond your product.

## CELEBRATE COMMUNITY MILESTONES:

Recognize and celebrate community milestones, achievements, and contributions. Highlight individual and collective successes, fostering a sense of pride and unity within your community and reinforcing the idea that connections formed within your brand are meaningful and impactful.

## VIRTUAL NETWORKING EVENTS:

Host virtual networking events or online meetups that bring your community members together. Provide a platform for connections to be formed, conversations to take place, and collaborations to flourish, fostering a sense of community and facilitating meaningful relationships.

## COMMUNITY CHALLENGES AND COMPETITIONS:

Launch community challenges or competitions that encourage participation and collaboration. Create opportunities for your audience to work together, solve problems, or showcase their skills, fostering a sense of camaraderie and connection.

## COMMUNITY AMBASSADOR PROGRAM:

Establish a community ambassador program that recognizes and empowers passionate members to represent your brand. Provide them with exclusive benefits, early access to new features, and a platform to share their experiences and knowledge with the wider community.

## THOUGHTFUL EMAIL NEWSLETTERS:

Send personalized and informative email newsletters to your community members. Share valuable content, updates, and exclusive offers tailored to their interests, nurturing a sense of connection and keeping them engaged with your brand.

## COLLABORATIVE PARTNERSHIPS WITH COMPLEMENTARY BRANDS:

Form partnerships with complementary brands or businesses that share a similar target audience. Collaborate on joint campaigns, co-branded content, or shared events to leverage each other's communities and foster new connections.

## ONLINE SUPPORT AND RESOURCE CENTER:

Establish an online support and resource center where community members can access helpful resources, tutorials, or FAQs. Encourage peer-to-peer support, knowledge sharing, and connection-building within the community.

## GAMIFICATION ELEMENTS:

Incorporate gamification elements within your community platform or engagement strategies. Reward community members for their active participation, achievements, or contributions, creating a sense of friendly competition and fostering deeper connections.

## GLOBAL PARTICIPATION CAMPAIGNS:

Launch campaigns or initiatives that encourage global participation and engagement. Facilitate connections across borders, cultures, and languages by creating opportunities for people from diverse backgrounds to come together and collaborate on shared goals.

UTILITY AS EMBODIED BY EACH ESSENCE OF THIS VIBE

1. **SOCIAL:**

- Facilitating meaningful connections and interactions among individuals
- Enhancing social experiences and fostering a sense of belonging
- Creating a platform for social engagement and networking
- Enabling users to connect and share with friends and communities
- Empowering social interactions and promoting positive relationships

2. **INFLUENCE:**

- Empowering individuals to make a difference and create impact
- Providing tools and resources to amplify voices and inspire change
- Offering a platform for thought leaders and influencers to share their expertise
- Enabling users to influence and shape trends, opinions, and behaviors
- Fostering a community of influential individuals driving positive change

## UTILITY AS EMBODIED BY EACH ESSENCE OF THIS VIBE

### **3. DIVERSE:**

- Celebrating diversity and inclusivity in all aspects
- Providing a platform for people from various backgrounds and cultures to connect
- Offering a range of options and features to cater to diverse preferences
- Promoting equality and embracing different perspectives
- Creating a community that embraces and appreciates diversity in all forms

### **4. COMMUNITY:**

- Building a supportive and engaging community of like-minded individuals
- Encouraging collaboration and collective efforts towards a common goal
- Fostering a sense of belonging and shared values among community members
- Providing a platform for users to connect, share, and support each other
- Empowering community members to contribute and make a positive impact

# 2.5

Select SUPPORTING SECONDARY COLOURS based on the essence you want to create, in combination with your Dominant color, to create the desired brand aesthetics.

# Colours

## SOCIAL

Yellow

Orange

Pink

Green

Blue



#FFD700

#FFA500

#FFC0CB

#00FF00

#00BFFF

## INFLUENCE

Purple

Red

Black

Gold

Silver



#800080

#FF0000

#000000

#FFD700

#C0C0C0

## DIVERSE

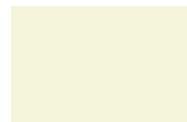
Teal

Brown

Gray

Indigo

Beige



#008080

#8B4513

#808080

#4B0082

#F5F5DC

## COMMUNITY

Coral

Peach

Green

Brown

Blue



#FF7F50

#FFDAB9

#00FF00

#8B4513

#ADD8E6

## USE OF FONTS IN HEADINGS, SUB-HEADINGS & PARAGRAPHS -

Use your Brand Archetype Fonts For **Formal & all Standard** Content/Communication &

Use your Brand Vibe Font For **Informal or all Personal Note** Content/Communication

### CHOICE OF FONTS -

The main briefing about your archetype typeface, the styling of fonts & few example fonts are shared herewith - Lock the fonts you want in each Category (Headings, Sub-headings & Paragraphs) based on those pointers & always use the same chosen ones in your internal & external communications including social media posts, replies, PR, advertisement, product description, website, videos etc



# Main Brief for the Archetype

## 1. Large Headings:

- Choose a bold and attention-grabbing font for large headings to create a strong visual impact.
- Use a font that aligns with the "Connection, Social, Facebook-like, Influence" brand vibe, such as a modern and contemporary typeface.
- Ensure that the large headings are easy to read and stand out against the background for better visibility.

## 2. Sub Headings:

- Opt for a slightly smaller and distinct font for subheadings to create a clear hierarchy in the content.
- Consider using a font that complements the large headings, maintaining consistency in the brand's overall style.
- Use a font that enhances readability and helps guide readers through the content seamlessly.

## 3. Paragraphs:

- Choose a legible and clean font for paragraphs that ensures a comfortable reading experience.
- Use a font size and line spacing that promotes easy scanning and prevents the content from feeling overwhelming.
- Consider using a classic and timeless font that embodies the professionalism and influence associated with the brand vibe.

# Style of the Archetype

## 1. Large Headings:

- Style the large headings in uppercase letters for a bold and impactful appearance.
- Experiment with font weights and variations to add depth and visual interest to the headings.
- Incorporate subtle shadows or gradients to give the headings a three-dimensional effect.

## 2. Sub Headings:

- Style the subheadings in sentence case or title case for a balanced and sophisticated look.
- Use a slightly different color for the subheadings to distinguish them from the large headings and paragraphs.
- Consider adding a subtle underline or highlight effect to emphasize the subheadings.

## 3. Paragraphs:

- Use a regular or light font weight for paragraphs to maintain readability and a clean look.
- Implement a generous line height to improve readability and create a more open and inviting layout.
- Experiment with text alignment options (left, center, or justified) to find the style that best suits the brand vibe.

# General Examples of the Archetype

## Large Headings:

1. Gotham Bold
2. Raleway Black
3. Bebas Neue Bold
4. Futura Extra Bold
5. Proxima Nova Bold
6. Avenir Black
7. Playfair Display Bold
8. Poppins ExtraBold

## Sub Headings:

1. Nunito SemiBold
2. Quicksand Medium
3. Josefin Sans SemiBold
4. Hind SemiBold
5. Merriweather SemiBold
6. Ubuntu Medium
7. Roboto Condensed Bold
8. Work Sans SemiBold

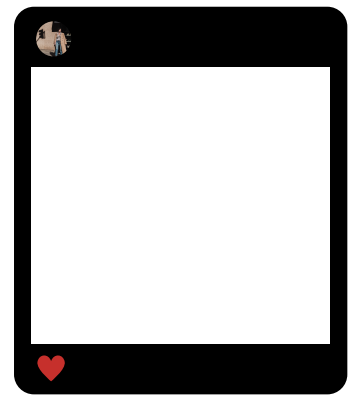
## Paragraphs:

1. Lato Regular
2. Source Serif Pro Regular
3. Open Sans Regular
4. Montserrat Regular
5. PT Sans Regular
6. Roboto Regular
7. Noto Sans Regular
8. Poppins Regular

*Please note this is not a exhaustive list, these are examples based on discussed parameters for your references*

### Step 1

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#### LIST THE SOLUTION YOUR COMPANY IS PROVIDING

- Solution to the pain of Your ideal customer
- Solution to the dream of Your ideal customer

There would be few very core solutions that your company is offering. Additionally, there'd be other solutions that align with your unique selling proposition, reflecting your brand archetype or vibe.

#### **LIST ALL OF THEM.**

*Excellent! these will serve as a captivating hook for your social media post. By now, you should have developed approximately 10 to 20 solutions addressing your customers' pains and aspirations, all tailored to resonate with your brand's archetype & vibe ideologies.*

## Step 2

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### CREATING YOUR SOCIAL MEDIA POST

Like all storytelling.. every social media posts is divided into three segments.

- **The hook**
- **The body**
- **The end**

That is the beginning, the middle and the end.

### STRUCTURE OF YOUR SOCIAL MEDIA POST

#### **THE HOOK**

a. Grab your customer's attention by talking about their dream or their pain area in the beginning of the Post  
*(from previous step)*

*First or Initial line*

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#### **THE BODY**

b. Talk about the SOLUTION your brand offers targeting that specific 'pain or dream'

Use the undertone of your brand archetype positioning - there will be different avatars of your brand archetype that would specifically play the role of being a solution to the problem specified.

*Forming your second main line/para*

c. Add extra detailing, to specifically cement your connection with the audience; Make them give you the contract of their loyalty/ their purchase/their engagement/ their add to cart

Use the undertone of your brand vibe positioning - there are different temperaments to play around with. You can switch according to the suitability of the offering or solution.

*Forming your third supporting line/para*

d. Talk about your USP

*This is optional*

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## THE END

d./e. Clearly showcase their pain/desire to transformation into result  
Followed by - a Call to Action



*Language or Voice: Depending upon the nature of the post, you can choose the what emotion of storytelling that you are applying to this specific post.*

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With this method you can literally create hundreds of social media content for your brand. The possibilities are endless as you progress to make content combining each element that covers - Frustrations and desires of customers -

This will ensure, You talk about your brand as a solution in so many different forms to the line of issues your customers are facing or serving as a dream maker

This format will also help your customers too. Always see the personality of your brand come through every single time it brings the solution

Each rendezvous with your social media post will bind the brand and the customer in the same vibe (your vibe attracts your tribe)

You will literally be able to free up so much of your time and can be rest assured that your post is getting the message across.

You can give these instruction to your content writer or as a prompt to your AI content generator or use it yourself.

Ensure that the tone or the language that you use to create these posts is within the framework of your brand archetype /brand vibes storytelling emotion.

# CAMPAIGNS

## to Reinforce your Brand Vibe & Enhance Audience Engagement

**GLOBAL CONNECTIONS:** Showcase a diverse array of people from different parts of the world connecting and supporting each other through your social platform.

**THE INFLUENCE EXPERIENCE:** Launch an ad campaign that highlights the positive impact of influential figures within your community and how their influence inspires others to take action.

**SPREAD THE LIKE:** Encourage users to share stories of connections made through your platform and reward them with special incentives for spreading positivity.

**THE HEART OF CONNECTION:** Highlight heartwarming stories of how connections made on your platform have changed lives and fostered meaningful relationships.

**SOCIAL UNITE:** Create an ad campaign that emphasizes the power of your platform to bring people together for common causes, leading to social change.

**THE LIKE-MAKERS:** Feature influential users who have made a significant impact on your platform, showcasing how they've used their influence for good.

# Social Media & Ads

**CONNECTIONS THAT MATTER:** Showcase the diversity of connections formed on your platform and how they've led to positive changes in individuals' lives.

**INFLUENTIAL VOICES:** Collaborate with influential voices to spread a message of unity and connection, emphasizing the importance of social impact.

**YOUR LIKE, YOUR CAUSE:** Run a campaign where users can select a cause they care about, and for every like or share, a contribution is made to that cause.

**THE POWER OF POSITIVITY:** Share inspiring quotes, stories, and messages that promote positivity and encourage users to spread the love through your platform.

**THE SOCIAL MOVEMENT:** Position your brand as a driving force behind a global social movement that connects people and promotes positive change.

**INSPIRING CONNECTIONS:** Feature stories of people who have met through your platform and have gone on to collaborate on meaningful projects or initiatives.

**THE LIKE THAT MATTERS:** Illustrate how a simple like or share can have a profound impact on someone's life, encouraging users to engage meaningfully.

**1 CONNECTIONS THAT TRANSFORM:** Showcase how your platform facilitates connections that lead to personal growth, career opportunities, and positive changes.

# Social Media & Ads

**SOCIAL ENGAGEMENT:** Encourage users to engage with each other's content, fostering a sense of community and promoting meaningful conversations.

**EMPOWERING CHANGE:** Showcase stories of users who have used your platform to launch initiatives, charities, or movements that drive social impact.

**THE SOCIAL RIPPLE EFFECT:** Showcase how a single act of kindness or support on your platform can lead to a ripple effect of positive change.

**INSPIRING THE NEXT GENERATION:** Run an ad campaign that focuses on empowering and supporting young influencers who have the potential to create meaningful change.

Embody  
your  
Connection  
Energy

In Product  
Building

& in  
Campaign  
Building

The USP should evoke a strong emotional connection with customers, tapping into their desires for personal growth, spiritual fulfillment, and emotional well-being.

Should highlight the company's ability to provide personalized solutions and experiences, catering to the unique needs and preferences of each individual customer.

Should communicate the company's commitment to empowering customers, providing them with the tools and knowledge they need to achieve their intellectual & emotional goals and desires

Emphasize the company's commitment to social responsibility, appealing to socially-conscious customers

## COMMUNICATING WITH EMPLOYEES :

1. Foster Collaboration: Encourage open communication and collaboration among team members, creating a sense of connection and belonging.
2. Transparent Communication: Maintain transparent and honest communication channels to build trust and foster a supportive work environment.
3. Recognition and Appreciation: Recognize and appreciate the efforts of employees, valuing their contributions and creating a sense of belonging.
4. Emphasize Shared Goals: Communicate the larger purpose and mission of the company, highlighting how each team member contributes to the collective success.
5. Encourage Feedback: Create a culture where feedback is welcomed and valued, allowing for continuous improvement and growth.

## COMMUNICATING WITH LEADERSHIP:

1. **Inspirational Leadership:** Lead by example and inspire others through your actions, fostering a sense of connection and motivation among the leadership team.
2. **Effective Communication:** Communicate the vision, goals, and values of the company clearly and consistently to align the leadership team.
3. **Empowerment and Trust:** Empower leaders to make decisions and trust their judgment, encouraging a sense of ownership and connection to the company's mission.
4. **Mentorship and Guidance:** Provide mentorship and guidance to nurture the growth and development of leaders, fostering a strong connection with the company's values.
5. **Collaboration and Teamwork:** Encourage collaborative decision-making and foster a culture of teamwork and connection among the leadership team.

## COMMUNICATING WITH INVESTORS:

1. **Transparent Reporting:** Provide regular and transparent updates on the company's financial performance and progress toward goals, building trust and connection with investors.
2. **Showcase Community Impact:** Highlight the positive impact the company is making within the community, demonstrating a connection to social causes and values.
3. **Share Long-term Vision:** Communicate the long-term vision and growth strategies of the company, showing investors the potential for meaningful connections and success.
4. **Open Dialogue:** Foster open and constructive dialogue with investors, actively listening to their feedback and addressing their concerns to maintain a strong connection.
5. **Value Alignment:** Clearly communicate how the company's values align with the investors' interests, fostering a sense of connection and shared purpose.

## COMMUNICATING WITH CUSTOMERS:

1. **Authenticity and Transparency:** Communicate openly and honestly with customers, building trust and fostering a genuine connection.
2. **Active Listening:** Listen attentively to customer feedback and concerns, demonstrating that their opinions are valued and appreciated.
3. **Personalization:** Tailor communication to each customer's needs and preferences, showing that their individuality is recognized and valued.
4. **Engage and Interact:** Actively engage with customers through various channels, such as social media, to create a sense of connection and community.
5. **Customer Support:** Provide exceptional customer support, demonstrating a commitment to building and maintaining strong connections with customers.

## COMMUNICATING WITH SUPPLIERS:

1. **Open and Honest Communication:** Maintain transparent and open communication channels with suppliers and vendors, building trust and fostering long-term relationships.
2. **Collaboration and Partnership:** Foster a collaborative approach with suppliers and vendors, emphasizing the importance of working together to achieve shared goals.
3. **Fairness and Respect:** Treat suppliers and vendors with fairness and respect, recognizing their contributions and valuing their expertise.
4. **Timely Payments and Commitments:** Honor financial commitments and ensure timely payments to suppliers and vendors, strengthening the connection and trust.
5. **Feedback and Improvement:** Seek feedback from suppliers and vendors to continuously improve processes and strengthen the connection and collaboration.

## COMMUNICATING WITH COLLABS/PARTNERS:

1. **Shared Vision and Values:** Communicate and align on a shared vision and values with collaborators and partners, ensuring a strong connection and common purpose.
2. **Effective Collaboration:** Foster a collaborative and supportive environment, promoting open communication and shared decision-making among collaborators and partners.
3. **Mutual Benefits:** Emphasize the mutual benefits and value derived from the collaboration, ensuring that all parties feel connected and invested in the partnership.
4. **Clear Expectations:** Set clear expectations and objectives for the collaboration, ensuring that all parties are on the same page and working towards a common goal.
5. **Celebrate Successes:** Celebrate milestones and achievements together, acknowledging the collective effort and reinforcing the strong connection among collaborators and partners.

# External Communication

## COMMUNICATING WITH OUTSIDE STAKEHOLDERS & MEDIA:

1. **Clear and Consistent Communication:** Communicate the company's mission, values, and actions clearly and consistently to outside stakeholders, building trust and credibility.
2. **Engage and Involve:** Engage with outside stakeholders through events, initiatives, and platforms, creating opportunities for connection and dialogue.
3. **Community Engagement:** Demonstrate an active presence and involvement within the community, showcasing the company's commitment to social responsibility and connection.
4. **Transparency and Accountability:** Maintain transparency in dealings with outside stakeholders, being accountable for actions and decisions made.
5. **Relationship Building:** Invest time and effort in building strong relationships with outside stakeholders, fostering a sense of connection and partnership.

The Brand Domination Journal is designed as your trusted resource to equip you with the tools to make your brand stand out in a competitive market & be your compass in your Brand Domination Journey :

- Use this to Strategize your entire brand across the lifetime of your product/service
- Use in conjunction with your Brand Archetype Manual while formulating all brand emotional & functional components
  - Include all team members so as to maintain authenticity & cohesiveness in your branding
- Revisit as a ready reference from time to time during practical implementation of your new feature development, social media, website/app growth, public relations etc
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We are rooting for you every step of the way. With this brand guide, we believe you will be able to strategically position your brand, communicate your unique value proposition, and connect with your audience in a meaningful way. From crafting compelling brand stories to implementing consistent messaging across various touchpoints, we are confident that your brand will leave a lasting impression and make a mark in the hearts and minds of your customers.

We are excited to see your brand thrive and wish you all the success in your brand journey!

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