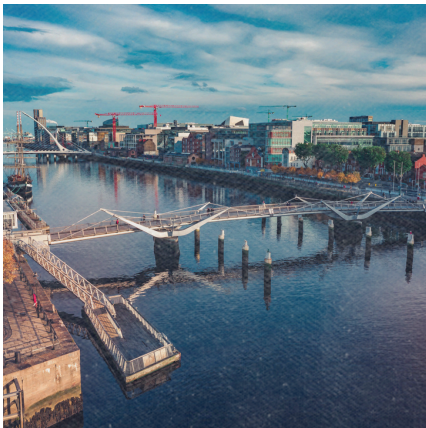
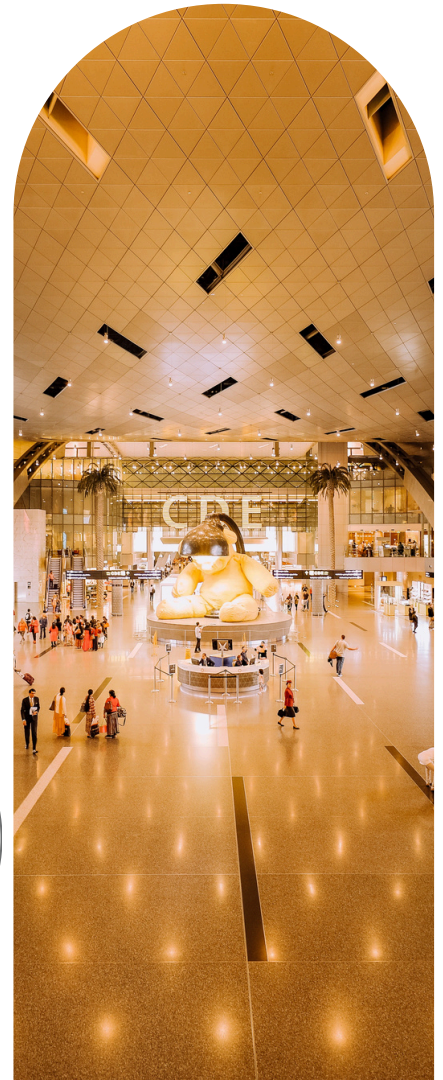


**global  
vibe**



BRAND  
DOMINATION

Global brand vibe is the embodiment of a worldwide movement, a magnetic force that offers and unites individuals from every corner of the globe. This is the essence of a "global" brand vibe, an aura that resonates with the "Zeitgeist" of our interconnected world and effortlessly captures the spirit of internationalism. At its core, the global brand vibe emanates an energy that knows no boundaries & is a manifestation of diversity and inclusivity.

This vibe thrives on the dynamism of pop culture, it is a symphony of trends and movements, forever evolving and embracing the pulse of contemporary society. Brands become a cultural icon, capturing the hearts & minds of individuals who seek to be part of something bigger than themselves, an international collective that blurs the lines between local & global.

This vibe conveys that businesses have a responsibility to contribute to the betterment of society and the world at large. To effectively embody the Global brand vibe, companies must have a strong global presence. This means that they need to have a deep understanding of the different markets they operate in and be able to adapt their messaging, products, and services to meet the unique needs of each market.

It is a testament to the undeniable truth that we are all citizens of a global village and this brand becomes a cultural chameleon, effortlessly adapting to the vibrant tapestry of global trends, while also shaping the currents of industry pop culture. It is a living declaration of the power of influence, traversing continents and seamlessly integrating itself into the fabric of everyday life of audience.

# 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 "Global Brand Vibe" intention in your Mission Statement -

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

For embracing innovation and adapting to the ever-changing global market.

For creating a sense of unity and belonging among customers from different cultures and backgrounds.

For contributing to the exposure, growth and development of communities around the world.

For continuously learning and adapting to global trends and emerging markets to stay ahead in the global arena.

To blur the lines between local and global products & experiences

To wield impact and mold the tides of industry and popular culture worldwide.

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.

---

Elements that contribute to the  
Visions of Customers

**OF A GLOBAL  
BRAND VIBE :**

Worldwide Connectivity that bridge people across borders and cultures

Embracing diversity and multiculturalism, celebrating global perspectives and experiences.

Being a Movement Catalyst towards positive change on a global scale

Reflecting current trends and being a part of Pop Culture by capturing the spirit of the present times.

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**

GLOBAL BRAND VIBE  
TAKES CARE OF  
THEIR CUSTOMERS  
WITH :

1. Multiculturalism
2. Accessibility
3. Responsiveness
4. Diversity
5. Trustworthiness
6. Personalization
7. Globalization
8. Quality
9. Inclusivity
10. Innovation

### KNOW YOUR GLOBAL VIBE PERSONIFIED

They are

1. Culturally aware: They embrace and appreciate different cultures, customs, and traditions.
2. Inclusive: They value diversity and strive to create an inclusive environment that respects and celebrates differences.
3. Open-minded: They have a broad perspective and are receptive to new ideas and perspectives from around the world.
4. Adaptable: They can easily adjust to different environments and circumstances, recognizing the need for flexibility in a global context.
5. Connected: They foster connections and relationships across borders, building networks and collaborations.
6. Forward-thinking: They have a futuristic mindset and anticipate global trends and changes in the global landscape.
7. Collaborative: They value teamwork and seek collaborative opportunities with individuals and organizations worldwide.
8. Respectful: They demonstrate respect for cultural differences, treating others with dignity and empathy.
9. Global vision: They have a global perspective and strive to make a positive impact on a global scale.

# Nature of your Vibe

They are

10. Innovative: They encourage innovative thinking to address global challenges and develop solutions that benefit people worldwide.

11. Responsible: They prioritize social responsibility and sustainability, taking into account global social and environmental issues.

12. Future-seeking: They have a thirst for international standard setting & making futuristic globally uniform products.

13. Empathetic: They demonstrate empathy and understanding towards diverse perspectives and challenges faced by people around the world.

14. Visionary: They have a long-term vision and set ambitious goals to create a global impact.

15. Influential: They strive to have a positive influence on individuals, communities, and the global landscape.

16. Ethical: They uphold high ethical standards in all their global interactions and business practices.

17. Responsible leadership: They take a leadership role in driving upward change in the industry they are in.

## 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.

---

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

- Of curiosity and exploration.
- Of connection and unity.
- Of diversity and inclusivity.
- Of empowerment and inspiration.
- Of adventure and discovery.
- Of pride and patriotism.
- Of global community and belonging.
- Of cultural appreciation and respect.
- Of progress and innovation.
- Of trust and reliability.
- Of aspiration and ambition.
- Of joy and celebration.
- Of sustainability and responsibility.
- Of collaboration and partnership.
- Of shared values and shared experiences.
- Of making a positive impact on the world.

# know your customers



- Global travelers: Customers who enjoy traveling to different countries and experiencing new cultures. They value authenticity and are interested in learning about different ways of life.
- Environmentally conscious: Customers who are passionate about protecting the environment and reducing their carbon footprint. They value sustainability and seek out products and services that align with their values.
- Tech-savvy: Customers who are early adopters of new technologies and are always looking for the latest gadgets and innovations. They value convenience and efficiency.
- Socially conscious: Customers who care about social justice and supporting marginalized communities. They seek out brands that are inclusive and socially responsible.
- Luxury seekers: Customers who value high-end products and services that convey status and exclusivity. They seek out luxury experiences and products that make them feel elite.

## 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.

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

### Retail Space/Shop/Office Space Interiors:

The interiors should reflect a modern and cosmopolitan aesthetic, incorporating elements from various cultures around the world. Think sleek and minimalist design with touches of cultural artwork, global motifs, and artifacts. Use of natural materials like wood, stone, and metal can add a sense of authenticity and warmth.

- Product Aesthetic: Products should have a sleek and contemporary design with clean lines and minimalist aesthetics. Consider incorporating global influences into product design, such as patterns, symbols, or motifs inspired by different cultures. Packaging should be modern and sophisticated, with minimalist branding and global-themed graphics or illustrations.

# 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:** Choose a diverse range of music genres that reflect the brand's global appeal, such as world music, electronic beats with international influences, or ambient sounds inspired by nature. The music should be upbeat and energetic, creating a lively atmosphere in the retail space or office.
- **Advertisement Jingles/Social Media Reels and Posts Music:** Use catchy jingles or upbeat instrumental tracks with global rhythms to accompany advertisements or social media content. The music should evoke feelings of excitement, adventure, and inclusivity, resonating with the brand's global audience.

# 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: Incorporate high-quality materials with a tactile appeal, such as smooth matte finishes, embossed textures, or metallic accents. For digital interactions, consider using interactive elements like touchscreens or haptic feedback to enhance the user experience. Pay attention to ergonomic design and intuitive interfaces that make products and digital platforms easy to navigate and engage with.

# 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: Introduce a signature scent that captures the essence of the brand's global identity, such as a blend of exotic spices, fresh citrus notes, or woody undertones. The fragrance should evoke feelings of wanderlust and adventure, transporting customers to far-off destinations with each visit to the retail space or shop.
- Packaging/Product: Infuse packaging or products with a subtle scent that complements the brand's olfactory identity. Consider using natural ingredients like essential oils or botanical extracts to create a refreshing or invigorating aroma that enhances the overall sensory experience.

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

### **WORLDWIDE:**

- Extensive global presence with a network of stores and distribution channels in multiple countries.
- Wide availability of products and services in various regions around the world.
- Localized customer support and assistance in different languages.
- Efficient global shipping and delivery options to reach customers worldwide.
- Strong brand reputation and recognition on a global scale.

### **CULTURAL:**

- Celebration of diverse cultures through brand storytelling, campaigns, and collaborations.
- Inclusion of cultural elements and references in product designs, packaging, and marketing materials.
- Partnership with local artisans and craftsmen to preserve and promote cultural heritage.
- Support for cultural events, festivals, and initiatives across different regions.
- Cultural sensitivity and respect in all brand communications.

# Positioning

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

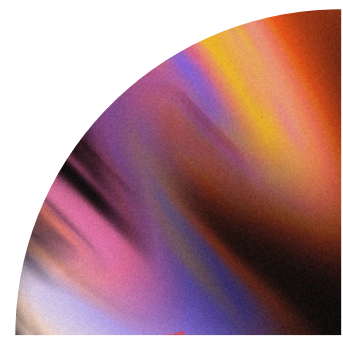
### **UNIVERSAL:**

- Products and services that cater to a broad range of customer needs and preferences.
- Brand messaging that transcends language and cultural barriers, resonating with people from different backgrounds.
- Emphasis on universal values such as sustainability, inclusivity, and social responsibility.
- Innovation that addresses global challenges and improves the lives of people worldwide.
- Collaboration with global thought leaders and experts to offer universal solutions.

### **MULTINATIONAL:**

- Collaboration with international suppliers and manufacturers to ensure high-quality products.
- Access to a diverse range of resources and expertise from different countries.
- Compliance with global standards and regulations to ensure product safety and quality.
- Multilingual customer support for seamless communication with customers from different regions.
- Commitment to local economic development by creating job opportunities and supporting local businesses.

# ELEMENTS OF TONE



1. **Inclusivity:** The brand's tone should be inclusive, using language that is respectful and welcoming to people of all cultures, races, and backgrounds. This helps to create a sense of unity and show that the brand values diversity.
2. **Inspiration:** The brand's tone should be inspiring, using language that motivates and encourages people to take positive action. This helps to create an emotional connection with customers & build a sense of community around the brand.
3. **Clarity:** The brand's tone should be clear and straightforward, using language that is easy to understand and avoids confusing jargon. This helps to communicate the brand's message effectively and build trust with customers.
4. **Confidence:** The brand's tone should be confident, using language that demonstrates the brand's expertise and authority in its field. This helps to build credibility and establish the brand as a leader in its industry.
5. **Innovation:** The brand's tone should be innovative, using language that reflects the brand's forward-thinking approach and willingness to embrace new technologies and ideas. This helps to show that the brand is constantly evolving and staying ahead of the curve.



## DON'Ts

1. Overpromise or make unrealistic claims about products or services, which can damage the brand's reputation.
2. Ignore customer feedback or complaints, which can harm customer loyalty and retention.
3. Use language or tone that is disrespectful, discriminatory, or offensive, which can damage the brand's reputation.
4. Ignore or downplay negative feedback or issues, which can erode trust and credibility.
5. Misrepresent the brand's values or vision, which can lead to confusion and mistrust.

# AESTHETICS OF



## GLOBAL BRAND:



**As  
unique  
as you**

1. **Simplicity:** Have a simple and minimalist design that is easily recognizable and memorable. This helps the brand to stand out and create a strong brand identity.
2. **Diversity:** Reflect diversity and inclusion, featuring people of different races, cultures, and backgrounds. This helps the brand to connect with a wide range of customers and show that it values diversity.
3. **Global influence:** The brand's visual messaging must be inspired by different cultures and traditions from around the world. This helps to create a sense of global unity and appeal to customers from different regions.
4. **Bold and vibrant colors:** Feature bold and vibrant colors that evoke positive emotions and create a strong visual impact. This helps to capture customers' attention and create a lasting impression.
5. **Modern and innovative:** The brand's visual messaging may use modern and innovative design elements, such as animation or 3D graphics. This helps to show that the brand is forward-thinking and stays up-to-date with the latest design trends.

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 GLOBAL

### WORLDWIDE:

1. Travel and Exploration: Images of famous landmarks, maps, and globes.
2. Diversity and Inclusion: Visuals that showcase people from different cultures and backgrounds.
3. Global Connections: Illustrations or graphics representing interconnectedness and communication.
4. International Festivals: Images capturing the vibrancy and festivities of various cultural celebrations.
5. Global Landscapes: Pictures of diverse landscapes from around the world, such as mountains, beaches, and cityscapes.

### CULTURAL:

1. Heritage and Tradition: Visuals that highlight cultural practices, rituals, and traditional arts.
2. Ethnic Patterns and Textures: Incorporating patterns and textures inspired by different cultural aesthetics.
3. Festivals and Celebrations: Images portraying colorful and lively cultural festivals and gatherings.
4. Cultural Icons: Visuals featuring iconic symbols or landmarks representing different cultures.
5. Traditional Attire: Showcasing traditional clothing and fashion styles from various cultures.

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 GLOBAL

### UNIVERSAL:

1. **Simplicity and Minimalism:** Clean and uncluttered visuals with simple and clear design elements.
2. **Harmony and Balance:** Visuals that evoke a sense of balance and harmony through symmetrical compositions.
3. **Nature and Environment:** Images of natural landscapes, plants, and animals that resonate universally.
4. **Timeless Elegance:** Visuals with a timeless appeal, incorporating classic design elements.
5. **Universal Symbols:** Incorporating symbols and icons that are recognized and understood globally.

### MULTINATIONAL:

1. **Global Business and Trade:** Visuals representing international business collaborations and trade.
2. **Multicultural Teams:** Images showcasing diverse teams working together in a professional setting.
3. **International Networking:** Visuals illustrating connections and networking across different countries.
4. **Global Marketplaces:** Visuals depicting bustling marketplaces and shopping scenes from various cultures.
5. **Global Innovation:** Images representing technological advancements and innovation on a global scale.

## 2.1 Global brand vibe



WWW.THEWEBSITE.COM

### MUST COMMUNICATE FEELING OF

1. **Professionalism:** The website should convey a sense of professionalism and expertise, highlighting the brand's commitment to quality and attention to detail. This could be achieved through clean and modern design, high-quality imagery and video, and well-written copy.
2. **Global Reach:** The website should emphasize the brand's global reach and appeal, showcasing how its products and services are used and valued by people from different parts of the world. This could be achieved through multilingual support, culturally diverse imagery, and testimonials from customers from different countries.
3. **Innovation:** The website should highlight the brand's commitment to innovation and using cutting-edge technology and design to create unique and high-quality products and services. This could be achieved through interactive features, such as 360-degree product views, virtual try-on experiences, and personalized recommendations.
4. **Inclusivity:** The website should promote a sense of inclusivity and diversity, showcasing how the brand values and celebrates people from different backgrounds and cultures. This could be achieved through imagery that reflects a range of ethnicities, genders, and ages, as well as messaging that emphasizes the brand's commitment to equality and social responsibility.
5. **Convenience:** The website should be designed to be convenient and user-friendly, making it easy for customers to find the information they need and complete transactions quickly and securely. This could be achieved through clear navigation, prominent calls-to-action, and a streamlined checkout process.

## WEBSITE LAYOUT:

- Design a clean and modern layout that conveys a sense of professionalism and global reach.
- Implement a clear and user-friendly navigation system that allows visitors to access content in multiple languages or for different regions.
- Ensure that the website is responsive and optimized for different devices to cater to a global audience.

## CONTENT:

- Craft content that celebrates diversity and showcases your brand's commitment to being a global entity.
  - Offer content in multiple languages or provide translation options for international visitors.
  - Highlight your brand's global presence, such as offices or partners in different countries or regions.
- Use imagery that features people from various cultures and backgrounds to represent inclusivity.

## OTHER MUST-HAVES:

- Feature an "About Us" page that shares the story of how your brand has expanded globally and its dedication to serving a diverse audience.
  - Include a blog or news section that covers global topics or events relevant to your industry or niche.
  - Integrate currency converters or localized pricing options to facilitate international transactions.
  - Provide customer support in different languages or offer language-specific contact channels.
  - Include testimonials or case studies from customers around the world to demonstrate your brand's global impact.

# TYPES OF

## UNDER GLOBAL VIBE & WHY THEY ARE EFFECTIVE

**Wordmark** logo: This type of logo features the company's name in a stylized font. Wordmark logos are simple and easy to remember, making them an excellent choice for companies that want to establish a strong global brand identity.

**Emblem** logo: This type of logo features the company's name within a symbol or emblem. Emblem logos are often used by companies that want to emphasize their heritage or tradition of long standing in the global markets.

**Monogram** logo: This type of logo features the company's initials in a stylized design. Monogram logos are often used by luxury brands and high-end global companies.

**Abstract** logo: This type of logo features a simple, abstract symbol that represents the company's brand identity. Abstract logos are often used by technology companies and startups.

**Mascot** logo: This type of logo features a character or mascot that represents the company's brand identity. Mascot logos are often used for a universally accepted recognition.



### DIVERSE REPRESENTATION:

Ensure your brand reflects diversity and inclusivity in your marketing materials. Use models, influencers, and spokespersons from different backgrounds and cultures to convey a global perspective.

### MULTILINGUAL CONTENT:

Create content in multiple languages to cater to a global audience. This includes translating your website, social media posts, and marketing materials to reach and engage with people from different regions.

### INTERNATIONAL COLLABORATIONS:

Partner with international influencers, brands, or organizations to create cross-cultural collaborations. These collaborations demonstrate your brand's global reach and resonate with a diverse audience.

### GLOBAL CAUSES AND ACTIVISM:

Align your brand with global causes, such as sustainability, social justice, or human rights. Participate in global movements and support initiatives that promote positive change on a global scale.

## POP CULTURE REFERENCES:

Incorporate elements of pop culture from different countries and regions into your brand's messaging. Referencing global trends, music, movies, or icons adds a sense of familiarity and connection to a worldwide audience.

## INTERNATIONAL MARKET RESEARCH:

Conduct thorough market research to understand the preferences, behaviors, and cultural nuances of different global markets. Tailor your marketing strategies and adapt your offerings to cater to specific regions.

## GLOBAL SOCIAL MEDIA PRESENCE:

Establish a strong presence on global social media platforms, such as Instagram, Twitter, and YouTube. Create content that resonates with an international audience, using relevant hashtags, geotags, and engaging with followers from different countries.

## GEO-TARGETED CAMPAIGNS:

Develop geo-targeted marketing campaigns that focus on specific regions or countries. Tailor your messaging, visuals, and promotions to suit the cultural and linguistic nuances of each market.

## WORLDWIDE GIVEAWAYS:

Conduct international giveaways or contests that allow people from different countries to participate. This generates excitement and engagement from a global audience and helps increase brand visibility.

## GLOBAL STORYTELLING CAMPAIGNS:

Launch storytelling campaigns that highlight personal stories and experiences from people around the world. Encourage your audience to share their own stories and create a global movement that celebrates diversity and unity.

## GLOBAL PRODUCT LAUNCHES:

Simultaneously launch products or collections worldwide to create a sense of excitement and anticipation among your global audience. Coordinate marketing efforts and activations across different regions to maximize impact.

## GLOBAL TRENDSPOTTING:

Stay attuned to global trends, both in pop culture and wider societal movements. Incorporate relevant trends into your brand's messaging and content, demonstrating your brand's awareness and alignment with the evolving global landscape.

## VIRTUAL GLOBAL EVENTS:

Organize virtual events or webinars that cater to a global audience. Invite speakers, panelists, or influencers from different countries to participate, ensuring diverse perspectives and enriching discussions.

## GLOBAL CAUSE-DRIVEN INITIATIVES:

Develop cause-driven initiatives that address global issues, such as environmental sustainability, social justice, or equality. Position your brand as a leader in championing positive change on a global scale.

## GLOBAL BRAND COMMUNITY:

Foster a sense of community among your global audience by creating dedicated online spaces, such as forums, groups, or social media communities. Encourage interaction, discussions, and shared experiences among your worldwide brand enthusiasts.

## INTERNATIONAL INFLUENCER TRIPS:

Organize trips or experiences for international influencers to visit your brand's headquarters, production facilities, or flagship stores. This provides them with firsthand exposure to your brand's values, craftsmanship, and global presence.

## GLOBAL CUSTOMER FEEDBACK INITIATIVES:

Implement initiatives to gather feedback and insights from your global customer base. Conduct surveys, interviews, or focus groups to understand their preferences, expectations, and cultural nuances, enabling you to refine your brand's offerings and experiences.

## GLOBAL SUSTAINABILITY COMMITMENTS:

Demonstrate your brand's commitment to global sustainability by implementing eco-friendly practices, responsible sourcing, and transparency. Communicate your sustainability initiatives to engage a worldwide audience passionate about environmental stewardship.

## INTERNATIONAL BRAND COLLABORATIONS:

Collaborate with international brands that share similar values and target a complementary audience. Joint ventures, limited-edition products, or co-marketing campaigns can expand your brand's reach and tap into new markets.

## INTERNATIONAL EVENTS AND SPONSORSHIPS:

Sponsor or participate in global events, conferences, or festivals that align with your brand's values. This provides an opportunity to engage with an international audience and position your brand on a global stage.

## GLOBAL AMBASSADORS PROGRAM:

Establish an ambassadors program that spans across different countries and regions. Select ambassadors who represent your brand's values and can act as advocates in their local communities, creating a global network of brand supporters.

## CULTURAL CELEBRATIONS:

Acknowledge and celebrate diverse cultural events and holidays from around the world. Tailor your marketing campaigns or create special promotions to coincide with these celebrations, showcasing your brand's global perspective.

### UTILITY AS EMBODIED BY EACH ESSENCE OF THIS VIBE

#### WORLDWIDE -

- Connect with customers from all corners of the globe.
- Reach a diverse global audience with our product/service.
- Experience our offering no matter where you are in the world.
- Explore new horizons with our internationally recognized brand.
- Embrace a borderless experience with our global product/service.

#### CULTURAL -

- Immerse yourself in the rich tapestry of cultures through our product/service.
- Discover the world's traditions and customs with our culturally inspired offering.
- Celebrate diversity and inclusivity with our culturally diverse product/service.
- Experience the fusion of different cultures in our unique offering.
- Our product/service bridges cultures and connects people worldwide.

# Product Description

## UTILITY AS EMBODIED BY EACH ESSENCE OF THIS VIBE

### UNIVERSAL -

- Our product/service transcends boundaries and is universally relevant.
- Experience a product/service that resonates with people from all walks of life.
- Our offering speaks a universal language of innovation and quality.
- Connect with a global community through our universally loved product/service.
- Enjoy a product/service that caters to the needs and desires of everyone.

### MULTINATIONAL -

- Experience the power and reach of our multinational brand.
- Our product/service brings together the best from around the world.
- Join a global network of customers who trust our multinational offering.
- Our multinational presence ensures quality and consistency across borders.
- Connect with a global audience through our multinational product/service.

# 2.5

Select SUPPORTING SECONDARY COLOURS basis the Essence you want to create in combination to your Dominant Colour to Create the Desired Brand Aesthetics

# Colours

## WORLDWIDE

Blue

Green

Gold

Purple

Yellow



#003366

#008080

#FF6600

#660066

#FFCC00

## CULTURAL

Red

Brown

Terracotta

Turquoise

Pink



#FF0000

#804000

#CC6633

#006666

#FF3399

## UNIVERSAL

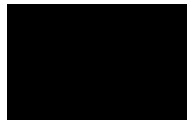
White

Black

Gray

Silver

Beige



#FFFFFF

#000000

#CCCCCC

#C0C0C0

#006400

## MULTINATIONAL

Yellow

Purple

Green

Blue

Red



#FFD700

#800080

#00FF00

#0000FF

#FF4500

## 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:

- Opt for bold and attention-grabbing fonts that convey a sense of authority and global presence.
- Choose clean and modern typefaces with distinct character shapes for better readability.
- Ensure the font is scalable and looks sharp across different devices and screen sizes.

## 2. Sub Headings:

- Use fonts that complement the large headings while offering a subtler emphasis.
- Consider slightly lighter weights or italics to create a visual hierarchy and guide readers through the content.
- Maintain consistency with the large headings to reinforce brand identity.

## 3. Paragraphs:

- Prioritize legibility and readability for paragraphs, as they will carry the bulk of the content.
- Opt for serif or sans-serif fonts that are easy on the eyes and promote smooth reading experiences.
- Choose font sizes and line spacing that allow comfortable reading across various devices.

# Style of the Archetype

## 1. Large Headings:

- Font Style: Try bold and impactful typefaces such as Helvetica Neue Bold or Montserrat Black.
- Font Size: Experiment with font sizes around 40-60px to make a bold statement.

## 2. Sub Headings:

- Font Style: Consider using a complementing font like Roboto Medium or Open Sans Semi-bold.
- Font Size: Keep sub-headings around 28-36px for clear differentiation from the large headings.

## 3. Paragraphs:

- Font Style: Choose legible and versatile typefaces like Lato, Arial, or Georgia.
- Font Size: Set paragraph text around 16-20px for comfortable reading, depending on the font chosen.
- Line Spacing: Use a line height of 1.5 to improve readability and visual flow.

# General Examples of the Archetype for references

## **Large Headings:**

1. Bebas Neue
2. Futura PT Bold
3. Avenir Heavy
4. Montserrat Black
5. Gotham Bold
6. Helvetica Neue Bold
7. Nexa Bold
8. Proxima Nova Bold

## **Sub Headings:**

1. Raleway Semi-bold
2. PT Sans Bold
3. Oswald Medium
4. Lato Semi-bold
5. Open Sans Semi-bold
6. Roboto Condensed Bold
7. Source Sans Pro Semi-bold
8. Quicksand Medium

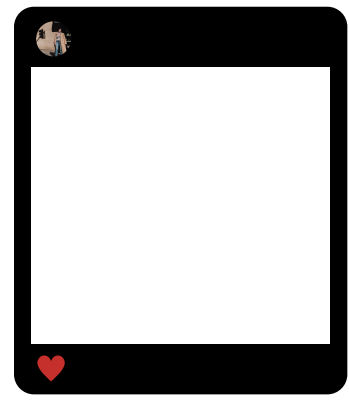
## **Paragraphs:**

1. Open Sans Regular
2. Nunito Regular
3. Roboto Regular
4. Arial Regular
5. Georgia Regular
6. PT Serif Regular
7. Hind Regular
8. Ubuntu Regular

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

### Step 1

---



#### 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

---

### 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*

---

#### **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*

---

## 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.*

---

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

### THE GLOBAL INFLUENCE:

Launch an ad campaign that highlights your brand's worldwide influence and the positive impact it has across borders.

### WORLDWIDE CONNECTIONS:

Showcase diverse people from around the world connecting and engaging with your brand, emphasizing global unity.

### GLOBAL DISCOVERY:

Encourage followers to share their stories of discovering your brand from various parts of the world, fostering a sense of global community.

### THE UNIVERSAL APPEAL:

Position your brand as universally appealing, catering to people of all cultures and backgrounds.

### EMPOWERING GLOBAL CHANGE:

Run a campaign focused on your brand's efforts to create positive change and impact worldwide.

### WORLDWIDE VISIONARIES:

Feature visionary individuals from different countries who align with your brand's values and mission.

## THE GLOBAL EXPERIENCE:

Create a campaign that captures the global experiences customers can enjoy with your brand, such as worldwide shipping or international events.

## GLOBAL DIVERSITY CELEBRATION:

Celebrate the diversity of your global audience and showcase how your brand embraces uniqueness.

## WORLDWIDE COLLABORATION:

Highlight international collaborations or partnerships that demonstrate your brand's commitment to a global approach.

## GLOBAL OPPORTUNITIES AWAIT:

Tease exciting global opportunities, whether it's product launches, partnerships, or expansion plans.

## BRIDGING CONTINENTS:

Illustrate how your brand is bridging continents and fostering connections worldwide.

## INTERNATIONAL IMPACT:

Share success stories and testimonials from customers around the world, illustrating your brand's international reach.

## THE GLOBAL EXPLORER:

Run a campaign featuring global travel experiences with your brand as a companion, inspiring wanderlust.

## GLOBAL GIVING:

Highlight your brand's philanthropic efforts and how it positively impacts communities worldwide.

## 1 WORLDWIDE INNOVATION:

Showcase how your brand's innovations are shaping industries on a global scale.

## THE GLOBAL FAMILY:

Invite followers to become part of your brand's global family, fostering a sense of belonging and unity.

## UNIVERSAL CONNECTIONS:

Emphasize the seamless and universal connections your brand provides, catering to customers worldwide.

## WORLDWIDE INSPIRATION:

Share stories of inspirational individuals from different parts of the world who embody your brand's values.

## GLOBAL POSITIVE CHANGE:

Demonstrate how your brand contributes to global sustainability and environmental efforts.

## GLOBAL VISIONARIES:

Feature the visionaries behind your brand, illustrating their international background and experiences.

## WORLDWIDE EXPERTISE:

Position your brand as a leader with expertise that transcends borders, offering solutions worldwide.

## THE GLOBAL PERSPECTIVE:

Share thought-provoking content that showcases your brand's global perspectives on relevant issues.

## INTERNATIONAL CELEBRATION:

Run a campaign celebrating international events, holidays, or cultural moments.

## GLOBAL SUCCESS STORIES:

Feature success stories of businesses or individuals who have thrived with your brand's support worldwide.

## UNIVERSAL EMPOWERMENT:

Communicate how your brand empowers people from all walks of life worldwide.

## GLOBAL ACHIEVEMENTS:

Highlight your brand's achievements and milestones on a global scale.

## WORLDWIDE UNITY:

Promote unity and solidarity among your global audience through impactful messaging.

## THE GLOBAL FUTURE:

Illustrate your brand's vision for the global future, inspiring hope and optimism worldwide.

Embody  
your  
Global  
Energy

In Product  
Building

& in  
Campaign  
Building

- **Global Reach:** This brand-vibe emphasizes its global reach and appeal, showcasing how its products and services are used and valued by people from different parts of the world. This creates a sense of exclusivity and prestige, encouraging customers to take action to become a part of this global community.
- **Cultural Diversity:** Highlight commitment to celebrating diversity and different cultures, showcasing how your products and services are inspired by and influenced by various cultures around the world. This could appeal to customers who value cultural exchange and promote unity across borders, encouraging them to take action to support this mission.
- **Innovation:** Highlight your commitment to innovation and using cutting-edge technology and design to create unique and high-quality products and services. This could create a sense of excitement and anticipation, encouraging customers to take action to experience the latest and greatest innovations from the brand.
- **Personalization:** Emphasize commitment to personalization and creating customized products and services that meet each customer's unique needs and preferences. This could create a sense of connection and loyalty, encouraging customers to take action to build a relationship with the brand.

## COMMUNICATING WITH EMPLOYEES :

1. Cultural diversity: Embrace and value the diverse backgrounds and perspectives of your team members.
2. Inclusive communication: Ensure clear and inclusive communication that accommodates different languages, cultures, and time zones.
3. Collaboration: Foster a collaborative environment that encourages teamwork and knowledge sharing across borders.
4. Training and development: Provide opportunities for cross-cultural training and development to enhance cultural competency among employees.
5. Recognition and appreciation: Recognize and appreciate the contributions of employees from different regions and cultural backgrounds.

## COMMUNICATING WITH LEADERSHIP:

1. Global mindset: Foster a global mindset among leaders, encouraging them to think beyond borders and embrace diversity.
2. Effective communication: Communicate the company's global vision and strategies clearly and consistently to align the leadership team.
3. Cultural intelligence: Develop cultural intelligence among leaders to effectively lead and manage diverse teams across different regions.
4. Global collaboration: Promote collaboration and exchange of ideas among leaders from different regions to leverage diverse perspectives.
5. Empowerment and autonomy: Empower leaders to make decisions and adapt strategies based on local market needs and cultural nuances.

## COMMUNICATING WITH INVESTORS

1. Global market insights: Provide investors with comprehensive information on global market trends, opportunities, and risks.
2. Transparency and accountability: Maintain transparent and open communication with investors, sharing performance updates and financial reports.
3. Global growth strategies: Articulate clear and robust strategies for global expansion and market penetration to instill investor confidence.
4. Risk management: Demonstrate effective risk management practices to mitigate potential risks associated with global operations.
5. Long-term vision: Communicate a long-term vision for global growth and the steps being taken to achieve sustainable success.

## COMMUNICATING WITH CUSTOMERS:

1. Cultural sensitivity: Understand and respect the cultural differences and preferences of your diverse customer base.
2. Language localization: Communicate with customers in their preferred language or provide translation options to ensure effective communication.
3. Global customer support: Offer customer support services that are accessible across different time zones and regions.
4. Tailored messaging: Adapt your messaging and marketing strategies to resonate with the specific cultural and regional preferences of your target customers.
5. Global brand consistency: Maintain consistent brand messaging and values across different markets while respecting local customs and traditions.

## COMMUNICATING WITH SUPPLIERS

1. Open and transparent communication: Establish open lines of communication with suppliers and vendors to ensure a mutually beneficial and collaborative relationship.
2. Cultural understanding: Understand the cultural norms and practices of suppliers and vendors from different regions and adapt your communication accordingly.
3. Fair and ethical practices: Foster a relationship based on fairness, transparency, and ethical business practices in all dealings with suppliers and vendors.
4. Timely communication: Communicate effectively and promptly to address any issues, provide updates, or discuss potential collaborations.
5. Long-term partnerships: Nurture long-term partnerships with suppliers and vendors based on trust, reliability, and shared values.

## COMMUNICATING WITH COLLABS/PARTNERS:

1. Shared vision and goals: Communicate a shared vision and goals to align with collaborators and partners from different regions and cultures.
2. Collaborative problem-solving: Foster a collaborative approach to problem-solving, encouraging diverse perspectives and ideas.
3. Cultural exchange and learning: Embrace opportunities for cultural exchange and learning to enhance collaboration and strengthen relationships.
4. Effective communication channels: Establish clear and efficient communication channels with collaborators and partners, utilizing technology and platforms that facilitate global collaboration.
5. Mutually beneficial agreements: Develop agreements and partnerships that benefit all parties involved, considering the unique needs and interests of each collaborator or partner.

## COMMUNICATING WITH OUTSIDE STAKEHOLDERS & MEDIA

1. Global reputation management: Manage and enhance your global reputation through transparent and responsible business practices.
2. Thought leadership: Position your company as a thought leader in the global industry by sharing valuable insights and expertise.
3. Cross-cultural communication: Communicate with outside stakeholders in a culturally sensitive and inclusive manner, recognizing and respecting diverse perspectives.
4. Global sustainability initiatives: Highlight your company's global sustainability initiatives and commitment to environmental and social responsibility.
5. Stakeholder engagement: Actively engage with external stakeholders through various channels, seeking feedback and involving them in relevant initiatives.

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

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