

DDSN 361 – Hogan

Brand Guide

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Brand Values

Persistent

There are ideas and interests that I have continued to pursue, even when i thought they were useless. “Why are two and two four?” a second grade question. Finally answered when I was 50: Where Mathematics Comes From, Lakoff and Nunez.

Playful

What happens if I do this? What happens if I don't? What is it, how does it work, what can I do with Puppets!!

Supportive

What is your idea? What do you know? How do you want to pursue it? Where are you finding stumbling blocks? What are your metaphors? How can I meet you where you are?

Magic

No matter what! Everything is Connected.

Your Mission

PASSIONS

1

1. Making things up
2. Just making things

STRENGTHS

2

1. Making connections
2. Finding things to connect

AUDIENCE

3

1. Students and learning guides
2. Life-long learners

Write/Edit your Mission Statement:

I provide insights and new metaphors for individuals navigating Adventures of challenging transitions.

Vision Statement

**I believe that peace is found in
flow states.**

**I am constantly seeking the
right questions**

**In order to resolve obstacles to
Flow.**

“ I help people make better connections to themselves. To figure out what they know or don't know, want or don't want. Naming their own Adventure.



with one thread

everything is connected

This but not that...

Refer back to your value words, use them or similar words for "my brand is" then imagine that characteristic gets out of control and takes over. How would it get annoying? Now what word is the opposite of that? Add that to the "but not" part of the statement.

**My brand is
elegant but not
stuck up.**

**My brand is
mystical but
not
ungrounded**

**My brand is
playful but not
wacky.**

**My brand is
scattered but
not
disconnected**

Celebrity Brand Mashup

Characters, actors, authors, politicians, personalities, or companies where you appreciate their message and values. You like how they communicate and want your brand or company to embody their spirit.

Choose or combine these three for a final on the next page.



Jim Henson

creative, pioneering,
education centered



Kathy Kolbe

found what was missing and
helped people understand
themselves better



Diane Duane

Former nurse, So You Want To
Be a Wizard series,
connecting with young adults
off the end of the bell-curve.



My Brand Persona is...

A cross between Grover and
Gandalf. Not quite sure where I am
and willing to be there
conscientiously, while also
remaining in service to bring peace
to the world..

My Voice

Now that you have an idea of who your brand it like, try speaking as that persona... Use these on your final site.

How would your brand ask people to sign up for email newsletters?

Replace the example with your own...

“Let’s keep the connection going. More insights and ideas for the Adventure directly to your mailbox.”

How would your brand present a 404 (page not found) message?

Replace the example with your own...

“Welcome to the void at the center of the Labyrinth! Which way would you like to go, now?”

Brand Workbook, done.

My pleasure!

from Melanie in DDSN 361
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