



## How to use your Brand Values & Brand Heart Kit

Instructions on how to use your kit and make the most of it.



**FORGE**  
BY LEMNOS

# What's in it?

## Online Canva whiteboard link with:

- Brand values sheet with brainstorm area and over 25 brand value cards.
- Brand heart template.

# Why do we use Canva for our online toolkit links?

- **Cost-Free Access:** Canva is free for all the tools you need to use the kits, making it an accessible platform for everyone. Beyond our toolkit, explore a wide array of features without any financial barriers.
- **User-Friendly Interface:** Canva's intuitive interface makes it easy for users, regardless of their technical proficiency, to engage with the toolkit effortlessly.
- **Collaborative Capabilities:** Canva supports real-time collaboration, enabling teams to work seamlessly together, provide feedback, and make edits concurrently.
- **Versatility:** Canva's diverse range of design tools and features empowers you to go beyond traditional offline templates and kits. Infuse creativity into your strategy sessions with visuals, icons, and more.
- **Cloud-Based Access:** Canva operates in the cloud, ensuring your work is accessible from any device with an internet connection. This flexibility is invaluable for dynamic and remote teams.
- **Integrated Tools:** Canva offers a suite of integrated tools, simplifying tasks like adding text, shapes, and images. This integration enhances the overall user experience and productivity.

By choosing Canva, Forge by Lemnos ensures that your online experience is not just practical but enjoyable, fostering a collaborative and creative environment for developing exceptional products and services.

How to use the kit

# Brand Values & Brand Heart Kit

Starting a collaboration can be overwhelming, but it's important to gather all the key people you would like to have input from before you begin. Once you have everyone, be sure to consider the following:

1. Define Core Values: Begin by exploring the Brand Value Cards to identify the core values that align with your brand. Use these values as guiding principles that reflect the essence of your business.
2. Engage in Team Brainstorming: Utilize the Brand Values Brainstorm Sheet to facilitate a collaborative discussion within your team. Capture diverse perspectives, refine ideas, and collectively define the values that truly matter to your brand.
3. Map the Core of Your Brand's Existence: Utilize the Brand Heart Mapping Sheet to delve into why you exist and where you intend to go. Do not be afraid to dream big as long as it is who you are and you can map out a path to achieve these ideals.
4. Align and Communicate: Once your brand values and heart are defined, ensure alignment across all touchpoints. Communicate these values authentically in your messaging, visuals, and customer interactions.