



How to use the

Brand Strategy Workshop Part 3: Personality

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 personality kit
- Brand archetype kit
- Tone of voice kit
- Brand pillars kit

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 Strategy Workshop Part 3: Personality

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. Start with the Brand Personality Kit to identify the key traits that define how your brand should “feel” to your audience. Use the adjective cards to brainstorm descriptors and build out your brand’s personality profile.
2. Next, the Brand Archetype Kit helps you determine which archetype best aligns with your brand’s essence—this will guide your messaging and storytelling, making it more consistent and relatable.
3. With the Tone of Voice Kit, experiment with different tones that match your personality and archetype. Try out adjectives like “casual,” “defiant,” or “cool,” and refine your brand voice into a style that resonates with your audience.
4. Lastly, the Brand Pillars Kit will allow you to solidify your brand’s core principles and key messages that should guide every touchpoint of communication.
5. As you progress, ensure that your brand’s personality, tone of voice, and messaging are consistent across all platforms. Align these elements with your audience insights and business goals, making your brand relatable and memorable. Regularly revisit these kits to keep your brand voice fresh and adaptable as your business evolves.