



How to use the

Brand Strategy Workshop Part 4: Style

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:

- Positioning statement kit
- Brand name selection kit
- Logo ideation board
- Style characteristics kit
- Colour selection 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 4: Style

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. Begin with the Positioning Statement Kit to define where your brand stands in the marketplace. This will help clarify your unique value and set the foundation for the rest of your brand's visual and stylistic elements.
2. Next, use the Brand Name Selection Kit to brainstorm potential names, ensuring they reflect your brand's identity and goals. Aim for a name that is both memorable and aligned with your audience.
3. With your positioning and name clear, move on to the Logo Ideation Board. Experiment with different design concepts that visually represent your brand's personality and values.
4. Then, use the Style Characteristics Kit to hone in on the overall look and feel of your brand. Consider styles ranging from minimalistic to bold and everything in between, ensuring they fit your brand's identity.
5. Finally, the Colour Selection Kit allows you to choose a color palette that conveys the right emotions and associations for your brand. Make sure the colors align with the mood and tone you want to convey to your audience. Keep your style consistent across all brand assets to strengthen recognition and connection with your customers.
6. Throughout this process, ensure that your choices in style, logo, and colors reflect your brand's values, personality, and positioning, making your brand both cohesive and visually appealing.