What makes branding for sector the architecture different?
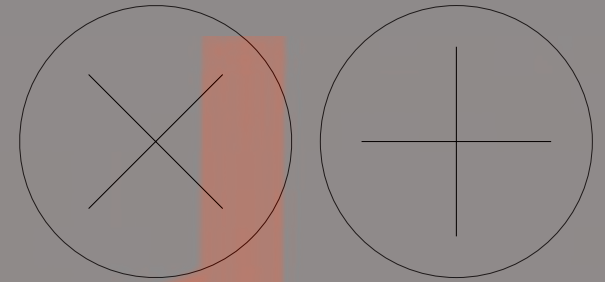
Branding for architecture & the built-environment

0.　　　Index

1. Brand Context

Branding and Communication for Architecture & the Built-Environment

Is branding for architecture much different from branding fast-moving consumer goods? Yes and no. Confusing? Let me explain:

On one hand, branding for architecture shares the same fundamental goal as any other industry: creating a unique and memorable identity that helps people recognize, trust, and choose your business or product. But the context is where it differs. You're shaping environments and creating experiences.

Your work carries cultural, emotional, and functional weight that goes far beyond a product in a shelf. It must reflect the way you think, work, and build — and communicate that clearly to the outside world.

Whether you're an architecture practice, a design consultancy, or a product brand for the built environment, your communication needs to bridge the gap between complex, often abstract work and the clarity your audience expects

That's where good branding makes the difference — not just in how you look, but how you connect.

You're shaping environments and experiences — carrying functional, cultural, and emotional weight.

Why Branding Matters

IMG. #2

Ever wonder why you pick something over something else? Maybe it's the way it looks, the way it speaks, the way it makes you feel, or how clearly it reflects your values. We don't always make decisions based on logic alone. Especially when it comes to design, space, or culture, we choose with emotion. This is exactly why branding matters.

Branding isn't just a logo or a color palette, it's the emotional and strategic framework that shapes how people perceive you. It sets the tone before anyone even speaks to you. And in a field as considered and craft-driven as architecture or the built environment, that impression carries a lot of weight.

1. Attract the right clients

2. Build long-term recognition and trust

3. Tell a story that goes beyond "we design buildings" or "we sell furniture"

4. Align your internal team around a shared identity and mission

Branding is the emotional bridge between your company and your audience.

IMG. #3

Brand Universe

1. **Vision**
   Your strategic direction — where you're going, why it matters, and how you plan

2. **Brand**
   The expression of your vision — how it comes to life through your narrative, offerings, and identity.

3. **Culture**
   The internal energy of your company — what you believe, how you behave, and the values that guide your people

Brand Universe

Brands don't exist in a vacuum. They are shaped by
the internal dynamics and the external world they
operate in. Think of your brand as part of a larger
universe, a system of interconnected forces that
work together to shape how your business is
perceived, experienced, and remembered.

IMG. #4

This ecosystemic view helps ensure
that your brand isn't just a surface
layer, but a reflection of deeper
strategic and cultural foundations.
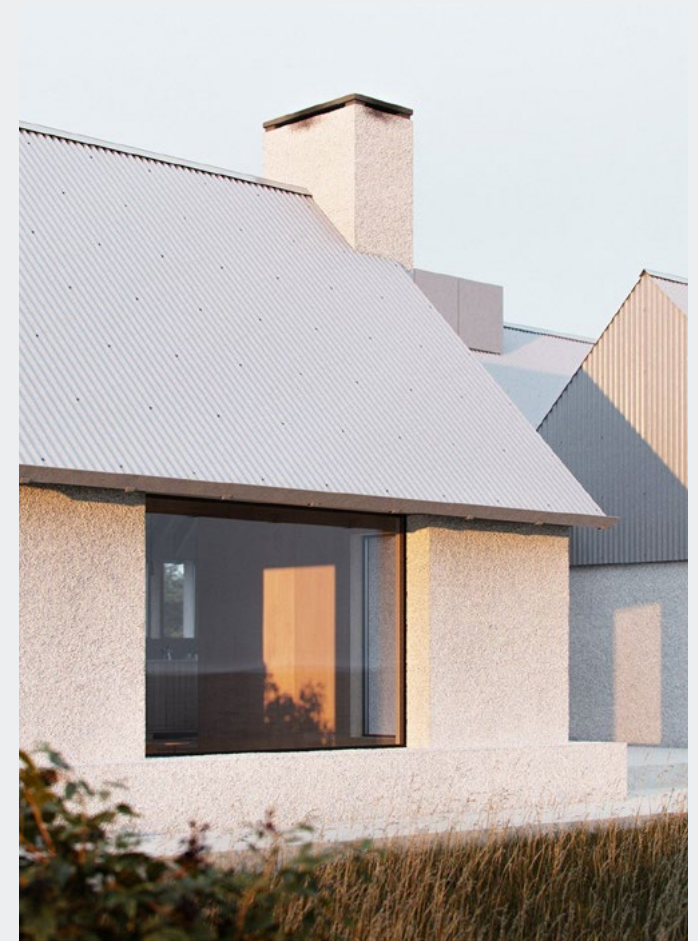
2.   Branding Process

The Importance Of Having A Process

Without a clear process, branding often can feel abstract easily becomes scattered, subjective, or inconsistent.
        A solid process brings structure to the creative chaos, creates alignment between your business goals and your visual identity and it ensures that every decision is rooted in meaning.

1. Clarity at every stage, from discovery to delivery.

2. Strategic foundations before visual expression.

3. Coherence across all brand touchpoints.

4. Room for feedback, iteration, and growth.

5. Smooth handover — from brand to team, from team to audience.

This process isn't about limiting creativity — it's about directing it.

Branding Process — Overview

```
┌─────────────────────────────────────────────┐        ┌──────────────────────────┐
│ 1. INITIAL ASSESSMENT & DISCOVERY WORKSHOP    │        │   2. STRATEGY BLUEPRINT    │
└─────────────────────────────────────────────┘        └──────────────────────────┘
```

INITIAL ASSESSMENT	DISCOVERY WORKSHOP		STRATEGY

| QUESTIONNAIRE | HOW YOUR BRAND LIVES INTERNALLY? | | DEFINING THE BRAND UNIQUE DNA |

| | HOW YOUR BRAND IS PERCEIVED ON THE MARKET? | | UNDERSTANDING THE COMPETITIVE LANDSCAPE |

| | HOW YOUR BRAND COMMUNICATES IN AND OUT? | | CRAFTING A MESSAGING FRAMEWORK |

| | | | VISUAL, SPATIAL & SENSORY IDENTITY |

| | | | IMPLEMENTATION & ACTIVATION |

Branding Process — Overview

```
                    ┌─────────────────────────┐              ┌──────────────────────────────────┐
────────────────────│   3. EXPLORATION & DESIGN│              │ 4. IMPLEMENTATION & GUARDIANSHIP  │
                    └─────────────────────────┘              └──────────────────────────────────┘
```

| EXPLORATION | DESIGN | IMPLEMENTATION | GUARDIANSHIP |

| CONCEPT DEVELOPMENT | CONCEPT REFINEMENT | BRAND ROLLOUT & LAUNCH | BRAND EVOLUTION & ADAPTATION |

| | IDENTITY SYSTEM | BRAND APPLICATION & ASSET DEPLOYMENT | BRAND GUARDIANSHIP & COMPLIANCE |

| | BRAND APPLICATIONS | | |

| | WEBSITE DESIGN | | |

| | BRAND GUIDELINES & DOCUMENTATION | | |

Initial Assessment & Discovery Workshop

2.3.1   Initial Assessment → **Discovery Call**

IMG. #5

Before any design or strategy can take shape, we need to understand where you stand. This conversation is designed to surface insights, uncover blind spots, and align on what matters most.

It's less about ticking boxes — and more about starting a relationship, mapping your current brand landscape, and setting a strong foundation for everything that follows.

The initial assessment
isn't just a formality —
it's where clarity begins.

Initial Assessment & Discovery Workshop

2.3.2   Discovery Workshop → **How Does Your Brand...**

BRAND CORE

HOW DOES YOUR BRAND

LIVES INTERNALLY?

YOUR VALUES

YOUR VISION

YOUR PURPOSE

BRAND POSITIONING

HOW DOES YOUR BRAND

IS PERCEIVED ON THE MARKET?

YOUR MARKET

YOUR AUDIENCE

YOUR MESSAGING

BRAND IDENTITY

HOW DOES YOUR BRAND

COMMUNICATES IN AND OUT?

YOUR ARCHETYPE

YOUR BRAND VOICE

YOUR VISUAL IDENTITY

The discovery phase takes form as a collaborative workshop. Using engaging methods to help us extract and distill the information we need to set the building blocks for your brand.

Strategy Blueprint

2.4.1 **Blueprint**

It's not about overcomplicating, it's about making informed, deliberate choices. In branding, strategy helps define what makes you unique, why it matters, and how to communicate it effectively.

Whether the goal is clarity, differentiation, or alignment, a solid strategic foundation ensures that every visual, word, and interaction serves a purpose — and that your brand stands out for the right reasons.

IMG. #6

Strategy is where intention becomes direction.

Strategy Blueprint

2.4.1.1   Blueprint → **Defining Your Brand's Unique DNA**

At the core of every strong brand is a clear identity. One that goes beyond aesthetics and captures meaning. This phase is about articulating that identity with precision so it can guide expression, decision-making, and experience.

    We define your brand ethos — what you stand for — and your brand manifesto — the principles that shape how you act. We clarify your brand purpose, the deeper reason you exist beyond profit, and shape your brand personality and tone of voice, how you communicate and behave across touchpoints.

1. **Brand Ethos**
   A concise articulation of what the brand stands for.

2. **Brand Manifesto**
   The principles that guide the brand's actions and decisions.

3. **Brand Purpose**
   Why the brand exists beyond making a profit.

4. **Brand Personality & Tone of Voice**
   How the brand speaks and interacts.

Your unique DNA informs everything from design and messaging to culture and vision.

Strategy Blueprint

2.4.1.2 Blueprint → **Understanding the Market Landscape**

To position your brand with clarity and confidence, we first need to understand the world it operates in — the market, the competition, and the people you're reaching. Through focused market research, we explore relevant trends, behaviors, and cultural signals that are shaping the present and future of your industry. We then analyze competitors to identify who's out there, what they're doing well, where they're falling short, and where there's space for you to stand apart.

Finally, we define your audience segments: the people or organizations you aim to serve, what motivates them, and how your brand connects with their needs, values, and aspirations.

To position your brand with clarity and confidence, you first need to understand the world it operates in.

1. **Market Research**
    Industry trends, consumer behaviours, and cultural insights.

2. **Competitor Analysis**
    Identifying gaps, strengths, and weaknesses in the market.

3. **Audience Segmentation**
    Who are the ideal customers, and what drives them.

2.4 Strategy Blueprint

2.4.1.3   Blueprint → **Crafting a Messaging Framework**

In this phase, we refine your brand's language, setting the foundation and crafting a messaging framework that involves defining your brand's core message. This will help articulate your brand's values, tone, and unique value propositions, aligning your messaging with your audience's needs and expectations.

1. **Audience Insights**
   Identify and understand your target segments, their motivations, and how your brand connects with their needs.

2. **Tagline & Key Messages**
   Define a concise and compelling tagline along with core messages that communicate your brand's essence and value propositions.

3. **Storytelling Approach**
   Develop your brand's narrative that will unfold across various platforms.

Refining your brand's voice and narrative to deliver clear, cohesive messaging that resonates across all touchpoints.

Strategy Blueprint

2.4.1.4   Blueprint → **Visual, Spatial & Sensory Identity**
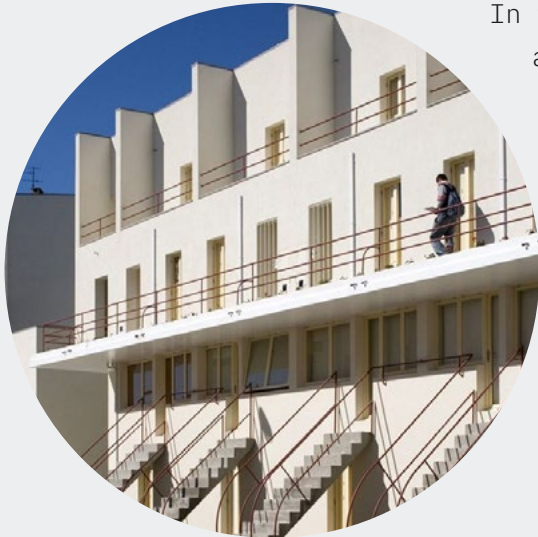
In this phase, we aim to be more holistic and conceptual. Rather than diving into specific designs, we explore how the brand should feel, evoke emotions, and resonate with its audience across touchpoints. Establishing these foundational guidelines, we ensure that future design choices will be aligned with the desired brand experience.

1. **Mood & Tone Definition**
   Outline the overarching mood, energy, and emotional tone to convey to its audience.

2. **Visual & Spatial Direction**
   Holistic approach for the visual and spatial experience on how the brand's environment will look and feel.

3. **Sensory Direction**
   Define how sensory elements like sound, texture, and even scent might be integrated to the

Laying the groundwork for how it will visually and experientially connect with its audience.

Strategy Blueprint

2.4.1.5   Blueprint → **Implementation & Activation**

IMG. #09

Shifting from strategic planning to preparing for
the execution of the brand identity, we focus on
outlining how the brand's elements and assets will
come to life in real-world applications, and define
the steps needed to activate the brand, ensuring
that each component—from marketing materials to
physical environments—is ready for deployment.

1.   **Brand Rollout Plan**
     A phased approach to launching
     the new brand identity.

2.   **Marketing & Content Strategy**
     How the brand is communicated
     across platforms.

3.   **Internal Brand Alignment**
     Ensuring employees and stakeholders
     embody the brand.

Transforming strategic plans into actionable steps.

2.5   Exploration & Design

2.5.1   Exploration → **Concept Development & Idea Testing**

This phase explores creative directions through moodboards, messaging experiments, and early prototypes of key brand elements. Testing these concepts help us ensure that the brand's positioning is distinctive and resonant before final execution.

1. **Moodboards & Visual Explorations**
   Testing different aesthetic directions.

2. **Messaging Experiments**
   Trying out different tones of voice, taglines, or key messages.

3. **Prototyping Brand Touchpoints**
   Sketching early versions of logos, packaging, or website layouts to explore possibilities.

Testing these concepts help to ensure that the brand's positioning is distinctive and resonant before final execution.

LEFT   IMG. #10
TOP   IMG. #11

2.5   Exploration & Design

2.5.2   Design → **Concept Refinement**

This stage is where creative strategy begins
to take shape. Building on the blueprint
established earlier, we explore, test,
and refine visual concepts that express the
brand's identity.
        The goal here isn't to finalize
everything, but to iterate with intention.
Developing and narrowing down directions
that can authentically represent the brand.

1. **Logo Explorations**
    Sketching and refining a range of logo
    directions that express the brand's
    core idea and character.

2. **Typography & Color System**
    Selecting typefaces and establishing
    a cohesive palette that supports the
    brand's tone and mood.

3. **Visual Language & Graphic Elements**
    Developing supporting design elements
    — such as patterns, iconography.

4. **Mood Mockups & Style Trials**
    Applying early visual elements to
    sample touchpoints (e.g. social,
    packaging, signage) to test tone,

Where ideas take form — translating strategic intent into visual expressions that capture the brand's essence.

2.5 Exploration & Design

2.5.2   Design → **Identity system**

IMG. #12

An identity system is the backbone of your brand's visual language, ensuring consistency and flexibility across all touch-points. It defines the core elements that make up your brand's look and feel—such as the logo, typography, colors, and imagery — while making sure they work together coherently.

The goal is to create a cohesive and adaptable visual system that supports your brand's message and ensures it resonates across different mediums and contexts.

1. **Finalizing the Logo & Variations**
   Establish primary, secondary, and responsive logo versions.

2. **Defining Layout Principles**
   Set clear parameters for grid systems, spacing, and design hierarchy.

3. **Imagery & Photography Style**
   Establish the visual direction for photography and illustrations.

4. **Typography System**
   Define typefaces for various uses creating a cohesive, readable, and distinctive typography system.

5. **Color Palette & Usage**
   Defining primary and secondary colors, pairing, contrast and accessibility.

An identity system turns a brand's visual concepts into a structured language that's versatile, scalable, and instantly recognizable.

Exploration & Design

2.5.2   Design → **Brand Applications**

It's about ensuring that the brand's core elements are consistently applied across both digital and physical environments, reinforcing the brand's identity and making it recognizable at every interaction.

1. **Stationery & Collateral**
    Design business cards, letterheads, and other brand materials.

2. **Digital & Social Media Assets**
    Develop social media templates and digital branding assets.

3. **Environmental Design**
    Apply the brand identity to physical spaces: offices, retail locations, or event spaces.

4. **Packaging Design**
    Create packaging that communicates the brand's identity.

5. **Merchandise Design**
    Design branded merchandise such as apparel, promotional items, etc.

Brand applications make the identity tangible — ensuring that every touchpoint reflects the brand's values and personality.

Exploration & Design

2.5.2   Design → **Website Design**

The website is often your brand's most important touchpoint — where first impressions are formed, stories are told, and trust is built. The goal in this stage is to translate the visual identity and messaging into a digital experience that is both functional and visually aligned.

1. **Site Architecture & Wireframes**
    Structuring the site's layout, navigation, and user flow to ensure clarity and usability.

2. **Homepage & Key Pages Design**
    Designing high-impact pages—like the homepage, about, services, or product pages.

3. **Design System**
    Creating interface elements that are consistent with the visual identity.

Turn your brand into an interactive experience — a website that expresses your DNA, inspires, and builds trust.

Exploration & Design

2.5.2 Design → **Brand Guidelines & Documentation**

Brand guidelines capture the core elements of your identity and ensure they're applied consistently across every touchpoint.

More than a set of rules, they are a reference tool that empowers internal teams and external collaborators to communicate the brand with clarity and confidence. From logo usage to tone of voice, every detail is documented to safeguard integrity and enable creative freedom within defined boundaries.

1. **Core Brand Assets**
   Clear specifications for logo usage, color palettes, typography, and graphic elements.

2. **Application Guidelines**
   Instructions for applying the identity across print, digital, packaging, and spatial formats.

3. **Voice & Messaging Principles**
   Tone, writing style, and key phrases that reflect the brand's personality.

4. **File Delivery & Asset Library**
   Organized delivery of all design assets in formats ready for internal and external use.

A brand manual isn't just about rules — it's a creative toolkit that helps teams bring the brand to life with confidence and coherence.

LEFT   IMG. #14
TOP   IMG. #15

Implementation & Guardianship

2.6.1   Implementation → **Brand Rollout & Launch**

Brand rollout and launch is the moment the brand identity moves from concept to reality. It's about strategically introducing the brand to the world, ensuring that all elements, align with the intended messaging and positioning.

From the internal launch to public unveiling, the goal is to ensure consistency and impact across every channel, sparking excitement and engagement from the outset.

1. **Launch Timeline & Strategy**
    Develop a comprehensive plan detailing the rollout schedule, key milestones, and communication strategy for internal and external audiences.

2. **Internal Brand Introduction**
    Prepare materials and sessions to align employees and stakeholders with the new brand.

3. **Launch Campaign**
    Plan and execute a targeted marketing campaign across digital, social, and traditional channels to introduce the new brand identity to the public.

Brand rollout isn't just about a launch — it's the beginning of a long-term connection, where every touchpoint amplifies the brand's story and impact.

Implementation & Guardianship

Once the identity is fully developed, it needs to be translated into assets that are practical, accessible, and ready to be used consistently across every platform. Brand application and asset deployment is about operationalizing the brand — ensuring teams, partners, and collaborators have the tools they need to apply it with accuracy and intention. From visuals to voice, everything is delivered with clarity and structure, making it easier to keep the brand coherent as it comes to life.

1. **File Delivery & Asset Library**
   Organized delivery of all design assets in formats ready for internal and external use.

2. **Application Guidelines**
   Instructions for applying the identity across print, digital, packaging, and spatial formats.

3. **Templates & Tools**
   Pre-built layouts or resources for social media, presentations, or other recurring needs.

A brand is only as strong as its execution — deployment makes consistency possible and everyday use effortless.

IMG. #16

Implementation & Guardianship

2.6.2   Guardianship → **Brand evolution & adaptation**

Brands aren't static. They live, grow, and respond to an ever-changing world. Brand evolution ensures that the identity remains relevant and resonant as the business scales, the market shifts, or new opportunities arise.

    Through careful observation and continuous refinement, the brand stays aligned with its purpose while adapting to meet emerging needs. This process safeguards long-term equity and empowers the brand to evolve without losing its core.

Brand rollout isn't just about a launch — it's the beginning of a long-term connection, where every touchpoint amplifies the brand's story and impact.

1. **Performance Review & Audits**
   Assess how the brand is perceived and performing across key touchpoints to uncover opportunities.

2. **Iteration & Refinement**
   Adjust messaging, visuals, or experiences in response to market.

3. **Scaling the Brand**
   Extend the brand into new markets, audiences, or product lines.

4. **New Asset Development**
   Create additional tools or materials to support growth or new initiatives.

5. **Ongoing Brand Support**
   Provide long-term strategic and creative guidance to ensure the brand remains effective and aligned.

TOP   IMG. #17
RIGHT   IMG. #18

3.   Communication For Architecture & The Built-Environment

Info   Divided by their core disciplines, the following projects show how a thorough usage of graphic design help businesses and organizations to stand out and thrive when applied tailored solutions to solve their communication challenges.

Identity Design

It's more about what you stand for
than how you look.

A strong visual identity is more than aesthetic
— it's a strategic tool. Whether you're a design
studio or a product manufacturer, it helps define
your positioning, build recognition, and convey
professionalism. A well-crafted identity system
brings clarity to your offer and consistency to
your communication — making you easier to trust,
remember, and choose.

■
COMMUNICATION STRATEGY
LOGOTYPE DESIGN
VISUAL SYSTEMS
IDENTITY GUIDELINES
NAMING & TAGLINE DEVELOPMENT
TONE OF VOICE DEFINITION
PACKAGING & LABEL SYSTEMS, ETC.

L TOP   IMG. #19
L BOTTOM   IMG. #20

R TOP   IMG. #21
R BOTTOM   IMG. #22

4.2   Webdesign & Digital

Being left outside is not an option.
Digital means endless possibilities.
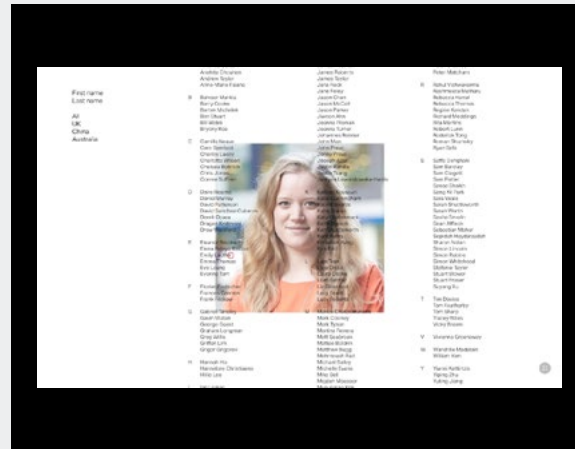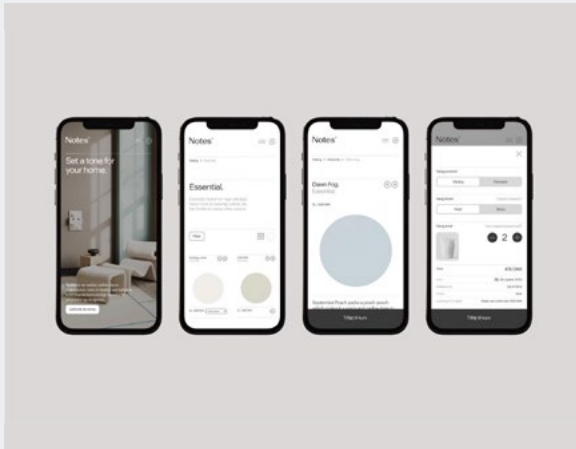
Whether you're creating spaces or products,
a strong digital presence is essential. Your
website isn't just a portfolio or catalog
— it's where your brand lives. It builds
visibility, generates leads, and reinforces
your value. In today's world, being digitally
clear, compelling, and accessible is what
keeps you relevant—and competitive.

Chau Chak Wing Museum | University of Sydney

■
DIGITAL STRATEGY & INFORMATION ARCHITECTURE
UX/UI DESIGN
RESPONSIVE WEB DEVELOPMENT
INTERACTIVE PRODUCT SHOWCASES OR PORTFOLIOS
CONTENT STRATEGY & COPYWRITING
SEO & ANALYTICS INTEGRATION
E-COMMERCE OR SPECIFICATION TOOLS (FOR PRODUCT BRANDS)
NEWSLETTER SYSTEMS & CRM INTEGRATION
SOCIAL MEDIA TEMPLATES & TOOLKITS
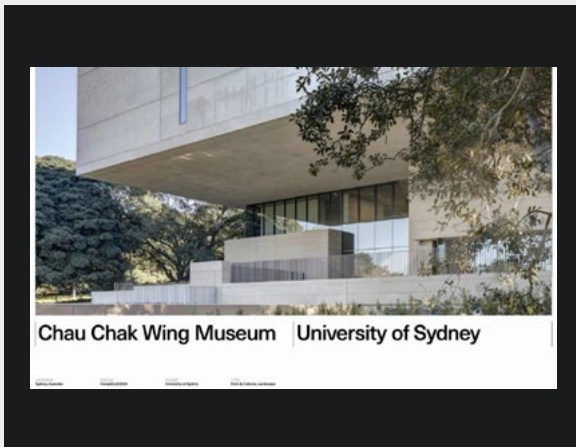
L TOP   IMG. #23
L BOTTOM   IMG. #24

R TOP   IMG. #25
R BOTTOM   IMG. #26

4.3 Signage & Wayfinding

Knowing where you are is as much important as where you want to go.
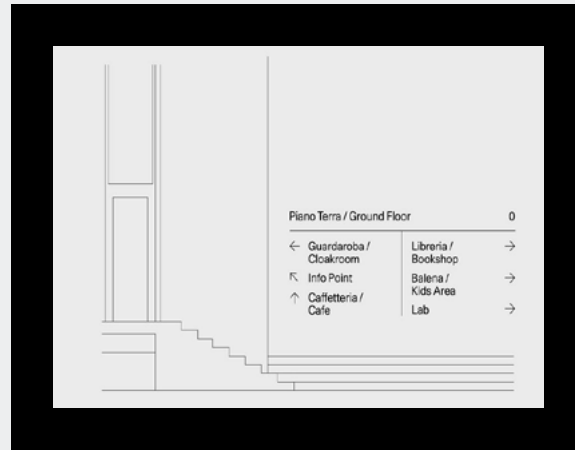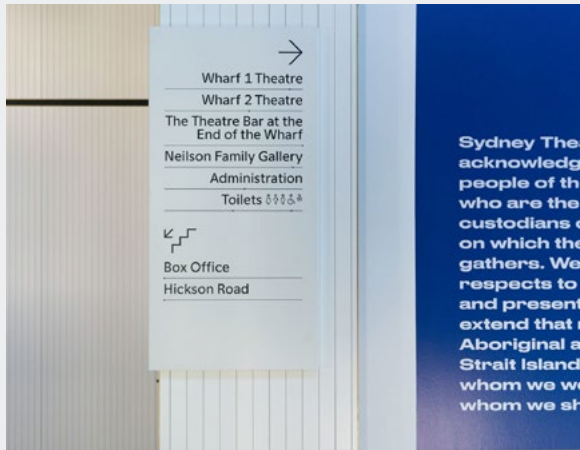
Signage and wayfinding are vital for navigating space, but they also shape how people experience it. When done well, they reduce confusion, enhance usability, and express the brand's presence within the environment. From offices to retail spaces to public infrastructure, thoughtful wayfinding brings clarity, cohesion, and care — turning orientation into brand experience.

■ WAYFINDING STRATEGY & USER JOURNEY MAPPING
SIGNAGE SYSTEMS DESIGN
TYPOGRAPHIC & ICONOGRAPHIC SYSTEMS
MATERIAL & PLACEMENT SPECIFICATION
REGULATORY & ACCESSIBILITY COMPLIANCE
DIGITAL WAYFINDING (TOUCHSCREENS, MOBILE INTEGRATION), ETC.

L TOP   IMG. #27
L BOTTOM IMG. #28

R TOP   IMG. #29
R BOTTOM IMG. #30

4.2 Environmental Graphics

Enhancing the connection between people and places.
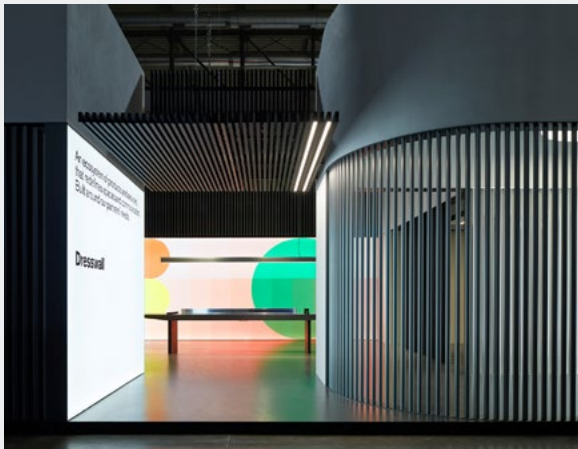
Environmental graphics add meaning to space. More than decoration, they tell stories, express values, and deepen emotional connection. For studios and product brands alike, they offer a way to activate environments by transforming walls, surfaces, and transitions into immersive brand touchpoints that enrich the user experience and build lasting impressions.
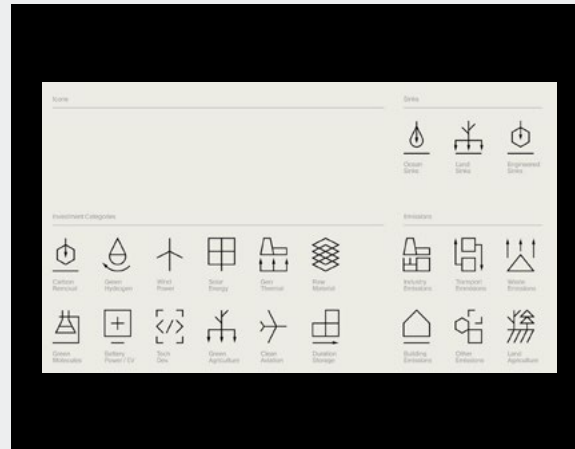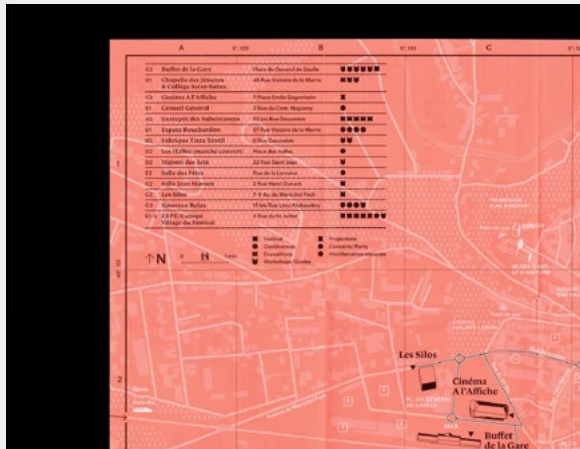
■
SPATIAL STORYTELLING CONCEPTS
BRANDED GRAPHIC INTERVENTIONS
WALL GRAPHICS, SUPERGRAPHICS & MURALS
TYPOGRAPHIC & PICTOGRAPHIC INSTALLATIONS
INTERPRETIVE & EDUCATIONAL GRAPHICS, ETC.

L TOP   IMG. #31
L BOTTOM   IMG. #32
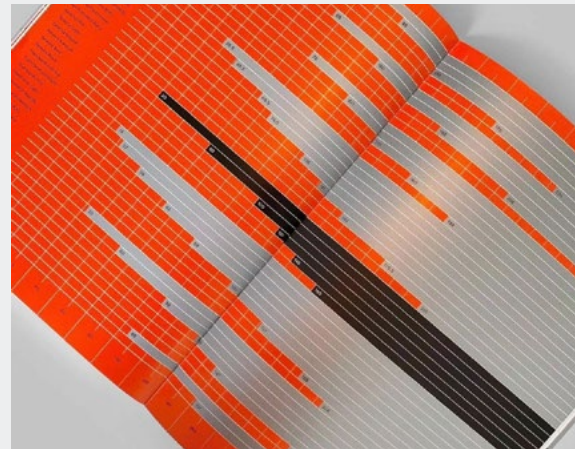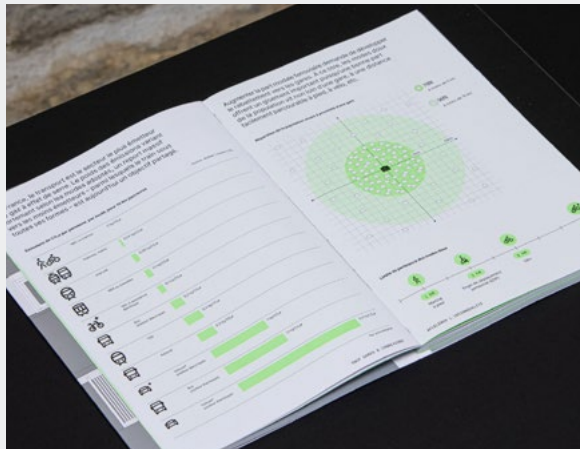
R TOP   IMG. #33
R BOTTOM   IMG. #34

4.3   Information Design

Not everything complex
should look complicated.

When data, systems, or strategies become too
complex to explain with words alone, information
design steps in. Through infographics, data
visualizations, and maps, businesses can turn
technical content into compelling visual stories
— making their offer clearer, more persuasive,
and easier to share across channels and audiences.
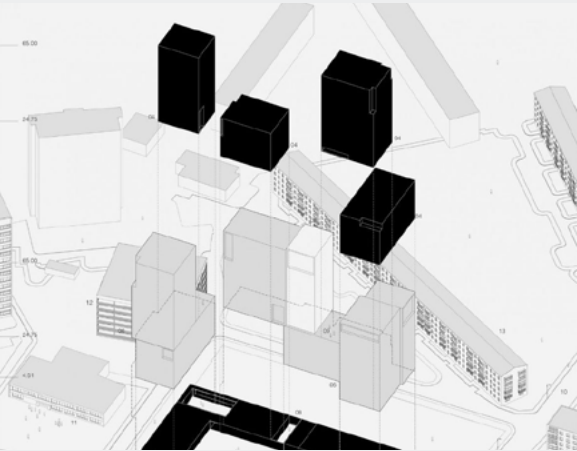
■
   INFOGRAPHICS FOR PRINT, WEB, OR PRESENTATIONS
DATA VISUALIZATIONS
GEOGRAPHIC OR CONTEXTUAL MAPS
DIAGRAMS OF SYSTEMS OR PROCESSES
TIMELINE VISUALS
RESEARCH-TO-VISUAL TRANSLATION
INTERACTIVE OR MOTION-BASED VERSIONS (IF DIGITAL), ETC.

L TOP   IMG. #35
L BOTTOM   IMG. #36

R TOP   IMG. #37
R BOTTOM   IMG. #38

4.4 Technical Illustration

A simplified depiction with focus on specific features.
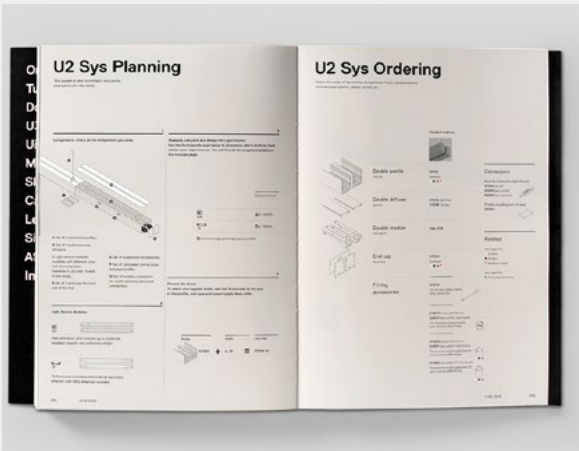
Technical illustration simplifies complex design concepts into clear, focused visuals. From floor plans to isometric views, these illustrations highlight key features and relationships, enhancing communication, reducing misunderstandings, and facilitating better decision-making. They are invaluable tools for architects, designers, and product manufacturers in conveying design intent, engaging clients, and presenting professional, polished visuals.

■
FLOOR PLANS
DIAGRAMS
ISOMETRIC ILLUSTRATIONS
MASTER PLANS
DETAIL DRAWINGS & SECTION VIEWS
EXPLODED VIEWS
INTERACTIVE OR 3D RENDERED ILLUSTRATIONS, ETC.

L TOP   IMG. #39
L BOTTOM   IMG. #40

R TOP   IMG. #41
R BOTTOM   IMG. #42

Editorial Design

It is necessary to give appropriate
form to the meaning.

Editorial design transforms complex information
into visually engaging, easy-to-digest content.
From catalogues and brochures to annual reports and
portfolios, it helps communicate a brand's message
clearly and effectively, enhancing readability,
strengthening identity, and keeping the audience
engaged. Well-designed publications are essential
for professional communication and impactful
storytelling.
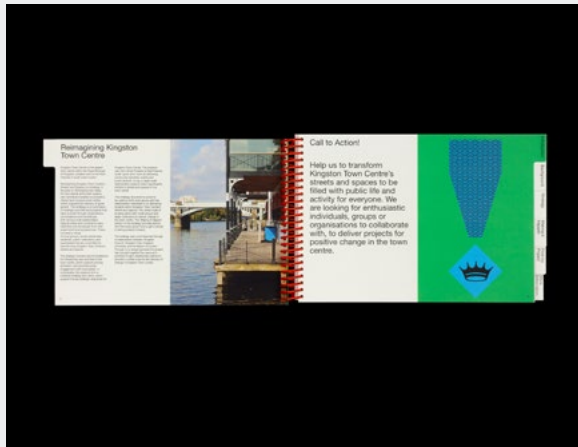
CATALOGUES & PRODUCT BROCHURES
ANNUAL REPORTS & CORPORATE PUBLICATIONS
PORTFOLIOS
MAGAZINES & NEWSLETTERS
BOOKS
PITCH PRESENTATIONS & PROPOSALS
EXHIBITION OR EVENT PUBLICATIONS
DIGITAL PDFS & INTERACTIVE PRESENTATIONS, ETC.

L TOP   IMG. #43
L BOTTOM IMG. #44

R TOP   IMG. #45
R BOTTOM IMG. #46

4. Branding Questionnaire

Info   Use this checklist to assess your marketing strategy for your architecture practice and also learn which things you should have in place in order to create a successful marketing system for your architecture firm.

Branding Quiz: Are You Ready to Build Your Brand?

Tick the box or leave it blank to each question.

At the end, reflect on the areas where you left blank — they may highlight opportunities for improvement or where strategic support would be most valuable.

POSITIONING

I know exactly what my brand offers.

I can clearly explain what makes my brand different.

I have a clear understanding of who my target audience is.

I know who my direct competitors are.

I have a clear value proposition.

VISION & STRATEGY

I have short and long-term goals defined for my brand.

I know what my brand's mission is (why it exists).

I know what my brand's vision is (where I want to go).

I've defined the core values that guide my business.

I have a basic plan for building the brand over the next few months.

VISUAL IDENTITY

I have a logo that truly represents my brand.

I have a defined set of colors and fonts I use consistently.

I'm satisfied with the visual look and feel of my brand.

People recognize (or I believe they will recognize) my brand visually.

I have branded materials that feel cohesive.

Branding Quiz: Are You Ready to Build Your Brand?

Interpreting Your Results

20–25 YES
You're well-prepared to move forward with your brand.

15–19 YES
You've got a strong foundation, with a few areas to refine.

10–14 YES
There's still some important groundwork to clarify.

Fewer than 10 YES
Branding could be a powerful tool to help you build that foundation.

COMMUNICATION & PERSONALITY

I know what my brand's tone of voice is.

I know how I want my brand to "sound".

I have key phrases or messages that communicate the essence of my brand.

I can imagine my brand as a person with its own personality.

I communicate consistently across all touchpoints

READINESS & EXPECTATIONS

I have a clear idea of what I need from a brand designer or agency.

I've set a budget (even if just an estimate).

I have a realistic timeline for launching or evolving my brand.

I'm open to feedback and willing to rethink things if needed.

I feel like now is the right time to invest in branding.

TOP   IMG. #47
RIGHT   IMG. #48

# 5.   About Parallel-Processing

LINKDIN   INSTAGRAM

IMG. #49

About   I work closely with people and
companies specializing in design and the built-
environment to uncover their unique creative DNA,
ensuring it speaks to their design-savvy audiences
by building meaningful brands that truly stand out
through effective and beautifully crafted solutions
and considered strategic foundation.
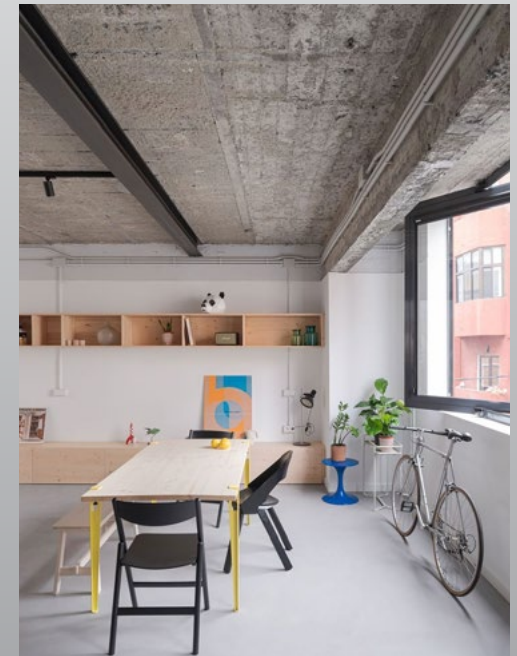
IMAGE CREDITS

IMAGES USED IN THIS DOCUMENT WERE
SELECTED SOLELY FOR MOOD, AND LOOK
AND FEEL PURPOSES. THIS DOCUMENT WILL
NOT BE USED FOR COMMERCIAL PURPOSES.

PAGE	IMG.	INFO	PAGE	IMG.	INFO
P.03	#01	SALMEN HOUSE, BY OFFICE S&M	P.35	#27	SIDNEY THEATRE, BY COLLIDER
P.04	#02	TIPTOE X KLEIN BLUE	P.35	#28	SIGNAGE, BY IROBE YOSHIAKI
P.05	#03	TUBULAR, BY INGO MAURER	P.35	#29	LA TRIENNALE DI MILANO, NAVARRA
P.07	#04	DAVID SCHNABEL, ARCHITECTURAL PHOTOGRAPHY	P.35	#30	ÉCOLE CAMONDO, BY TRAVAUX PRATIQUES
P.12	#05	VESTRE, MUNCH, BY ANDREAS ENGESVIK & JONAS STOKKE	P.36	#31	DW STAND, SALONE DEL MOBILE, BY CCRZ
P.14	#06	VITSOE, 606 SHELVES AT STANDARDS MANUAL	P.36	#32	CASTELLDEFELS LIBRARY, BY PFPDISSENY
P.17	#07	VILLA LYCKAN, BY OLSSONLYCKEFORS	P.36	#33	GREEN TOWERS SKANSKA BY KOLEKTYF
P.18	#08	BOUÇA (SAAL), BY SIZA VIEIRA	P.36	#34	CCA-EXHIBITION DESIGN, BY PRINCIPAL STUDIO
P.19	#09	LANDR, BY FELIX MONZA	P.37	#35	CHAUMONT FESTIVAL MAP, BY JOOST GROOTENS
P.20	#10	SUPER SUPER, BY SPACON	P.37	#36	PUBLICATION, BY TRAVAUX-PRATIQUES
P.21	#11	TECTA, SALONE DEL MOBILE 2019, BY STUDIO COLOGNE	P.37	#37	EXTANTIA, ICONS, BY STUDIO ZUR STRASSEN
P.23	#12	FLEXXICA, ACCOUSTIC TEAM, BY KABO&PYDO	P.37	#38	SELECTA SPECIMEN, BY GILIANE CACHIN
P.24	#13	VIBIA, NORTH BY ARIK LEVY	P.38	#39	WHITLAM PLACE, STUDIO HI HO
P.27	#14	TECTA CATALOGUE, BY STUDIO FÜR GESTALTUNG	P.38	#40	RESIDENTIAL BUILDING, BY WALL BUREAU
P.27	#15	HAY, COLOR CABINET BY MULLER VAN SEVEREN	P.38	#41	O/M CATALOGUE, BY MARIANA SERRA
P.29	#16	MMK, MODULAR FRAME - WALL 002	P.38	#42	DIAGRAM, BY AVERECHTS ARCHITECTEN
P.31	#17	QUADRO DESIGN, OCEAN	P.39	#43	MDF ITALIA CATALOGUE, BY CCRZ
P.31	#18	TECTA, L25 LAMP BY GERRIT RIETVELD	P.39	#44	REIMAGINING KINGSTON, BY MADDISON GRAPHIC
P.33	#19	PILBROW & PARTNERS BY GREENSPACE	P.39	#45	1961 — 1992 JAPAN, BY AND ATELIER
P.33	#20	FOGIA, BY NOTE STUDIO	P.39	#46	SO—IL ARCHITECTS MONOGRAPH, BY LARS MÜLLER PUBLISHERS
P.33	#21	READY MADE GO, BY EUROPA-EUROPA	P.00	#47	DCM, BY EAMES OFFICE
P.33	#22	WORKSHOP, BY BLOK DESING	P.00	#48	MOLDED PLASTIC SIDE CHAIR, BY EAMES OFFICE
P.34	#23	BROWN & BROWN WEBSITE BY BUILD STUDIO	P.00	#49	HOUSE O, BY XSTUDIO
P.34	#24	NOTES®, BY NORGRAM			
P.34	#25	MAKE ARCHITECTS WEBSITE, BY MADE BY SIX			
P.34	#26	JOHNSON PILTON WALKER, BY M35			

HELPING ARCHITECTURE COMPANIES TO UNCOVER THEIR UNIQUE CREATIVE DNA