



**"BRANDING IS WHAT  
PEOPLE SAY ABOUT YOU  
WHEN YOU'RE NOT IN  
THE ROOM."**

JEFF BEZOS



## **BRAND IDENTITY**

MANUAL

### **CONTACT US**



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# CONGRATULATIONS!

You've taken a big step to develop the brand identity of your restaurant. We are really excited to start working with you and be part of this journey.

## 1 DISCOVERY

The process begins with a discovery meeting. The purpose of this meeting is to get to know everything about your business. We will ask you some very specific questions in order to fully understand your business, your timeline and your ultimate goals. This process may include up to three zoom meetings.



## 2 QUESTIONNAIRES

After your discovery meeting we will send you various questionnaires that will help us define the most important aspects of your brand identity manual. These questionnaires may take you anywhere between two to three hours. In order for them to be effective, you must devote all the time necessary to be as specific and honest as possible. We are well aware you are multitasking with a million different projects, but you must make these questionnaires a priority.

## 3 FIRST DRAFT

Four weeks after receiving the completed questionnaires, we will deliver a first draft of your Brand Identity Manual. The main purpose of the first draft is to sketch out, map and plan your manual. Carefully reviewing your first draft is important for your brand manual to match with your beliefs and overarching goals. It will allow you the opportunity to envision your brand identity manual and discover potentially new approaches. Take your time, this is your opportunity to analyze your manual, challenge yourself and reaffirm your strategies.



# 4

## FEEDBACK MEETING

Once you have finished reviewing your draft, we will schedule your feedback meeting. The Feedback Meeting is the final component of this journey and one of the most important aspects for the success of your brand manual. We look forward to hearing your comments, changes, doubts or suggestions. This is your baby and our goal is to align your brand manual with your overarching business goals.



# 5

## BRAND MANUAL

Two weeks after your feedback meeting, you will receive your final deliverable, a Brand Identity Manual. This manual will have detailed information on the elements that you need to develop and preserve a strong brand:

- Purpose
- Mission
- Vision
- Values
- Essence guidelines
- Communication guidelines
- Visual identity guidelines
- Brand element suggestions

# 6

## IMPLEMENTATION

When it comes to implementing a brand identity manual, the execution matters more than the creative process. Without an effective execution plan, all the ideas, strategies and ultimate manual is worthless. If you need help with this step let us know and we can give you an estimate of our project management services.

*It's not the manual that creates the result – it's what you do with the manual that creates the results.*







**“YOU GET  
WHAT YOU  
PUT IN”**


**SUCCESSFUL  
QUESTIONNAIRES  
DEVELOPMENT**


TIPS


**“ACCURATE  
INFORMATION  
LEADS TO A  
CLEARER  
STRATEGY”**


 All the information you give us will define the direction and strategy of your business, so think of the larger picture in every answer you give.


 If the information we receive is accurate, specific and thoughtful, we will deliver a better handbook and a clearer action plan.

 If you are worried that you haven't understood a question, clarify it with us before going further.

 All the aspects require considerable time and effort so plan your schedule accordingly.

 Answering questions too quickly, means you are not critically thinking, take your time!

 Sometimes you might get stuck at a certain point in the process, get frustrated, and give up. If this happens contact us immediately. We are here to help you.

 When it comes to questionnaires, there's nothing worse than satisfying. Satisfying is when you don't put as much effort into answering your questionnaire as you should. If you are not trying hard enough to give thoughtful answers our team will keep challenging you until you do. This can slow down your process timeline and affect its the final outcome. Remember this action plan is for you.