

Name

The name is unique and memorable
The name is linguistically well constructed
The name can be owned in the market and online

Identification

The name identifies the company in the market
The name is different from the names of others,
and is not trademarked or misleading.

Logo

The logo is unique and can be remembered
The logo is simple and scalable
The logo is relevant for the market

Face

The logo is the face of the company giving a
first impression and recognition. The logo is the
essence of the company in its simplest form.

Visual Identity

The colours meaning, harmony and hierachy
The typographys personality, combination and contrast
Graphic elements such as shapes, icons and
Grafisk som forme, ikoner og image style

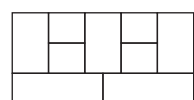
Appearance

The identity is the visual appearance of the company
similar to a persons hairstyle, clothing and jewellery
- communicating the comapnys personality.

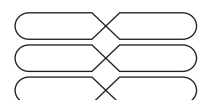
Inspired by "Value Proposition Canvas" by Alexander Osterwalder & Strategyzer.com



Branding Canvas
Story



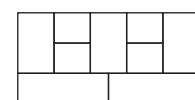
Branding Canvas
Position



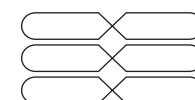
**Branding Canvas
Identity**



Business Canvas
Innovation



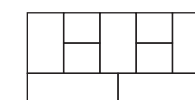
Business Canvas
Value



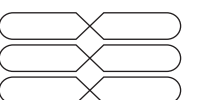
Business Canvas
Needs



Marketing Canvas
Persona



Marketing Canvas
Channels



Marketing Canvas
Campaign