

# Module 3

## Branding/ Identity



## Exercise / Module 3 / Branding/ Identity

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First thing to remember: **You CANNOT be all things to all people. This is death to your business and to you personally.**

Mission Statement describes the core of your business and answers the questions:

What is the core/heart of my business?

What do I want my business to be known for?

Where do I want my business to go?

Now let's get more specific:

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Your mission statement will be one or two sentences that tells the reason you do what you do. Mission statement applies to everything you do and will do.

It must define:

1) your market

2) express how or what you are doing

3) why or what we desire the result to be

**Your mission statement is your through line for ALL your work.**

Your mission statement should answer these five basic questions:

1) What do I/we do?

2) Why do I/we do it?

3) How do I/we do it?

4) Who is my/our audience?

5) What benefits do I provide?

**Your Mission Statement:**

## Examples of Mission statements:

- **Museum of Modern Art (MoMA)** “The Museum of Modern Art seeks to create a dialogue between the established and the experimental, the past and the present, in an environment that is responsive to the issues of modern and contemporary art, while being accessible to a public that ranges from scholars to young children.”
- **Google** “Google’s mission is to organize the world’s information and make it universally accessible and useful.”
- **Amazon** “Our vision is to be earth’s most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.”
- **Artist** “To enhance people’s lives through fun, inspiration, creativity and self-expression! To provide quality, easy to use products and information while leaving minimal impact on the earth. To provide education while making art, excellent customer service and make a difference in people’s lives!”
- **Colorado Creative Industries** (Government Agency) “To promote, support and expand the creative industries to drive Colorado’s economy, grow jobs and enhance our quality of life.”
- **Artist** “As an art maker, I aspire to create art of original, emotive and edifying quality, to be exhibited and purchased through gallery representation and online distribution channels”
- **Art Gallery** “We showcase fine art by young artists from New England colleges in a warm and welcoming gallery. Works are carefully selected that will bring joy to their buyers, appreciate in value, and provide their owners the special satisfaction of supporting talented young artists.”
- **National Endowment for the Arts** “To advance artistic excellence, innovation, and creativity for the benefit of individuals and communities.”
- **The Coca Cola Company** “To refresh the world... To inspire moments of optimism and happiness... To create value and make a difference.”
- **Photographer** “Every time we pick up our camera or work with a client, they feel like a star, for they chose us and they should never regret that.”
- **Pixar (Entertainment)** “Pixar’s objective is to combine proprietary technology and world-class creative talent to develop computer-animated feature films with memorable characters and heartwarming stories that appeal to audiences of all ages.”
- **Rhode Island School of Design** “The mission of Rhode Island School of Design, through its college and museum, is to educate its students and the public in the creation and appreciation of works of art and design, to discover and transmit knowledge and to make lasting contributions to a global society through critical thinking, scholarship and innovation.”
- **Oprah Winfrey Network** “To create multiple platforms for women, men and their families with a purpose and a passion: to celebrate life, to inspire and entertain, empowering viewers around the world to live their best lives, and by doing so, lift the lives of those around them in ever-widening circles.”
- **Artist** “To continually produce art objects infused with a spirit of excitement and will present these objects in an entertaining context. Products will be handled with a high standard of professionalism, as a respect to clients. More than mere objects, an experience will be provided by establishing meaningful connections with galleries, local organizations, and collectors.
- **Music Writer & Publisher** “To provide a collaborative and informational space for Denver residents to learn more about, stay informed on, and take part in their local music scene.”

- **The Walt Disney Company (Entertainment)** “The mission of The Walt Disney Company is to be one of the world’s leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.”
- **Photographer / Film Maker** “To foster a more creatively geared society through articles, photo stories, and documentary films on the extraordinary in the ordinary and the unique people who are striving towards universal peace for all people.”

## Artist Statement

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An artist statement should reflect your personality, in addition to being an accurate description of your process, philosophy and subject matter. It ranges in length from a couple of paragraphs to a page or more.

Your Artist Statement:

### Branding definitions:

1) The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. <https://www.businessdictionary.com/definition/branding.html>

2) Branding is the process of giving a meaning to specific company, products or services by creating and shaping a brand in consumers' minds. It is a strategy designed by companies to help people to quickly identify their products and organization and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not. <https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/>

3) But what exactly does "branding" mean? Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. Your brand is derived from who you are, who you want to be and who people perceive you to be. <https://www.entrepreneur.com/encyclopedia/branding>

Think of the old rolodexes...

If someone was filing you in their rolodex what category would they file you under?

When people think of you what do they think?

How have they categorized/labeled you?

Is it how you want to be perceived?

How do you want people to view you? Categorize you?

Answer these questions:

What are the benefits or features of your product? Or of you? Or your art? Or your services?

What do your customers, buyers, clients, prospects already think of you? Your art? Your work?

What qualities do you want them to associate with you? Your art? Your work? Your services?

## **Branding Foundation**

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Your Logo and/or Headshot

Your Website

Your Packaging and Promotional Materials: this includes your CV or Resumé

### **This gets carried over to:**

Social Media Embassy pages/profiles

Industry Membership Publications: Digital/Printed, e.g. IMDB, guilds

Ask yourself these questions:

When I look at my online presence (social media, website, etc.), my marketing materials, my advertising materials, and my art, does it all line up with my mission statement?

Do I have a cohesive visual “look” to all of my online presence and offline materials?

## **Identity**

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Important to remember when you are working on Branding---YOU ARE NOT YOUR WORK

You are a Christian who has their identity in Christ.

There are two places to look for identity--- vertically to who I am in Christ or horizontally to where I shop for it in situations, experiences and relationships, my art, my children, my job, my church, my position.

We need to remember and think of ourselves as children of God, in daily need of grace, in the middle of our own sanctification, still battling with sin, still in need of the body of Christ, and called to our art.

Ultimately, YOU are God’s child, not a product!

Review these verses that follow as needed throughout your process and career:

# The Believer's Identity in Christ

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## MY RELATIONSHIP

I'm a child of God - He is my Father  
- 1 Jn 3:1, 2  
I am Christ's friend - Jn 15:15  
I am born of God - 1 Jn 4:7  
I have been adopted by God - Rom 8:15

## MY INHERITANCE

I am an heir of God - Rom 8:17  
I am a joint heir with Christ - Rom 8:17;  
Gal 4:7  
I am blessed with every spiritual blessing  
- Eph 1:3  
I am a child of promise - Rom 9:8; Gal 3:14  
I've been given great promises - 2 Pet 1:4

## MY POSITION

I am connected to the true vine - Jn 15:1, 5  
I'm a willing slave of righteousness  
- Rom 6:18, 22  
I am a temple of God - 1 Cor 3:16; 6:19  
I am one spirit with the Lord - 1 Cor 6:17  
I am a member of Christ's body  
- 1 Cor 12:27  
I am reconciled to God - 2 Cor 5:18  
I am a saint - Eph 1:1; 1 Cor 1:2; Phil 1:1  
I am a fellow citizen in God's kingdom  
- Eph 2:19  
I have been brought near to Christ  
- Eph 2:13  
I'm to be righteous and holy like God  
- Eph 4:24  
I have direct access to God - Eph 2:18  
I am a citizen of heaven - Phil 3:20  
I've been rescued from Satan's domain  
- Col 1:13  
I am hidden with Christ in God - Col 3:3  
I am chosen of God - holy, beloved  
- Col 3:12  
I am a child of light, not darkness  
- 1 Thess 5:5  
I am a partaker of Christ - Heb 3:14  
I'm one of God's living stones - 1 Pet 2:5  
I'm a member of a royal priesthood

- 1 Pet 2:9  
I'm to be a stranger to this world - 1 Pet 2:11  
I'm an enemy of the devil - 1 Pet 5:8

## MY TRANSFORMATION

I'm redeemed and forgiven - Eph 1:6-8  
I've been justified - made righteous  
- Rom 5:1  
I have eternal life - Jn 5:24  
I died w/Christ to the power of sin  
- Rom 6:1-6  
I am free from condemnation - Rom 8:1  
I have received the Spirit of God - 1 Cor 2:12  
I have been given the mind of Christ  
- 1 Cor 2:16  
I have been crucified with Christ - Gal 2:20  
I am a new creation - 2 Cor 5:17  
I have been made alive with Christ - Eph 2:5  
I am God's workmanship - Eph 2:10  
I have received fullness in Christ - Col 2:10

## MY CALLING

I am to be salt on the earth - Mt 5:13  
I am to be light in the world - Mt 5:14  
I'm chosen and appointed to bear fruit  
- Jn 15:16  
I am called to do the works of Christ  
- Jn 14:12  
I am to do what Christ commanded His  
disciples - Mt 28:20  
I have been given spiritual authority  
- Lk 10:19  
Signs should accompany my work  
- Mk 16:17-20  
I am a minister of a new covenant  
- 2 Cor 3:6  
I am a minister of reconciliation  
- 2 Cor 5:18, 19  
I am to be an expression of life in Christ  
- Col 3:4  
I am a partaker of a heavenly calling  
- Heb 3:1

## Homework / Module 3 / Branding/Identity

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1. If you have not finished your lists- you must do it now- and fill in all remaining assets, no more procrastinating!
2. Continue to pray over your weak spots, the resources you need. Thank God for your assets and ask Him to help you use them wisely and for His glory.
3. Go back over Session 3's Exercises, have you finished them? If not, finish them completely.
4. Define your brand: Who are you? What do you bring to the table? How you want to be seen and perceived in your industry? What colors and fonts represent you and your work? Any logo ideas?
5. Write your final mission statement.
6. Write your artist statement.
7. Update/Create your CV or Resumé.
8. Pray over & solidify your career goals and intentions in light of your mission statement and branding.
9. Pray over your identity and seek God to reveal any other places you are getting your identity from except from Him.
10. Like, follow or sign up for your fellow Catalyst Members pages, emails, etc. Then pray for them and their success.

# **AEM Catalyst Branding Checklist**

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- Clear Mission Statement
- Artist Statement
- CV or Resumé
- Audience Avatar
- Brand Value
- Brand Boundaries
- Brand Message
- Website
- Email
- Logo
- Your Brand Story
- Brand Colors
- Brand Personality
- Business Cards
- Social Media
- Headshots
- Work Shots
- Email Signature