Brand Identity | Character

If your solution was an animal/a plant or was *like* an animal/a plant ...

... how would it be like?

| characteristics | behaviour |
| attributes | looks |

Collect LOTS of ideas, in words and images, 20 min

2 – ASSOCIATIONS, METAPHORS, TRANSFER

Brand Identity | Needs and desirability

If your solution was a human-made object/building/solution ...

... how would it be like?

| fulfilment of needs | critical function |
| desirability | design language |

Collect LOTS of ideas, in words and images, 15 min

3 – CONNOTATIONS, TRANSFER

Brand Identity | Narrative

If your solution was a genre of a movie or game or a single movie or game ...

... what would it be, and would it look like ?

| genre | story/plot |
| main characters | style |

Collect LOTS of ideas, in words and images, 10 min