

THE BRAND WORLD BUILDING FRAMEWORK™

Build a brand people recognize — without repeating yourself.

HOW TO USE THIS FRAMEWORK

A brand world is not just an aesthetic. It is a system of repeatable cues that makes a brand recognizable while allowing its creative context to evolve. Work through the framework in order: define your Brand DNA, translate it into Brand Codes, then place those codes into different Brand Worlds.

01 — BRAND DNA

Define what should NEVER change.

If my brand were a person, how would they behave?

Choose 3–5 personality traits.

☐ Playful ☐ Sophisticated ☐ Rebellious ☐ Intelligent ☐ Warm ☐ Minimal ☐ Sensual ☐ Experimental

☐ Nostalgic ☐ Optimistic ☐ Bold ☐ Calm ☐ Curious ☐ Other: _____

Our brand believes:

We do NOT believe:

Our industry gets this wrong:

We want people to feel _____ after interacting with us.

Our emotional promise:

Our 5 brand non-negotiables:

1. _____
2. _____
3. _____
4. _____
5. _____

02 — BRAND CODES BUILDER

Translate your Brand DNA into recurring visual, verbal, behavioral and cultural cues.

CODE TYPE	MY BRAND CODE	HOW I WILL USE IT
Color		
Typography		
Photography		
Objects		
Locations		
Styling		
Language / Tone		
Phrases		
Rituals		
Cultural References		
Characters		
Sounds / Music		

CODE → DNA TEST

For every important code, answer: Which part of my Brand DNA does this express?

Code 1:

Code: _____ DNA expressed: _____

How it appears in content: _____

Code 2:

Code: _____ DNA expressed: _____

How it appears in content: _____

Code 3:

Code: _____ DNA expressed: _____

How it appears in content: _____

03 — BRAND WORLDS

Keep the DNA. Keep the recognizable codes. Change the context.

SPRING WORLD

Mood:

Environment:

Cultural references:

Textures:

Colors:

Objects:

Activities:

Campaign story:

SUMMER WORLD

Mood:

Environment:

Cultural references:

Textures:

Colors:

Objects:

Activities:

Campaign story:

AUTUMN WORLD

Mood:

Environment:

Cultural references:

Textures:

Colors:

Objects:

Activities:

Campaign story:

WINTER WORLD

Mood:

Environment:

Cultural references:

Textures:

Colors:

Objects:

Activities:

Campaign story:

THE DNA CHECK

Before finalizing a new world, decide what stays consistent and what changes.

STAYS: ☐ Personality ☐ Tone ☐ Brand Codes ☐ Product Philosophy ☐ Visual Signature ☐ Brand Belief

CHANGES: ☐ Environment ☐ Season ☐ Cultural References ☐ Styling ☐ Props ☐ Campaign Story ☐ Color Emphasis

04 — CAMPAIGN TRANSLATOR

Turn your framework into actual content and marketing.

MY BRAND DNA

MY BRAND CODES

MY CURRENT WORLD

CONTENT

3 Reel / TikTok concepts

1. _____
2. _____
3. _____

3 social cues I can repeat this month

1. _____
2. _____
3. _____

5 visual elements that should appear in my content

1. _____
2. _____
3. _____
4. _____
5. _____

The story we're telling this season:

How does the product naturally exist inside this world?

FINAL BRAND WORLD CHECKLIST

- ☐ My brand has a clear personality.
- ☐ I know what should never change.
- ☐ My codes express my DNA instead of being chosen only because they look nice.
- ☐ I have repeatable visual / verbal / behavioral cues.

- ☐ My seasonal world changes the context, not the core identity.
- ☐ My campaigns feel fresh without becoming disconnected from the brand.
- ☐ I can turn my world into actual content ideas.

SAME DNA. RECOGNIZABLE CODES. NEW WORLDS.