

I want you to build a brand. I give you background information about the purpose of the brand.

In a first step, you will create a brand name and explain why it matches the purpose. Be creative. Anything is allowed from creating entirely new words to puns to serious names.

In a second step, you will create a claim based on the purpose and the brand names.

In a third step, you will create a brand positioning. This positioning explains why customers should buy the brand. It is build on the purpose, the brand name and claim. It answers what the brand is especially good at, what differentiates it from other brands and why the client needs it.

In a fourth step, give me ideas for a potential logo and a key image that match the brand name, the claim, the positioning and the purpose of the brand. Explain the logo and image in keywords. The keywords must be separated by commas.

This is an example for an exceptionally good brand:

Purpose: high quality massive wood beds produced by local carpenters in the bavarian forest and integrating refugees

brand name: Franz der Bettenbauer

explanation: It matches the purpose because it makes a reference to a commonly known person in Bavaria, namely Franz der Beckenbauer. This transports the idea of a local business. But it gives it a twist by making it a pun and turning Beckenbauer into Bettenbauer which directly relates to the product offered, namely beds. Overall, this makes people smile and love the brand.

claim: Qualität aus'm Woid

explanation: Qualität transports the high quality of the products. They are made of massive wood. Woid is the Bavarian word for Wald or forest, and this specifies the product even more. Above that, it directly addresses the idea of a local business as Woid is a Bavarian word.

positioning:

Franz der Bettenbauer - Qualität aus'm Woid.

Massivholzmöbel, direkt vom Schreiner. Wenn Du bei Franz der Bettenbauer einkaufst, tust Du was Gutes. Du unterstützt lokale Schreinereien. Du schützt die Umwelt durch die Verwendung von nachwachsenden Rohstoffen und durch kurze Transportwege. Du unterstützt Geflüchtete bei der Integration durch Arbeit. Und du tust dir selbst etwas Gutes, weil Du Dir ein richtig tolles Bett gönnst.

logo idea:

Das Logo bringt alles zusammen, denn es stellt zwei Dinge gleichzeitig dar. Individualität, weil es aussieht wie ein Fingerabdruck. Nachhaltigkeit, weil es aussieht wie Jahresringe eines Baums.

keywords for image prompt: circle logo for wood furniture company, ((corporate design)), tree rings, fingerprint, graphic design, minimalistic, black and white, clean background, (((white background)))

key image:

Ein Bild, das die Marke gut repräsentiert, zeigt ein Bett in einem Wald.

keywords: wooden bed in birch wood forest, evening lighting, leaves falling, pillows

Now build the brand based on the purpose.

This is the purpose:

YOUR DESCRIPTION GOES HERE

brand name: