

The Ochre Brand Journal

A guided tool to help you define your brand
direction, visual identity and creative foundation
before you invest in design.



Before you design your brand, you need clarity.

It's easy to move into branding before you've fully explored what you want your business to say.

Often, the visuals come together quickly but over time they can start to feel slightly disconnected from the heart of the brand.

This guide is a space to slow down and find clarity in your direction, so when you're ready to design everything feels considered, cohesive and aligned with the story you want to tell.

Mini promise:

By the end of this guide, you'll have:

Clarity on your brand personality

A better understanding of your visual direction

Insight into what your brand actually needs

A stronger foundation for working with a designer

1. Your Brand Foundation

What does your business currently offer?

Who are you trying to attract?

What do you want people to feel when they experience your brand?

What problem are you solving?

"My brand exists to..."

2. How your brand should feel

If your brand was a person, how would you describe them?

What 3–5 words define your brand personality?

What energy do you want to avoid (e.g. corporate, cluttered, chaotic)?

Example word bank: grounded / refined / warm / minimal / expressive / bold / calm / earthy / timeless

"My brand feels like..."

3. Your visual identity direction

What visual styles are you naturally drawn to?

Do you prefer minimal, textured, bold, organic, structured?

Are there brands you admire? Why?

What colours feel aligned with your business?

Mini exercise: Circle your direction

Clean + minimal

Earthy + textured

Bold + modern

Soft + editorial

Organic + handmade

4. Is your brand currently aligned?

- ☐ My visuals reflect my business quality
- ☐ My website feels cohesive
- ☐ My branding feels consistent across platforms
- ☐ I feel confident showing my brand publicly
- ☐ My visuals attract the right clients

If you ticked fewer than 3 your brand may need refinement or a full identity system.

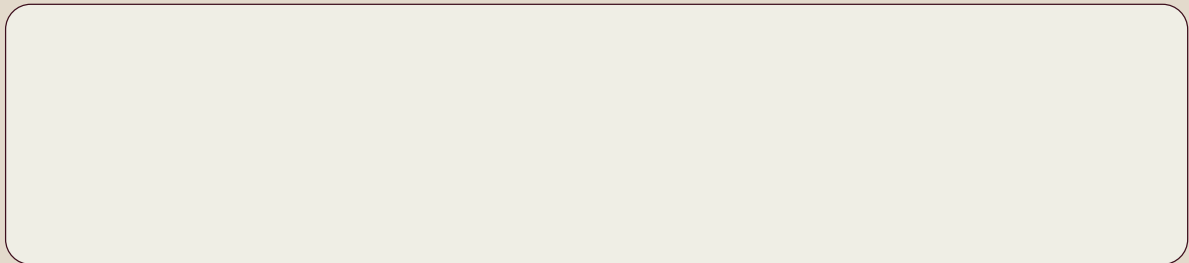
A final moment of clarity

Complete this sentence:

I help _____ by _____ so they can _____.

Now go deeper:

If you could only choose three clients to work with right now - people who truly value what you do, who would they be and why?



Look for the patterns in your answers. This is often where your real brand direction becomes clear.

Where to from here

If this exercise has shown you that your brand lacks clarity or cohesion, you're not alone, this is where most businesses begin before investing in professional design.

At Ochre Alley I create brand identities and websites that bring together strategy, storytelling and texture to form cohesive, intentional brand systems.

Ready to bring your brand to life?

[View Brand Identity Services >](#)