Brand Direction *Starter.*

The first step of the Joinery method, free. Answer these before you pick a single color, font, or word. Direction first, so nothing is built on a guess.

PART 1 · BEFORE ANY AESTHETIC

01 **What do customers misunderstand about your business today? What do they need to believe before buying?**

02 **What is the offer, who is it for, what alternatives exist, and what can you credibly prove?**

03 **What should a person feel, understand, and do after a first impression?**

04 **Which brand qualities matter? Which traits would be a poor fit?**

05 **Where will this live: website, packaging, signage, slides, long-form, social, documents?**

06 **Which colors, fonts, symbols, or formats are off-limits, regulated, or already owned by a competitor?**

07 **Who maintains the system, with what software, budget, and skill level?**

PART 2 · SCORE YOUR DIRECTION

Then weigh it. Honestly.

Score each 1-5. The scores surface tradeoffs; they don't mechanize the design. A serious failure in authenticity, accessibility, or compliance is not offset by a high aesthetic score.

CRITERION	SCORE 1	2	3	4	5
Strategic fit Does the direction support the actual offer and audience?	☐	☐	☐	☐	☐
Differentiation Does it avoid close competitor or category mimicry?	☐	☐	☐	☐	☐
Audience comprehension Can someone grasp what the business does quickly?	☐	☐	☐	☐	☐
Visual versatility Does it work across every touchpoint you need?	☐	☐	☐	☐	☐
Accessibility Can it support readable, usable executions?	☐	☐	☐	☐	☐
Operational feasibility Can you realistically maintain it?	☐	☐	☐	☐	☐
Authenticity Are the story, symbols, and claims legitimate and specific?	☐	☐	☐	☐	☐

NEXT STEP

The guide walks you through it. The Machine does it with you.

joinerydigital.com/pieces/brand-direction