

**BUILDING
A BRAND**

**IS LIKE
BUILDING
A HOUSE**





A book by Roger Lindeback

BUILDING A BRAND
CAN REALLY BE AS
SIMPLE, TANGIBLE AND
TRUSTWORTHY AS
BRICKS AND MORTAR...

JUST LIKE
BUILDING A HOUSE.

*The concept of branding
has often been feared as something of a craft
that we can't always understand
let alone manage.*

*The aim of this book is to make
branding tangible by relating it
to everyday experience*



BUILDING YOUR
OWN HOME IS ABOUT
DESIRE, FANTASY.

BUT IT'S ACHIEVABLE;
ANYONE CAN DO IT.

Kevin McCloud

CONTENTS

Every building project is divided into distinct stages which need to be considered for a successful outcome.

Each stage in this book has a number of statements relating to building a house which are indicative of relevant branding issues.



STAGE 1

Dream



STAGE 2

Plan



STAGE 3

Start

At the end of each stage of this book is a branding summary of important issues to think through in your brand building process.

The intention is to create a clear way of making branding understandable for everyone.



STAGE 4

Design



STAGE 5

Build



STAGE 6

Detail

STAGE

1

*Always
start with
a Dream*

**If you can
dream it,
you can
do it.**

Walt Disney



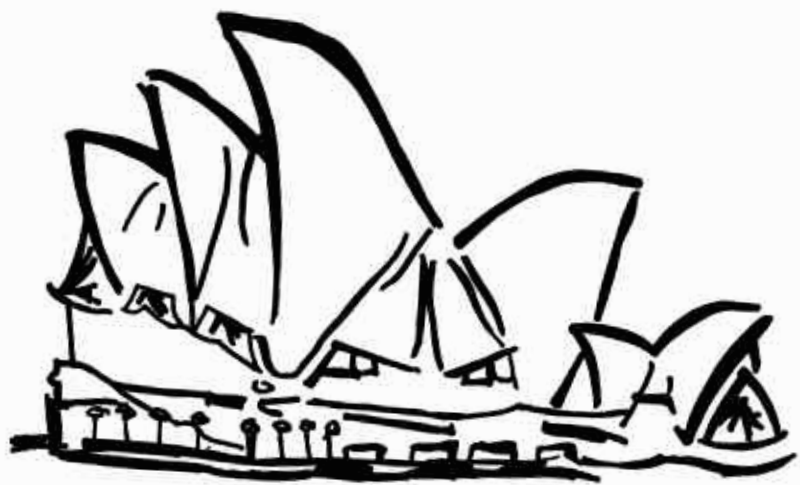


1

Dream

WHERE DO
YOU WANT
TO LIVE?

Can you afford your desired location?



1

Dream

WHAT STYLE
OF HOUSE DO
YOU WANT?

Modern, classic, historical?

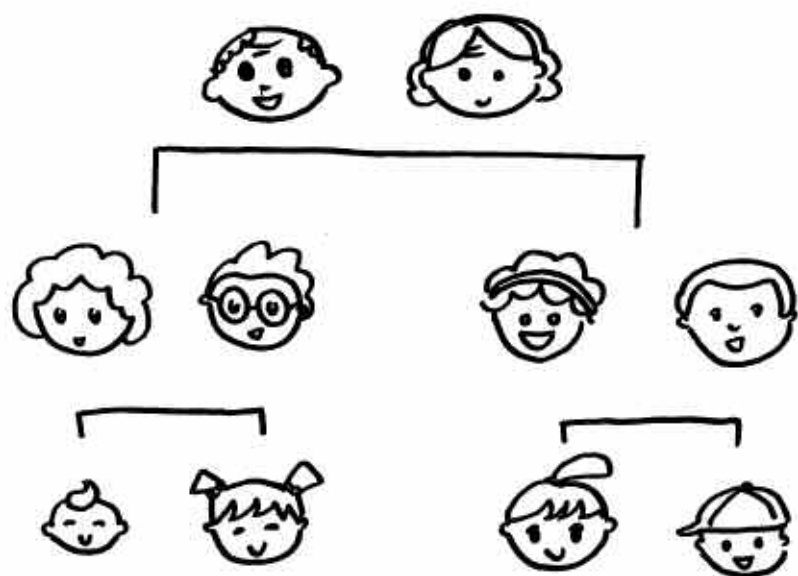


1

Dream

WILL THE HOUSE
ENABLE THE
LIFESTYLE YOU
DESIRE?

*Do you want to feel relaxed, enjoy the
luxurious finishes or show off your taste sense?*



1

Dream

WHO WILL LIVE
THERE AND FOR
HOW LONG?

*What spaces do you need to allow for
now and into the future?*

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