

Brand is  
meaning

Your brand. It's not a logo. Or just the way it looks.

It's a living, breathing narrative.

A story that's forever unfolding.

A ripple in the world.

It's impact, ambition, a statement of intent –  
all rolled into one.

It's the spark that ignites intrigue, emotion and  
connection with the people that matter most.

Customers, talent, investors, partners.

↳ It's the filter you use to make your most  
important decisions.

**And it's the thing that people remember  
long after a moment's passed.**

# Brands that mean something matter more than those that don't.

They have presence, power and the potential to deliver more – commercially and creatively.

Tension is everywhere. Politically, socially, economically, technologically, environmentally – overlapping pressures and uncertainties have made us feel more vulnerable and aware of risk. As a result, the business of brands has changed. We're scrutinising them deeper and expecting more from them. And we're spending more time getting to know them – understanding how they can address our susceptibilities before transacting with them.

It's never been more important for brands to cut through and create connections.

**That's where meaning comes in.**

Meaning is the single  
most powerful tool  
at a brand's disposal.  
Without it, it's lost.

**A rudderless ship. An empty vase. A bridge to nowhere.  
Directionless. Hollow. Ineffective.**

If you're responsible for a brand, you have an  
opportunity to make it matter. By filling it with meaning.

# 1/ Authenticity

The world demands more than great products or services. There's a craving for brands that are real, transparent and rooted in genuine authenticity. Brands that know what they are and what they're not. Zero embellishment. Absolute honesty.

That means showing up in a way that's true to yourself. And authentic.

Authenticity provides both a strategic and creative advantage in a crowded marketplace where sameness dominates. It sets brands apart – turning repetitive noise into satisfying soundwaves.

It's something that can't be manufactured. It needs to be discovered. And lived.

As Dr Suess points out, we're all authentic in our own right. And the same is true of the brands we consume and manage. We just need to strip away the excess to get to the raw, unvarnished truth underneath. The bit that really matters.

“THERE  
IS NO ONE  
ALIVE  
WHO IS  
YOUR  
THAN YOU.”

Dr Suess



# Own your influence

Start by asking the right questions – always.

It's never about what your brand does or sells.

It's about finding out who it really is. What drives it forward? What lights its fire and makes it burn brighter?

What do you want people to feel when they interact with you, even if nobody is listening right now? What's your brand's superpower? Authenticity begins where these truths emerge.

Looking back helps. As far as where things began.

The nugget of a business idea. The opportunity that was spotted. Mapping out a journey from then to now and all the bits in between. When did your brand feel at its most vulnerable? And what did you do about it?

But it's also about looking forward. Authenticity might come from the past but it grows and manifests over time. What's the ambition? How are you going to make it happen? What are you most excited about?

When you focus on what's mattered and will matter in the future, authenticity reveals itself naturally – like light through a crack in a door.

In a world of glittering facades, authenticity is a glow that lasts. A feeling that lingers. A bond that endures.

The rest is just noise.

# 2/ Substance



# Meat on the bones

Humanity has spent its entire existence searching for substance. It's the lifeblood of authenticity – tying every bit of your brand together with an unseen golden thread. It's the soul behind its story.

Without it, brands fade quickly. They're flash in the pans. All melody, no harmony.

It's substance that makes your brand sticky – the glue that binds it to your audiences.

And it all starts with a brand idea.

A brand idea is so much more than a mission statement.  
Or a slogan. Or just a key message.

It's what you build your entire brand around. What holds  
it together – and gives everything it does and says  
meaning. It's an essential piece of your brand's strategy.  
Your map to the future.

At its core, a brand idea is nothing more than a promise.  
Your brand's commitment to being the best version of  
itself. It's what it brings to life through every interaction  
or experience it provides.

With confidence and conviction.

It's intentional, deliberate and enduring. It comes  
from within – somewhere deep and authentic within  
your brand.

Creating a brand idea is a fine balancing act.  
It needs to be simple but still unique and ownable.  
That's when the magic happens – where authenticity  
meets substance. Where clarity meets creativity.  
And where opportunity begins to knock.

# A foundation beneath the shine

# 3/ Opportunity

# Brilliant brand ideas invite people to discover their reflection within your brand.

But it's not just about them being seen.

**It's about them feeling understood.**

Your brand is your opportunity for connection. To stand up and out for all the right reasons. To put water between yourselves and others. To prove that you understand someone's world. And to create a positive impact commercially.

A meaningful brand idea is at the heart of it all. And all meaning is, when you break it down, is authenticity with substance.

Putting it to work means telling a memorable story that immediately rings true. Sharing a whispered truth that grows louder with time. Becoming something that lingers in minds long after an encounter has passed.

Your brand has untapped potential. To mean more. To do more. To achieve more.

More impact. More value. More magic.

**What your brand means defines not just its existence but its future. So let's get to work filling it with meaning.**

# 10

tell tale signs your  
brand lacks meaning →

## **Lack of consistency**

Your brand's personality, tone or visual language varies wildly from channel to channel, communication to communication, without clear reason.

## **Little differentiation**

Your brand blends in instead of standing out. It doesn't necessarily need to go against the grain entirely but there should be a level of defensible distinctiveness.

## **Difficulty in articulating your positioning**

This is where meaning stems from. People within your business should be able to easily explain what you stand for beyond the services you deliver.

## **Lack of internal alignment**

Teams across your business don't share a common understanding of your brand – or disagree about what it represents.

## **Frequent rebranding or refreshing**

You're constantly looking at ways to add freshness or changing the way your brand looks and feels.

## **Difficulty in making decisions**

Your brand isn't used as a lens to look through to help guide important business decisions.

## **Unclear audience appeal**

You spend too much time trying to appeal to everyone but end up connecting with no one.

## **Feel replaceable**

You or your customers can't articulate why they should or do choose your brand over others.

## **High turnover of talent**

Your brand's people don't feel a strong connection or affinity with it, or you're failing to attract quality talent.

## **Rely too heavily on promotions**

Your brand relies on offering discounts as a way of attracting or retaining customers.



# Hi, we're Cubic.

We're a strategically-minded design studio that makes brands matter – by filling them with meaning.

By partnering closely with our clients, we help businesses stay fresh, communicate with confidence and become the best version of themselves.

We're small but that's how we like it, and so do our partners. They get the most out of us, and we in turn put our heart and soul into every project we take on. It's been that way for over 20 years.

## Our services

- Brand Creation
- Visual Identity
- Brand Refresh
- Digital Experience
- Brand Strategy
- Campaign
- Photography
- Communications
- Social Content
- Brand Architecture
- Copywriting
- Motion Design & Film
- Illustration
- Guidelines & Toolkit

## Select clients





Like what you've seen and want to know more? If you're ready to fill your brand with meaning, drop us a note or line.

We're always up for a chat – about your brand, business and anything in between.

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