HDD TEACHING TUESDAY · WEEK 2 · MAKE IT BELONG

Mini Brand Bible + Mockup Plan

A blueprint for giving your repurposed idea a clear audience, message, palette, and visual system — then placing it on mockups that make the transformation obvious.

1. Audience Snapshot

Who exactly is this for? Be specific — age range, interest, pain point, occasion.

2. Message Pillars

Core promise

Three supporting messages

3. Visual System

Palette — name or hex for each

Primary	Secondary	Accent	Neutral	Background

Typography

Headline Font	Body Font

Imagery style (photo, illustration, flat, 3D, etc.)

4. Brand Voice

Three voice adjectives

One thing this brand never sounds like

5. Mockup Plan — produce three presentation-ready mockups

Mockup #	Product Type	Scene / Context	Call-out Text