

**SKILLS FRAMEWORK FOR TOURISM  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Business Development, Sales and Marketing					
<b>TSC</b>	Brand Guideline Development					
<b>TSC Description</b>	Conceptualise and develop branding guidelines to uphold and maintain brand values, promises and image, as well as assess current brand guidelines and provide inputs to enhance messaging					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>TOU-SNM-2001-1.1-1</b>	<b>TOU-SNM-3001-1.1-1</b>	<b>TOU-SNM-4001-1.1-1</b>	<b>TOU-SNM-5001-1.1-1</b>	
		Contribute ideas, participate in discussions and synthesise information from past brand guidelines to ensure messaging is consistent with brand values, promises and image	Monitor usage of brand communications to provide inputs in enhancing messages to ensure consistency in brand values, promises and image	Develop brand communication guidelines for brand consistency, facilitate and review alignment of branded communication with established guidelines and take corrective measures where necessary	Conceptualise brand identity guidelines to showcase brand elements across all communication touch points and envision and cascade brand values, promises and image to ensure consistent messaging	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>• Brand management principles</li> <li>• Brand culture and ethos</li> <li>• Importance of brand identity</li> <li>• Characteristics of effective brand guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Types of brand communications</li> <li>• Customers' profiles and needs</li> <li>• Types of performance metrics for brand equity</li> <li>• Importance of consistent branding</li> <li>• Methods to implement brand guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Brand management strategies</li> <li>• Theories of brand creation</li> <li>• Methods to develop brand guidelines</li> <li>• Impact of brand identity on the marketing mix</li> <li>• Techniques to develop communication plans</li> <li>• Techniques to improve brand positioning and identity</li> </ul>	<ul style="list-style-type: none"> <li>• Techniques of brand creation</li> <li>• Types of brand personality</li> <li>• Techniques to identify unique selling propositions</li> <li>• Evaluative techniques of communication plans</li> <li>• Criteria for evaluating the effectiveness of brand equity</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>• Contribute ideas for brand guideline development</li> <li>• Discuss within the team to define the brand guidelines</li> <li>• Assess the effectiveness of brand guidelines</li> <li>• Identify and interpret principles of brand management</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor usage of brand communications</li> <li>• Communicate to stakeholders on brand guidelines</li> <li>• Support brand guideline development</li> <li>• Identify target markets to assess customers' perceptions and preferences</li> </ul>	<ul style="list-style-type: none"> <li>• Develop effective brand management strategies</li> <li>• Develop brand guidelines based on customers' needs</li> <li>• Manage implementation of brand identity to ensure alignment to brand positioning strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Define meaningful brand profiles that relate to the target customers</li> <li>• Endorse brand management strategies</li> <li>• Define brand guidelines</li> <li>• Articulate the brand's unique selling propositions</li> <li>• Develop brand personality</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Conduct research to support brand guideline development</li> <li>• Participate in discussions proactively to provide inputs in generating appealing advertising campaigns</li> <li>• Ensure organisation's adherence to brand guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Obtain data on performance metrics to measure effectiveness of brand equity</li> <li>• Apply logos, key brand messages or taglines that resonate with the organisation's brand</li> </ul>	<ul style="list-style-type: none"> <li>• Implement corrective actions to enhance brand guidelines</li> <li>• Evaluate success of the brand to identify improvements</li> <li>• Develop research construct based on selected target markets</li> <li>• Create logos, key brand messages or taglines that resonate with the organisation's brand</li> <li>• Develop communication plans for stakeholders on brand guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Establish brand positioning</li> <li>• Identify target markets and define the market profiles</li> <li>• Establish performance metrics to measure effectiveness of brand equity</li> <li>• Evaluate communication plans for brand guidelines</li> </ul>	
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