



BRANDING WORKSHEET

How to use this guide:

1. Either fill out the pdf document or print it to fill out by hand!
2. This is for YOU to work on solidifying your brand, so be honest with yourself in your answers!
3. Try to be as brief and concise with your answers as possible. That way you will work out your core values along the way!
4. Branding should be fun. Even if you don't consider yourself a creative I promise you will see some creative results.

Have fun with this and go slowly, no need to stress!

This is a brand guide for: _____

branding worksheet

Is there a specific meaning behind your business name?

In one sentence, describe your brand's mission statement.

Describe your ideal audience or client.
What adjectives describe them?

How does your audience or client benefit from your services?

Choose 5 adjectives to describe your brand.

1.

2.

3.

4.

5.

Describe 3 reasons why your brand is unique.

1.

2.

3.



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Name 3 - 5 competitors.

- 1.
- 2.
- 3.
- 4.
- 5.

List 3 companies whose branding you admire and why it appeals to you.

- 1.
- 2.
- 3.

What is the primary goal you have for your business?

- 1.
- 2.
- 3.

Why do you want a brand for your business?



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Is there a specific way you would like your business name to be written?
(ex. All uppercase/lowercase, punctuation considerations, "&" vs "+")

Do you have a tagline or phrase that needs to be stated alongside your logo?

Do you have a typography preference?
(ex. script, bold, light, hand drawn, custom lettered...)

Do you have color preferences or existing colors you have chosen for this brand?

Do you have any colors you don't want to see?

Is there any imagery you think exemplifies your brand?

Is there any imagery you don't want to see?

Are there any other creative considerations?



NEXT STEPS

Now that you have collected all this information, what do you do next?

Is working on branding with a designer right for you?

Decide if working with a designer on a custom designed logo is the right choice. That will depend on what is best aligned with your business goals and budget. Working with an experienced designer can carry a hefty price tag, so if you are just starting out, you might need to look for ways you can do this yourself or hire a student or newer graphic designer for the task.

Want to work with a designer? Here's how to get started.

First, you'll need to find a designer. Most designers will have an online portfolio readily available. Look for someone whose portfolio catches your eye or seems like they'd be a perfect match to work with.

Talk to the designer about what you've found out here. Most designers will offer a consultation to get to know you and your business. These answers can increase the efficacy of communicating your needs to a designer working on your branding.