

Branding Worksheet

Using brand identity consistently is an important key to success. Completing this worksheet will keep your branding on track. Fill out each section being as clear as you can be. Hang this completed worksheet in your office or hand out to employees who do any kind of public outreach.

BRAND NAME: How should you and your employees always refer to the business? Is there a full name and an approved casual abbreviated name? List those here.

MISSION STATEMENT: What promise do you make to your customers when they do business with you? What is your business dedicated to?

BUSINESS GOALS:

What goals do you have for your business growth? Where would you like to see your business in 1 year from now? In 5 years from now? Note those goals here so you can constantly be reminded of what today's actions need to work toward.

WHAT WE VALUE MOST:

What do you believe in? Does your business have stances on ethical matters? Are you dedicated to saving customers money? Or is your business more about making your customer's life easier? This is where you note what you value most in your business.

TARGET CUSTOMER:

Who is your product or service for? Hint: it isn't for everyone! Think about the type of person you sell to and who you want to sell to. Define the age group, income bracket, family status, and personal tastes of this symbolic target customer and use that as a frame of reference when thinking about how you can sell your business.

BRAND VOICE & TONE:

This section is where you can write notes about how you communicate to customers. Are you casual and friendly? Are you authoritative and professional? Keeping the same consistent tone helps to reinforce your brand and continually appeals to the audience that your brand is intended for.

BRAND COLORS:

What are your brand colors? Do you have the CMYK, RGB, Hex, and Pantone equivalents? Write them down so there's never any doubt when you're creating marketing materials. What is your primary color? Do you have alternates? This is where you make those notes.

BRAND FONTS:

What fonts do you use in your marketing materials? What if that font is not available on the computer or program you're using? Do you have an approved alternate? Make notes of what fonts are approved and when you use them. If you have specifics about writing in all capitals, all lowercase, in bold, in italic, etc. put that information here as well.

Need some help with refining your brand or creating something new? I can help!

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CREATIVE SERVICES

Branding Worksheet

BRAND NAME: _____

MISSION STATEMENT: _____

BUSINESS GOALS:

1. _____
2. _____
3. _____

WHAT WE VALUE MOST:

1. _____
2. _____
3. _____

TARGET CUSTOMER:

BRAND VOICE & TONE:

BRAND COLORS:

BRAND FONTS:

