

# Building Your Brand Identity





## **We want to get to make sure your brand identity is consistent!**

If you are reading this workbook, it is because you are starting from scratch! Congratulations on your new business venture, let's give it some character.

Please answer these questions as **thoroughly** as you can.

Please remember, your brand is more than just your logo. It is how people feel, identify with, and talk about your company when you are not in the room. In this process we are building parts of the identity of your brand, the logos, colors, symbols, feelings, etc that would be associated with your brand and help people's perspective your brand moving forward.

Note: You can edit and save the PDF workbook in your browser or Adobe Reader. Simply type your entries into the document, and press save to download and send back to us. If using Google Chrome, be sure to press print and save as PDF to ensure that your entries are recorded.



# Brand Values

What is the name of your company or organization?

What is your Mission Statement

What is your Vision Statement

What is your Slogan?

How do you plan to solve your customers' problems?

What are five words that represent your brand?

What are the three main messages that you need to communicate with your brand?



# Abstract Brand Attributes

How would you describe your brand to a friend?

What other brands would be its friend?

Where would your brand hang out?

What kind of car would your brand be?

What animal would represent your brand?



## Brand Attributes

How does your brand's image fall between these opposing traits?

Simple/ Intricate

Grey/ Colorful

Conservative/ Extravagant

Approachable/ Authoritative

Necessity/ Luxury

Fun/ Serious

Modern/ Classic

Extreme/ Safe

Which colors do you feel represent or can represent your brand?

Which colors would you NOT like to see

What words would you use to describe your brand's image?

What words would you not want to use to describe your brand's image?

What attributes or emotions do you want to be associated with your brand?

# Brand Design

Which of these logo formats do you believe best represents your brand?

*Abstract mark*



*Mascot logo*



*Combination mark*



*Emblem logo*



*Lettermark*



*Pictorial mark*



*Wordmark*

# Brand Style and Color

Which of these logo styles do you feel best represents your brand?

## Web



## Contemporary



## Classic



## Detailed/Stylized



## Complex Illustration





## **Remember!!!**

**Remember: There's no need to rush through answering all of these questions! Your responses will ultimately determine your brand's positioning, so this exercise should take you some time.**

**We know that a branding project is a lot of work, and hopefully, this brand and logo questionnaire helps.**

Note: You can edit and save the PDF workbook in your browser or Adobe Reader. Simply type your entries into the document, and press save to download and send back to us. If using Google Chrome, be sure to press print and save as PDF to ensure that your entries are recorded.