

FINDING YOUR BRAND IDENTITY

QUESTIONS TO ASK YOURSELF

1) WHAT ARE YOUR COMPANY'S VALUES?

2) WHAT IS YOUR COMPANY'S MISSION STATEMENT?

3) WHERE DO YOU SEE THE FUTURE OF YOUR COMPANY?

4) IF YOUR BRAND COULD SPEAK, HOW WOULD IT SOUND WHILE TALKING TO YOUR AUDIENCE? SERIOUS? PLAYFUL? INFORMATIVE? HUMOROUS?

5) WHAT ARE THE TOP 3 WORDS THAT DESCRIBE YOUR BRAND?

6) WHAT EMOTIONS DO YOU WANT YOUR BRAND TO ELICIT?

7) HOW DO YOU WANT PEOPLE TO FEEL AFTER INTERACTING WITH YOUR BRAND?

8) WHICH WORDS DOES YOUR BRAND OFTEN USE? WHICH WORDS WOULD YOUR BRAND NEVER USE?

9) IF YOUR BRAND WAS A CELEBRITY, WHO WOULD THEY BE? WHICH PERSONALITY TRAITS MADE YOU DECIDE THAT?

10) JOT DOWN THE COLORS AND IMAGES THAT COME TO MIND WHILE DOING THIS EXERCISE. THEY SHOULD MIRROR THE EMOTIONS AND PERSONALITY DISCUSSED ABOVE.