

FIND YOUR

BRAND VIBE

A Simple Worksheet to Define
Your Tone, Style, and Story

Your Brand Has a Personality. Let's Define It.

When your visuals align with your vibe, everything clicks. This worksheet will help you define how your brand feels—so we can make sure your photos reflect that, too.

PERSONALITY WORDS

Choose all that apply (or write your own):

- Bold
- Warm
- Grounded
- Refined
- Approachable
- High-end
- Whimsical
- Creative
- Calming
- Energetic

BRAND EMOTIONS

How do you want people to feel when they see your content?

COLOURS I LOVE + AVOID

Yes, please: _____

No, thanks: _____

VISUAL INSPO

Paste 3–5 words, images, or links to Pinterest that speak to your visual style.

DIVE DEEPER

If your brand were a song, what would it be? 🎵

If it were a space, how would it feel?