

BRANDING WORKSHEET

Client Name: _____

Business Name: _____

Client Phone Number: _____ Email: _____

What is the purpose of your business?

What kind of clients/customers have you been attracting? Are they your ideal client?

Who is your ideal client / target audience? *(Be as specific as possible! Age, demographic, etc.)*

What problem does your business solve? How do you communicate this with your audience?

What do your clients say when they recommend your brand to others? What do you want them to say?

Does your brand have a mission statement?

My business does _____ to help _____ do _____.

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List of brand keywords (~10 adjectives to describe your brand)

My brand feels like

Do you have any color preferences, or existing brand colors that need to remain?

Do you have any colors you want to steer away from?

Do you have a preference on typography? (*ex: script, bold, light, hand drawn, custom lettering, etc.*)

Pinterest Inspiration:

To give me a better idea of the direction you want to go with your brand please create a secret pinterest board and share the URL with me via email.

The photos that you pin should make you feel how you want your audience to feel when they come into contact with your brand. Use the pin descriptions to explain why you chose each image.

- Pin 25-35 images that accurately represent your brand (the more the better)
- Steer clear of posting other brands/logos
- Use the pin descriptions to explain why you chose each image

Any additional details or creative considerations? I want to ensure we are on the same page throughout this collaborative process!
