

LAURA INK *media*

*Your Step-By-Step Guide To*

# FIND YOUR BRAND IDENTITY

> *THE FREE DOWNLOAD*

# MASTER CHECK LIST

*01 clear mission statement*

☐

*02 brand tone & voice established*

☐

*03 brand values outlined*

☐

*04 ideal target client/audience defined*

☐

*05 necessary research*

☐

*06 colours*

☐

*07 typography*

☐

*08 logo*

☐

# ESSENTIAL QUESTIONS

01

*Why are we/you here?*

02

*What do we/you do?*

03

*What do we/you do it for?*

04

*What makes us/you different?*

05

*What do we/you value?*

06

*What is our/your personality?*



# THE WORKSHEET

*Have a brand identity crisis?*

*Do you have any idea in your head about what  
you want your brand to look like, but having  
trouble communicating it?*

*Fill out this worksheet to help you visualize your  
brand identity.*

YOUR BUSINESS NAME

SERVICE/PRODUCT PROVIDED

## PART I: VISUAL PROFILE

*When I think of my brand, these three adjectives come to mind...*

*The two colors I most associate my brand with are...*

*Are there any symbols or graphics that aid in representing my brand?*

LIST OR DRAW THEM HERE

## PART II: BRAND PROFILE

*These are three other brands/businesses whose brand aesthetic appeals to me, and why...*

*What makes my brand unique?*

*What would my brand sound like if it had a voice?*

PART III: CLIENT PROFILE

*Outline your ideal clientele*

AGE RANGE

OCCUPATION

GENDER

LOCATION(S)

INCOME

HOBBIES

*Other brands/businesses my ideal client interacts with and why*