

clarice  
gomes

BRANDING + PRINT + WEB

BRANDING WORKSHEET

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NAME

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BRAND NAME

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Brand name:

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Brand idea / Elevator pitch\*:

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What is the brand vision and goal?

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What are your long term goals?

*Where do you see your brand in 2 or 5 years?*

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Adjectives that best describe the brand:

*This is what people should feel when they interact with your brand i.e. trust, happy, professional etc.*

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What brand voice style suits you? Fun, serious or other?

*Think writing style.*

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What do you want in a logo and overall branding?

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Brand color preferences, if any:

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Where will the logo be used? Print, web, merchandise?

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How do you prefer your logo be worded or written out? Do you prefer an icon or monogram?

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Does your brand have a tagline?

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Who is your target audience?

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What makes your brand unique? How do you stand out?

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What is your target audience's basic problem, and what solution are you bringing to the table?

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Additional details or comments:

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Who are your competitors? List atleast three.

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What three brands do you love, and why?

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