

## BRAND IDENTITY - BRANDING WORKSHEET

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Your brand identity is about how your audience perceives you. In order to make friends with your audience, you need to positively influence how they see you, and that audience member will continue to be friends with you if you share similar values, enrich their lives in some way, and stay consistent. This is what your audience actually sees, and is used to influence people's perception. You can use this through your logo, website, social media and more.

### **1 - Who is your audience?**

Who are the people you want your brand to become friends with? Who is your target audience? What is their age, gender, location, income, occupation?

### **2- How do you visualize your brand personality?**

What visuals would you use to describe your brand? What type of photos? What colours? What brightness? What text? How would you visualize a website page to describe your personality and brand?



**3-- How do you choose a logo?**

Keep it simple. Choose colors that your brand personality and perception would want to be associated with. Each color is associated with a type of message or feeling. What symbols would you use?

What 1-2 colors would you use, and why?

What font would you use and why?

What symbols would you use and why?

Draw on paper what your logo could look like.



Show it to people, and ask questions to find out if the logo is similar to the brand personality you were going for. Take their advice, and build on it. Redraw your logo.

