

WORKSHEET 03 · CHAPTER 03 · BUILDING YOUR BRAND

Brand Identity Brief Worksheet

Print, complete by hand, or use as a working review sheet.

Instructions

Use this before commissioning design, web, photography, print, or agency work.

Brand Foundation

Brand Name

Confirmed name, domain availability, and social handle availability.

Trademark Status

Filed / pending / confirmed. Note jurisdictions.

Three-Word Brand Personality

Three adjectives describing how the brand feels.

Target Customer

Use the same customer from the Concept Canvas.

Creative Direction

Brand Story

Three to five sentences explaining why this venue exists.

Tone of Voice Pillars

Three to five adjectives, each with one example sentence.

Visual Direction

Describe the visual world in mood terms, not specific design instructions.

'We Are / We Are Not' Statements

Five pairs, e.g. warm not formal.