



BRANDING WORKSHEET

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YOUR DETAILS

who are you?

Business name

Website

CONTACT INFO

Email

Address

Phone number

Social accounts

Industry

Specific business activity

MARKETING NEEDS

- Website
- Social media icons/templates
- Downloads/freemiums
- Business cards
- Event signage
- Premiums/t shirts/notepads/etc
- Video/motion graphics
- Other
- Email/newsletter template
- Blog content/images
- Photography/headshot
- Postcards/brochures
- Presentation materials
- Courses/classes/webinars
- Uniform/attire

IDENTIFY YOUR MARKET

who will buy your product?

Age

Gender

Income level

Location

Background

Activities/Likes

Dislikes/peeves

IDENTIFY YOUR AUDIENCE

how will people find your product/where will you advertise and promote?

- Online
- Email newsletter
- Blog readers
- Social media
 - Facebook
 - Instagram
 - YouTube
 - Pinterest
 - Other
- Print/direct mail
- Television
- Tradeshows/events
- Other

IDENTIFY YOUR COMPETITORS

who else is doing what you do?

List other businesses that share your space

Ask

Do you need to stand out from this crowd?

Do you need to fit into this crowd?

What are you doing that's different/better/unique? What's your elevator speech?

MOOD BOARD

It's helpful to collect some images at this point, or leave it to your designer. The best way to do this is pull way more than you need, and anything you like: images, textures, colors, fonts, ads, samples of your competitors. Put everything out on a board or on the floor, and cull out anything that really doesn't work.

IDENTIFY YOUR VOICE

what do you sound like?

casual.....formal

humorous.....serious

informal.....authoritative

quirky/unique.....steady

youthful.....mature

lowbrow.....highbrow

trendy.....enduring

Additional thoughts on voice:

BRAND GUIDELINES

COPY

Email/marketing tone

Blog tone

FONTS

Head font

Body font

Other fonts

Licenses

COLORS

RGB

HEX

CMYK

IMAGES

Existing imagery

Logo file name and location

Design element names/locations

Photography name/location

New imagery

Styling requirements

Lighting requirements

FINAL MARKETING FILES

File names and locations