

BRANDING WORKSHEET

BRAND FEELING

1 - 2 KEYWORDS

BRAND STYLE/LOOK

1 - 2 KEYWORDS

BRAND VALUE(S)

1 - 2 KEYWORDS

WAYS TO COMMUNICATE YOUR BRAND KEYWORDS VISUALLY

(e.g. colors, fonts, patterns, icons, props, etc.)

WAYS TO COMMUNICATE BRAND THROUGH WRITING & SPEAKING

(e.g. keywords, style of writing, tone, etc.)

WAYS TO COMMUNICATE BRAND THROUGH BEHAVIOUR

(e.g. your attitude, demeanor, body language, etc.)

MOODBOARD

(draw, doodle, or cut & paste, colors, patterns, photos of objects, etc. that represent your brand)