

THE EPIC BRAND IDENTITY WORKBOOK

20 pages of questions, checklists, and prompts to help you figure out your perfect brand identity



Background + Bio

Name:

Email:

Brand/company name:

Position within company:

What type of brand, company, or organization is this?

Why did you start this brand (or why do you work with this company)?

Brand + Mission

What is your brand's motto or tagline?

What is your brand's mission statement or main purpose?

How would you describe your brand's core values?

If your brand had human personality traits, what would they be?

Good to Know

What are the ten most common questions you get about your brand, job, or products? What are people most curious about? Think about emails you've received, social media conversations you've had, or questions that friends, family, potential customers, and acquaintances have asked.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

What's an uncommon/funny story you have about your business or a client experience?

Audience + Market

Who is your ideal client? Use whatever words/ideas naturally occur to you in describing the people who will engage with your brand.

What problem, lack, need, or desire can you identify within your target audience that your brand's products or service will fill?

In what ways will your brand products differ from other brands in the same industry? How will your audience notice this difference?

If you can't identify a difference between your brand and other brands, do you have a competitive advantage you can think of? Meaning: Can you do something faster, obtain materials cheaper, or do something in a more organized way than your competitors?

What other products/services do your ideal clients purchase online? What websites do they visit often?

Framework + Perception

What general impression do you want to leave people with after they first encounter your brand?

What makes you a good fit for this brand? Why should people care what you have to say?

Brand Identity Goals

Which goals (on the list below) do you hope to achieve with your overall brand and brand identity materials? Please write any additional goals in the blanks below.

- increase your website's popularity and get more organic web traffic
- build a community around your brand
- develop a platform for speaking engagements
- develop a platform for a book
- connect with like-minded people and share your thoughts
- make money by selling lots of low-cost products
- make money by selling a few high-cost & quality products
- promote your business in general
- attract new customers who've never bought similar items
- attract new customers away from competitors
- establish your expertise in your field
- _____
- _____
- _____
- _____
- _____
- _____

What's the end goal or big vision of your brand? In the romanticized, star-studded version of your life and brand, how big does it get? What does it become?

What steps are you taking right now to accomplish the brand goals on the previous page?

What steps do you need to take in the next three months, six months, and year to accomplish your brand goals?

What do you want clients to say about you, your products, or your brand after they've done business with you?

What do you feel are your biggest obstacles/frustrations in reaching your brand goals? Think of your time, family obligations, access to resources, etc.

What will be the most exciting part of reaching your brand goals? What part will be most rewarding?

Uses + Needs

Will you need multiple logo styles for different product lines, purposes, or products? What will you need?

Brand Identity Uses

Please circle any intended uses of your brand identity, and write additional uses in the space below.

- | | | | |
|------------|--------------|---------------|-----------------------|
| PRINT | WEBSITE | BLOG | BUSINESS CARDS |
| TWITTER | PINTEREST | FACEBOOK | LINKEDIN |
| INSTAGRAM | GOOGLE+ | YOUTUBE | OTHER SOCIAL NETWORKS |
| BILLBOARDS | WEB ADS | PRINT ADS | TV ADS |
| VIDEOS | INFOGRAPHICS | PACKAGING | NOTECARDS/STATIONERY |
| FLYERS | BROCHURES | PRESENTATIONS | MOBILE APPS |

Which software programs will you (or another team member) use to modify your brand identity items in the future? Please write additional software programs in the blanks below

Adobe Photoshop
Microsoft Paint
Keynote

Adobe Illustrator
Pixelmator
Microsoft Word

Pixlr.com
PowerPoint
Pages

_____	_____	_____
_____	_____	_____
_____	_____	_____