

Cherry
Designs
GRAPHIC DESIGN STUDIO

Brand
Workbook

Your branding worksheet

Complete this worksheet as thoroughly as possible. After finishing, share it with a few trusted customers to see whether it reflects how they perceive your business. The finalized worksheet will capture the key words and messages that will guide you in building a strong, consistent brand for your store, product, or service.

Your identity

Business goals

Year one

Year three

Year five

Year ten

Core values & beliefs

Write your core values and beliefs below

Why did you start your business? What's important to you about the way you conduct your business?

Your Business

Is your business a product or service?

Product

Service

Go into more detail here

What type of product(s) or service(s) do you sell? (Use your elevator speech – be brief.)

Where is your business based? *Where does your product/service exist? How does the place where you're based affect how customers feel about your business?*

How do you offer your product/service? *Do you have a retail operation? Wholesale? Online or ecommerce? Do you use any specific techniques or methodology to produce or display your product or service?*

Your Business and you

Who is your team?

Do you or your business partners or employees have any relevant experience you want to feature?

When did you start your business?

Why should you be trusted? *Think about your experience, knowledge, what makes YOU stand out from the crowd? How do you present yourself? Do your personal values match those of your business? If paparazzi followed you for a day what would they capture and would it sink your business?*

Your Niche

Your customer demographic

List everything you know about your customers, such as age, sex, race and cultural background, education, marital status, children living at home, postcodes. etc.

Problems/needs/wants

Does your store, product or service solve a problem for your customers? How does buying/using your products or services make them feel good?

Point of contact

How can you communicate with your customer?

Now summarize the above into a clear, concise profile

A good idea is to copy this summary onto a post it note and stick it to your desk for a constant reminder on where you should be focusing your time.

Your Competitors

Competitor 1

Similarities

Differences

Competitor 2

Similarities

Differences

Competitor 3

Similarities

Differences

Competitor 4

Similarities

Differences

Your Image

How do you want to be perceived?

Brand personality *If your business or product was a person, which 3-5 adjectives would you want your customers use to describe you? (If you don't know what they'd say, ask them.)*

1.

2.

3.

Descriptor *Find 3-8 words that you can use with your name and logo to describe who you are or what you do. A descriptor is especially helpful if your name is not self-explanatory. Can be used in addition to or instead of a tagline*

Tagline *Write down a few ideas for a short, catchy phrase or sentence that expresses the spirit or vision of what you do or how you do it.*

Unsure where to go on this? Check out the tagline workbook!

Putting it together

Once you've defined the words you'll use to describe your business, apply them consistently across all aspects of your brand—your website, signage, social media, and more. This worksheet can be shared with your graphic designer to help create a logo, color palette, typography, and imagery that align with your brand's personality and values.

Everything you and your team do should reflect a consistent attitude, look, and feel. Your customer service and day-to-day operations also play a key role in building a strong, recognizable brand.

Below are the elements you should review to ensure they consistently represent your brand:

- Signage
- Product cards
- Postcards/Rack cards
- Website
- Social Media
- Emails
- Operations
- Employee outfits or accessories
- Customer service

Got your business vision but not sure how to translate this into a reputable, clear brand guidelines and logo? Get in touch to discuss your business launch, from essential packages to the full bouquet (flower pun intended)

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