

**Business Name:**

**Tagline or Slogan:**

## **WHO?**

Who are you? Who are your customers?

## **tone**

Personality and mood that you want to convey

## **WHAT?**

What benefit do you provide? How do you help?

## **WHY?**

What do you do? What are your Values?

## **IMAGERY**

Personality and mood that you want to convey

## **HOW?**

How do you want your customers to feel?

## **LOGO IDEAS**

Who are you? Who are your customers?

Once you have filled out this branding worksheet, you will have defined your brand identity, such as brand archetypes, tone of voice templates, and logo brainstorming guides.