

BRAND STYLE + MOOD

*Your brand should be an intersection of who you are
and who you believe your clients can be.*

Select your company/ brand name:

***** TIPS *****

- (1) Do all your research before purchasing or signing up
- (2) Aim for consistency across all platforms, including your domain & social sites.

Buy a domain name to match your brand name. List your website/ domain address below:

Tips: always buy .COM | choose something timeless | choose simplicity --avoid words or #s you have to explain

Sign up for social media accounts under your brand name.

Even if you don't intend to use every platform right now, it's still a good idea to claim the account so no one else takes it!

Facebook Business Page URL: _____

Instagram URL: _____

Pinterest URL: _____

Twitter URL: _____

YouTube URL: _____

Other: _____

Other: _____

Do you have a tagline or slogan? _____

What 3 to 5 aspects, unique to you, can be infused into your brand?

Describe your personality and quirks.

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How do you want people to **feel** when they interact with your brand (website, social media, emails, etc.?)

Brainstorm a list of adjectives that represent you and your brand.

For example: feminine | masculine | modern | vintage | practical | luxurious | flirty | professional | bold | calm | energetic ... etc.

From the list you created, pick the top 3 to 5 adjectives that inspire you most & accurately describe your brand.

What images represent those adjectives?

Tip: do a search on shutterstock.com and save the image number below or a link to an inspiration board on Pinterest.

These will help guide the design of your photos, colors, font and style.

What colors help communicate those adjectives you just selected? (Add hex codes below, too)

What symbols, patterns or shapes help communicate those adjectives you just selected?

What is the tone of your writing (blogs, emails, etc.)? Use adjectives to describe your writing style.

What font combinations inspire you? (explore <https://designschool.canva.com/blog/canva-for-work-brand-fonts/>)

Option A

Option B

Heading: _____

Heading: _____

Sub-heading: _____

Sub-heading: _____

Text: _____

Text: _____