



Brand Identity Toolkit

Welcome to your brand identity toolkit. These templates, exercises and checklist, alongside the Marketing Best Practices Guide were created to help you design a brand identity that connects with your customers and communicate who you really are.



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Who | What | How | Why

WHO DO YOU SERVE?

Describe the communities, organizations and/or customer you serve.



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Who | What | How | Why

WHAT DO YOU DO?

Describe what you do to help others.

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Who | What | How | Why

HOW

Describe in tangible terms how you are able to help others.

A large, empty light gray rectangular area intended for writing a response to the prompt above.



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Who | What | How | Why

WHY YOU DO THIS?

Describe the emotional, intangible benefits you create for others.

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Now it's time to put it all together...



Who | What | How | Why

WHY

What is your mission?

What is your vision?



Who | What | How | Why

BRAND POSITIONING STATEMENT:

I HELP _____ TO
(Who)

_____ BY
(What they need)

_____ SO THAT
(What service you provide)

_____ *(Why: Emotional impact you create)*



STEP 1: WORD BANK

Use the prompts below to list as many words as possible associated with your brand. Try not to censor yourself and write anything that comes to mind, even if it's not from one of the prompts below. If you get stuck, expand on words you've listed with a thesaurus.

How would you describe your service?

What tangible or intangible materials do you use?

What makes you different?

What problem do you solve?

What are your brand personality traits?

How do you want your customer to feel after using your service?

What inspired you to start your business?

Are there any numbers, dates, names or other information that you want to honor in the name?



STEP 2: NAMING FORMULAS

Use this page to start exploring your options! Using words in your word bank, try brainstorming with the below naming formulas.

Alliteration

Same letter or sound at the beginning of adjacent words

Examples: FabFitFun, PayPal, Dunkin Donuts

Descriptive

Deliberately clear descriptions or attributes

Examples: Dollar Shave Club, Headspace, Overstock

Origin

Tribute to the founder's name

Examples: JCPenney, Hilton, Dell, Adidas, Gillette

Group

Based on the concept of a group

Examples: Trunk Club, Glamsquad, Aviator Nation

Small Phrases

Bite-size phrases to create a brand name

Examples: Build-a-Bear, Fruit of the Loom



Business Name Worksheet

STEP 3: EVALUATE

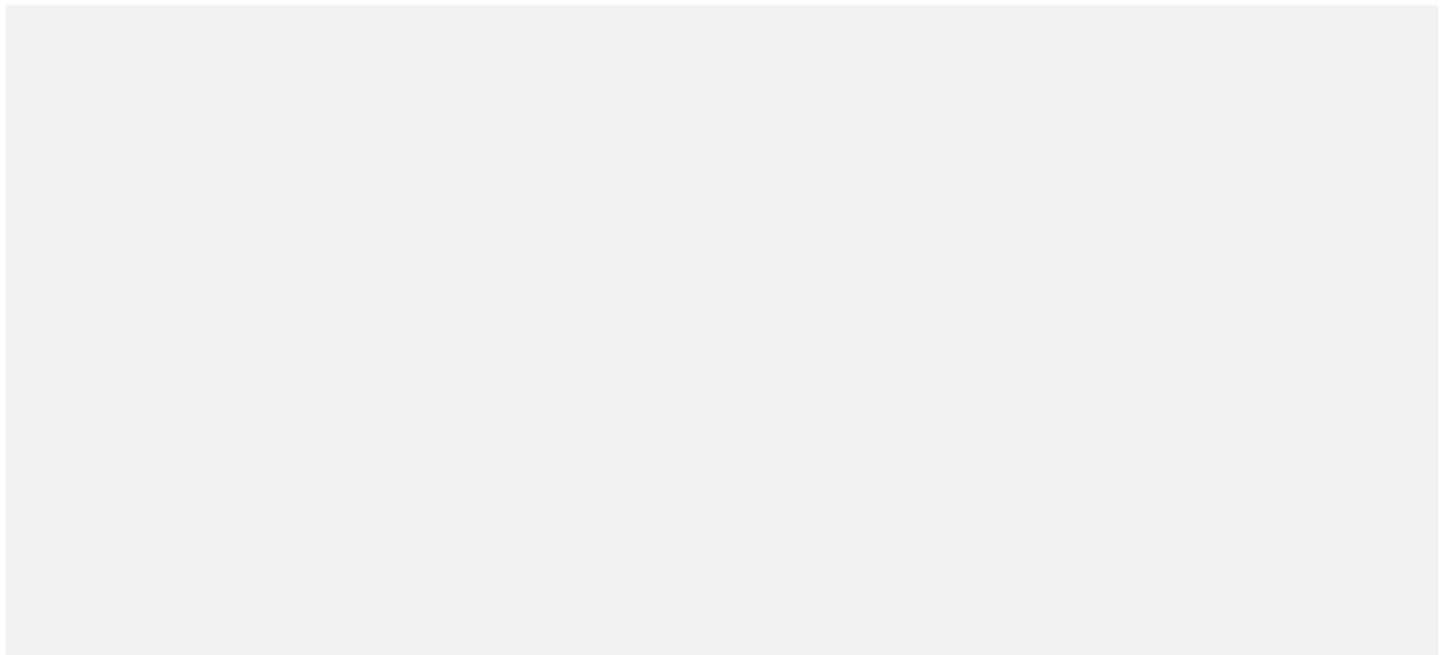
Decision time! Take your top five names from step 2. Rank each name with the questions below using a ranking score of 1 or 0 (yes or no).

List Top 5 Names >>					
Is your first impression of the name strong?					
Does it sound/look good?					
Is it easy to read/pronounce?					
Use it in multiple sentences. Does it feel right?					
Are quick associations positive?					
Does it relate to your primary benefit(s)?					
Does it sound credible?					
Is it memorable?					
Is it trademark registrable or protectable?					
Is a URL available?					
Does it relate to who you are as a brand?					
Is it simple? Straightforward?					
TOTAL >>					

ESTABLISHING YOUR BRAND LOOK

COLOR

Use this page to think about the feeling/emotion you want to invoke in your customers and what personality you want to convey. Then compare those to the color chart to help select your brand colors. After that, check out the Canva color tool to nail down your specific shades of those colors.



Red <i>passion, anger, vigor, speed</i>	Green <i>nature, refreshment, growth, balance</i>	Purple <i>royalty, wisdom, spirituality, authority</i>	Blue <i>knowledge, tranquility, security, trust</i>	Black <i>formality, luxury, secrecy, glamour</i>
Orange <i>invigoration, fun, liveliness, energy</i>	Pink <i>nurture, warmth, friendliness, softness</i>	Brown <i>seriousness, reliability, earthiness, toughness</i>	Gray <i>impartiality, compromise, maturity, composure</i>	
Yellow <i>friendliness, happiness, youth, cheer</i>		White <i>purity, virtue, cleanliness, peace</i>		





ESTABLISHING YOUR BRAND LOOK

FONTS

There are six basic font classifications and each has its own unique traits. Like colors, the fonts you select will give your brand personality. Which of these fits within your brand personality traits? Don't forget - it is ok to pick two different fonts (one for headlines and one for body copy).

Serif

classic, traditional, trustworthy

Playfair Display
Times New Roman
EB Garamond
Lora

Sans-Serif

modern, minimal, clean

Roboto
Open Sans
Lato
Source Sans Pro

Slab Serif

bold, quirky, confident

Courier New
Roboto Slab
Alfa Slab One
Arvo

Script

elegant, unique

Kaushan Script
Petit Formal
Dancing Script
Satisfy

Handwritten

informal, artistic

PERMANENT MARKER
Patrick Hand
AMATIC SC
Just Another Hand

Decorative

stylized, distinctive, dramatic

Fredericka
Fredoka One
Legster Two
BANGERS



ESTABLISHING YOUR BRAND LOOK

LOGO

Now that you have your name, colors and fonts, it's time to visualize your brand with your logo. Here are some questions that will help get the creativity going. This would be great time to involve a professional graphic designer.

What are the three main platforms you will use to promote your brand?

What type of logo works well on these platforms? Square? Circle? Rectangle?

Do you need graphics to help you communicate your brand?



ESTABLISHING YOUR BRAND LOOK

LOGO

What do your competitor's logos look like? Do they use graphics to convey their brand?

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Are there any logos that inspire you?

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Tip: Suffering with writer's block? Encourage your team to use a tagline generator to automate tagline creation. These tools leave you with tons of options to evaluate and tweak.

TAGLINE

You are ready to create a list of rough draft taglines. A tagline helps your customers understand your company and what it does. Typically, a tagline should be five words or less. You can use literary devices like metaphor or alliteration to achieve this effect.

Host a brainstorming session and get your whole team on board to create and share taglines. Jot down all of your tagline ideas. Once complete, go back and circle/highlight your top 3-5.

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BRAND STYLE GUIDE

Effective brand style guides are those that can be shared and understood easily by anyone involved in communicating your brand – both internally and externally. We advise that your brand style guides be concise, easy to read and digitally accessible. Use this checklist when creating your style guide.

Your Brand Style Guide should include:

- Your brand's history, mission, values and vision
- Logo usage guidelines including color palette, file format(s), minimum and maximum sizes, contexts, spacing, and usage permission (e.g. where it should and shouldn't appear)
- Color palette including RGB, CMYK and web codes
- Fonts and text sizes (both print and digital)
- Grammar rules
- Design elements and types of imagery, icons and photography to be used
- Business cards and letterhead design if you have them