



Branding You:

The Ultimate Branding Workbook

Love Marketing Team

brand goals

Choose 4 main goals in your business that you want to reach with a killer brand strategy. They can be things like:

More engagement, growth, repeat customers, increase sales, build a strong community, increase my prices & exclusivity, be more competitive

GOAL 1

GOAL 2

GOAL 3

GOAL 4

brand purpose

What differentiates your brand from other competitors in your niche?

What are the main problems you are solving for your audience

Why should your audience care about your brand?

Who are the people you are serving with your brand?

vision statement

Your vision and mission statement are two different things withing your brand. It's important to look at and do both.

YOUR VISION STATEMENT NEEDS TO BE:

The ideas you have for the future of your brand and business

The business and brands purpose

The difference you want to make

DRAFT THE VISION STATEMENT OF YOUR BUSINESS/BLOG/SHOP ON THE NEXT PAGE.

INCORPORATE THE FOLLOWING:

- + Where do you want to be in the future
- + Your aspirations in your business and for your brand

A FEW QUESTIONS TO HELP YOU

- + Where do you see your brand and business in the future?
- + Where do you aim to be in 3,5,10 years?
- + What is the purpose of your brand and business?
- + When do you see yourself accomplishing your future goals and aspirations?
- + How do you see yourself reaching your aspirations?
- + What difference do you want to make in the lives of your clients and customers?



This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

mission statement

Your mission statement is essentially what you do, why you do it, how you do it, and whom you do it for. Your mission statement represents the purpose of your business. We going to start by determining this. By knowing our mission statement all our marketing and business efforts will be done towards a common goal.

YOUR MISSION STATEMENT NEEDS TO BE:

Other's can easily understand & explain
Not confused with your vision statement
Clear & simple, avoid fancy words
Is recognizably yours
Represents the core purpose of your brand
Your activities and how you will reach tangible results

DRAFT THE MISSION STATEMENT OF YOUR BUSINESS/BLOG/SHOP ON THE NEXT PAGE.

INCORPORATE THE FOLLOWING:

- + What you do
- + How you do it
- + Whom you are doing it for
- + The value you provide/problem you solve

A FEW QUESTIONS TO HELP YOU

- + Why are you doing what you do?
- + What is the main problem you aim to solve?
- + Who do you want to help and who will your business serve?
- + What are you passionate about in your business?
- + How do your services/products serve your ideal clients?
- + What core values and beliefs is your business based upon?
- + What competitive advantage do you hold?
- + How will you measure success and continue to grow?



This image shows a full page of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.

vision & mission key points

VISION

1

2

3

4

MISSION

1

2

3

4

core values

Accountability	Diversity	Hard work	Mastery	Spontaneity
Accuracy	Dreams	Harmony	Mindfulness	Stability
Activeness	Drive	Health	Motivation	Strength
Adaptability	Duty	Heart	Neatness	Success
Appreciation	Eagerness	Heroism	Optimism	Support
Approachability	Ease of use	History	Organization	Sustainability
Balance	Elegance	Honesty	Originality	Talent
Beauty	Empathy	Honour	Partnership	Teamwork
Belonging	Empowering	Hope	Passion	Thoughtfulness
Bravery	Enthusiasm	Humility	Patience	Tolerance
Capability	Entrepreneurship	Humor	Peace	Trust
Care	Environment	Imagination	Perception	Truth
Change	Equality	Impact	Performance	Understanding
Charity	Evolution	Individuality	Persistence	Uniqueness
Clarity	Excellence	Innovation	Personal	Unity
Connection	Excitement	Insight	development	Value
Consistency	Fascination	Inspiration	Playfulness	Variety
Control	Fearlessness	Integrity	Poise	Virtue
Cooperation	Firmness	Intelligence	Quality	Vision
Courage	Fitness	Intimacy	Recognition	Warmth
Craftiness	Flexibility	Focus	Reflection	Welcoming
Dedication		Joy	Relationships	Wonder
Dependability	Freedom	Kindness	Reliability	
Determination	Freshness	Knowledge	Resilience	
Devotion	Genius	Learning	Resourcefulness	
Dignity	Genuineness	Liveliness	Respect	
Diligence	Goodwill	Logic	Responsibility	
Directness	Gratitude		Safety	

core values

IMPLEMENTING THEM

In the boxes, write down one of your chosen core values. Then, write down how you could portray them to your ideal client. How will you be able to stick to these now and in the future? Mention why they are important to you and why you chose them.

VALUE

WHY & HOW

VALUE

WHY & HOW

VALUE

WHY & HOW

VALUE

WHY & HOW

summarize values

How will I represent these values in the way I run my business, work with clients and market my products/services

1) **VALUE** -

2) **VALUE** -

3) **VALUE** -

3) **VALUE** -

the heart of your brand

Summarize the heart of your brand here. Your mission, vision, and values.



MISSION



VISION



VALUES

positioning & placement

Compare your brand to your competitors when it comes to quality and price. Think inside the heads of your ideal clients and how they might look at your brand when comparing it to your competitors.



analyze brand competition

Once you have determined your brand position in the market, you can also look at your competitors. Place them on the positioning map to get an idea of where they lie. Then, use the chart below and the next page to conduct a comprehensive competitor analysis in your niche.

ANALYSE	MY BUSINESS	COMPETITOR ONE	COMPETITOR TWO
STRENGTHS			
WEAKNESS			
TOP PRODUCTS			
ADVANT-AGES			
THREATS			

analyze brand competition

COMPETITOR NAME - _____

MARKETING & COMMUNICATION

WEBSITE/BLOG

SOCIAL MEDIA PRESENCE

UNIQUE SELLING POINTS

PRICING POINT VS QUALITY

branding checklist

FOUNDATION

- ☐ Setting clear goals
- ☐ Mission & vision statement
- ☐ Ideal client
- ☐ Brand story
- ☐ Core values
- ☐ Brand personality
- ☐ Brand voice

FOUNDATION

- ☐ Favicon Website Email
- ☐ signature Email header
- ☐ Email newsletter design
- ☐ Social media templates
- ☐ Profile picture design
- ☐
- ☐

VISUALS

- ☐ Mood board
- ☐ Logo
- ☐ Color palette
- ☐ Typography & fonts
- ☐ Patterns & textures
- ☐ Stock images
- ☐ Tagline
- ☐ Social media graphics outline

PRINT

- ☐ Order form
- ☐ Letterhead Business
- ☐ Cards Thank
- ☐ you/gift cards
- ☐ Packaging Invoices
- ☐ Price Lists/media kit
- ☐ welcome guide
- ☐

OTHER

- | | |
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| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |

social media audits

INSTAGRAM

- ☐ Branded profile picture
- ☐ Focus keyword in bio
- ☐ Branded imagery
- ☐ Call-to-action in bio
- ☐ Brand voice consistent
- ☐ Link in bio works
- ☐ Info is up-to-date

TWITTER

- ☐ Branded profile picture
- ☐ Focus keyword in bio
- ☐ Branded imagery
- ☐ Call-to-action in bio
- ☐ Brand voice consistent
- ☐ Link in bio works
- ☐ Info is up-to-date

PINTEREST

- ☐ Branded profile picture
- ☐ Focus keyword in bio
- ☐ Branded imagery
- ☐ Call-to-action in bio
- ☐ Brand voice consistent
- ☐ Link in bio works
- ☐ Info is up-to-date

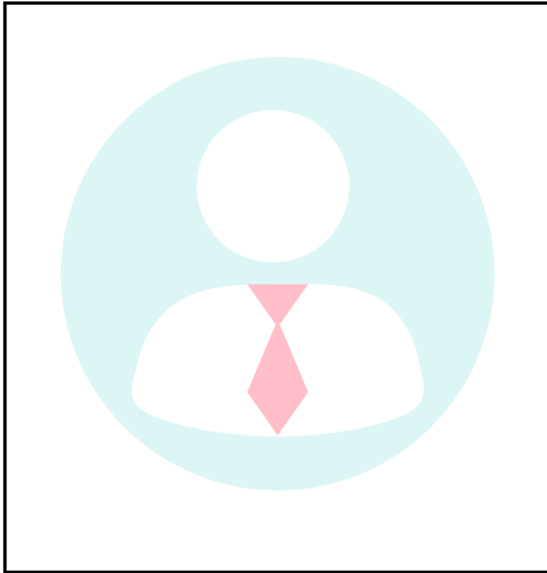
FACEBOOK

- ☐ Branded profile picture
- ☐ Focus keyword in bio
- ☐ Branded imagery
- ☐ Call-to-action in bio
- ☐ Brand voice consistent
- ☐ Link in bio works
- ☐ Info is up-to-date

notes

ideal client

Demographics



Age -

Gender -

Education Level -

Location -

Occupation -

Average Income -

No. of children -

Marital Status -

Psychographics

What are their hobbies and interests?

What are their values?

Where do they shop?

ideal client

Psychographics

What tv shows/books do they read?

What social media platforms are they mostly on?

What strong beliefs would they have?

What websites do they love?

What are their pain points/stressors?

What is keeping them up at night?

ideal client offers

Think of 3 products/services that you could offer the ideal client you just described above. Below the description of the product/service write out a pain point/problem that this offer solves in the lives of your ideal clients.

OFFER 1

OFFER 2

OFFER 3

Problems & pain points solved by these offers in my business



brand story

Answer these brand story questions to help you better understand what story your brand will tell and how to craft smaller brand stories. Remember, you are talking to your ideal client in your brand story, so the words you use, the way you speak, and specific settings, actions, and things need to be relatable to your ideal client.

Who is the hero in my story, who can I describe to be the main character?

What is their current setting? Where are they situated physically, mentally, and emotionally?

What's the main problem they are facing in life right now? What's the conflict going to be in the story?

What service/product will solve this main problem & conflict situation?

brand story

What is your key offer? What plans are set in place to accomplish a specific problem?

Why would it be absolutely beneficial to work with you?

What would they miss out on if they did not take you up on this offer?

What does life look like after working with you? How can you paint a picture of success?

brand story

Type 1

1) STRUGGLE TO SUCCESS

This type of story is common and is similar to the general one you drafted above by answering the questions.

A story that goes from a low to a high is very inspiring to your customers. This story can be about you or even a customer that you helped. You want to point out the following in the story:

- 1) What place, stage in life, and mentality are you coming from?
- 2) What was the low point, big struggle, or catalyst?
- 3) What was the epiphany? What was the turning point of the story?
- 4) What makes your solution the best, and why is it feasible and credible. How did it work?

1) *Where did I come from*

2) *What was the low-point*

3) *What turned it all around*

4) *Why is my solution the best*

brand story

Type 2

2) WHY IT MATTERS

I strongly believe that every business needs a strong why. That "why" is your driving force and is the reason you started your business, grew it, and maintained it. It's WHY you want to be successful.

This is YOUR driving force but also your customers driving force to care about you and your brand and the reason behind what you do.

Your audience, customers, and clients might be able to relate to your why and this will in-turn help you build a strong brand that emotionally connects with your audience

A few questions to craft out this story are:

1) Why did you start your business

2) Why is it important to you

3) Why do you love what you do and who you work with

4) Why do you believe that what you do matters to your audience

brand story

Type 3

3) INSIDE MY AUDIENCE'S HEAD

The reason for this is:

- + Help your client visualize working with you and the before and after.
- + Help them visualize success
- + Build authority
- + Connect on a very real level with your audience

In this story, you're going to paint a picture for your ideal audience.

This type of brand story helps:

- ✦ Your client visualize working with you and the before and after.
- ✦ Help them visualize success
- ✦ Build authority
- ✦ Connect on a very real level with your audience

You want to mention things like what they might have been busy doing when they realized they struggled with something or how they were feeling before they used your product/service and where they were having this emotion (work, home, school).

This can be a selling type of story where you describe the client, their struggles, and how they going to feel with your help BUT it can also be a review or testimonial story. This is where you can describe a specific person and their exact struggles, how you helped them, and where they are now. You can include a sentence or their entire review in this kind of story.

1) Describe your client at the beginning of their journey with you. How are they feeling?

Provide as much detail as possible above. Use their stressors, struggles, pain points and adjectives that your ideal client will be able to relate directly to.

brand story

Type 3

2) Explain what initiated them to buy your product, how did you cross paths?

Something must have been wrong in order for them to want to buy your product or service. You had/have a direct solution to their needs. Describe the solution you had that made them want to take action and buy from you.

3) What emotions did your client have before working with you

Remember, you do not have to solve the world's problems to make an impact. Your client's emotions could be as small as being frustrated with their coffee tumbler that keeps spilling or as big as being in financial debt and stressed out.

4) What did you do for your client. What actionable and scalable steps happened?

+ Think about how you approached your client and how you let them know you would help them. Describe what you could give them to directly solve thier problem.

brand story

Type 3

5) How was their life improved and what was the direct result of working with you?

Perhaps it is less frustration, more confidence, financial freedom or general comfort from your 100% cotton shirts. There will always be a winning result and you must make it very clear in this story. Elaborate on how this improved their lives.

6) How are your clients/customers feeling now after working with you?

Paint a picture of how your client felt after working with you or using your product. Better yet, you can let the review talk for itself. Make sure you let future customers or clients know how they will feel after working with you!

brand voice

Circle one word in each of the following circles that represents your brand best. You will then put them into a chart to help you understand your brand voice a bit more.

CHARACTER

playful
inspiring
sincere
helpful
casual
caregiver

explorer
reliable
determined
trustworthy
generous
brave

supportive
flexible
witty
modest
ambitious
easygoing

confident
observant
passionate
encouraging
reasonable
hard-working

VALUES

calm
trust
integrity
faith
forgiveness
love

connection
transformation
positivity
helpfulness
hope
mindfulness

respect
self-aware
self-care
consistency
balance
family

optimism
strength
teamwork
reliability
diversity
discipline

tone

personal
honest
direct
clinical
scientific
joyful

positive
silly
proud
respectful
bossy
sarcastic

straightforward
questioning
reflective
passionate
jovial
dreamy

lighthearted
soothing
vibrant
whimsical
bantering
comical

brand voice



complex
savvy
serious
simple
whimsical
authentic

expert
teaching
passionate
insider
jargon-filled
whimsical

supportive
flexible
witty
modest
ambitious
easygoing

In the chart under the heading "characteristic," write down the four circled words. Then in the description box, go into detail. Explain what your brand and business do by representing this word and what it doesn't do.

For example, if you chose "Excitement" under the word "Tone," then you can write, "I want to excite my audience but not come across like I am in their face or over the top."

There is an example chart below.

BRAND VOICE	CHARACTER-ISTIC	DESCRIPTION	DO	DON'T
Character	Confident	I want to be confident but not cocky		
Values	Integrity			
Tone	Passionate			
Language	Simple			

brand voice



BRAND VOICE	CHARACTERISTIC	DESCRIPTION	DO	DON'T
CHARACTER				
VALUE				
TONE				
LANGUAGE				

brand voice summary

FIND YOUR BRAND VOICE

Using the boxes above choose the words that best describe your brand voice for each category and put them in the boxes below.

CHARACTER

TONE

LANGUAGE

PURPOSE & VALUES





Create a perfect color palette

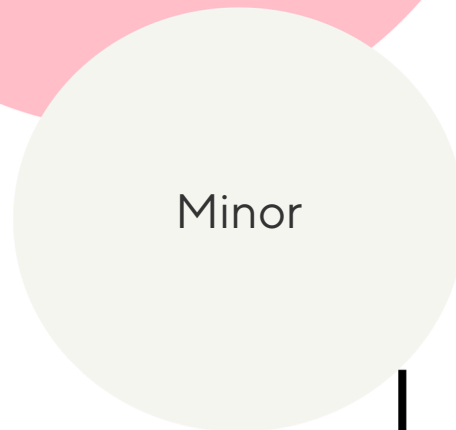
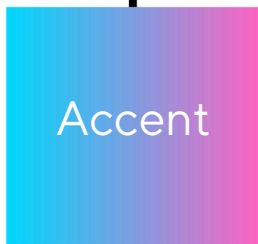
Main color - use to grab attention, highlight information and CTA's

Bold accent color for CTAs, buttons, highlights etc

Light

a light neutral for large backgrounds, text on dark backgrounds

a contrasting complimentary color to the main color



a dark neutral for text, dark backgrounds, CTAs, buttons

Main

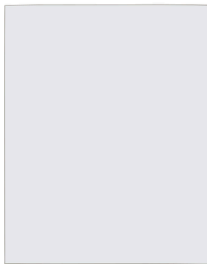
Minor

Dark

color palette inspiration



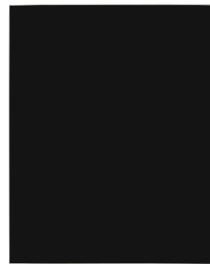
Charcoal Plum



Mist White



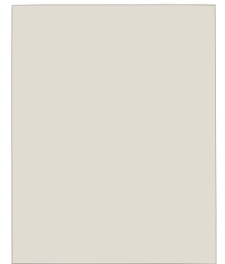
Warm Grey



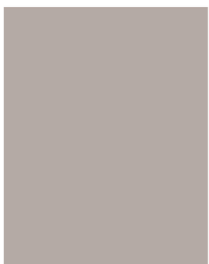
Midnight



Dusty



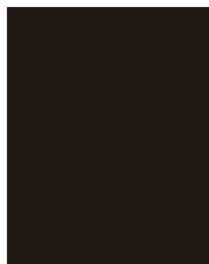
Dreamy Cloud



Grey Tan



Blush Linen



Night Mud



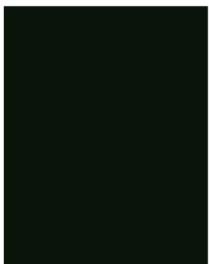
Earh Mud



Tan



Beige Copper



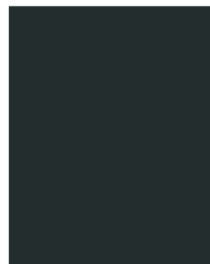
Charcoal



Bright Peach



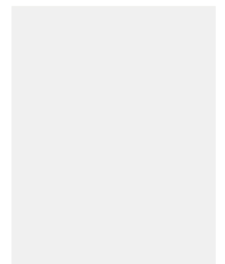
Taupe



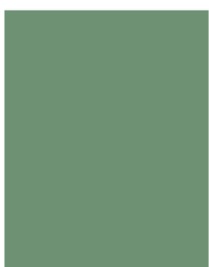
Blue Charcoal



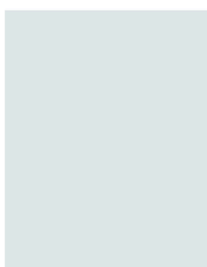
Plum Grey



Ivory



Sage



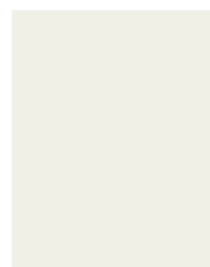
Silvery Grey



Seafoam



Powder blue



Creamy Linen



Slate

color psychology



RED

Positive: ambition, strength, energy, love, passion
Negative: anger, warning, danger, antagonistic



ROYAL BLUE

Positive: calming, reliable, caring
Negative: tense, controlling, depressing



YELLOW

Positive: Joy, positive, intellect
Negative: anger, warning, danger, antagonistic



DARK GREEN

Positive: generosity, hope, luck
Negative: judgemental, envy, materialism



PINK

Positive: feminine, love, romance,
Negative: silly, passive



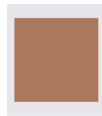
PURPLE

Positive: creativity, magic, luxury, wisdom
Negative: immature, emotional, arrogant, fragile



BLACK

Positive: strength, elegance, power
Negative: fear, grief, unknown, mystery



BROWN

Positive: support, stability, dependable
Negative: boring, timid, predictable



ORANGE

Positive: sunshine, happy, sociable
Negative: ignorance



WHITE

Positive: pureness, innocence, clarity, hope
Negative: empty, bland, cold, boring



TURQUOISE

Positive: peace, empathy, growth
Negative: narcissism, idealistic



GOLD

Positive: compassion, optimism, confidence
Negative: flashy, arrogance, pretentious



SILVER

Positive: modest, practical, classic
Negative: dull



BEIGE

Positive: inviting, trendy, calming
Negative: basic, standard, dull



LIGHT BLUE

Positive: calming, peaceful, clean
Negative: childish



LIGHT GREEN

Positive: hopeful, insightful, safety, stability, harmony
Negative: greed, judgemental



CORAL

Positive: warm, dynamic, invigorating
Negative: flighty, erratic



LAVENDER

Positive: loving, tender, warmhearted, caring
Negative: sluggish, childish, unbothered



TEAL

Positive: sophisticated, spiritual
Negative: envious, feminine



MAGENTA

Positive: understanding, rational
Negative: irritability, depression

brand font palette

CHOOSE YOUR BRAND FONTS

Your font palette plays a key role in establishing a clear content hierarchy. By using varied font styles to break up text, you make it easier for your audience to scan and absorb information more efficiently. Here's how you can style your fonts for maximum impact.

Playfair display — Title Styling

Playfair display italic — *Header Styling*
SUBHEADER FONT STYLING

Agrandir Wide —

Public Sans — Paragraphy Styling. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

DM Serif Display — Title Styling

DM Serif Display Italic — *Header Styling*
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Barlow Condensed —

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Helvetica World — TITLE STYLING

Anonymous Pro — Header Styling

Barlow Condensed — SUBHEADER STYLING

Helvetica World — Paragraphy Styling. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

brand font palette

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email branding

EMAIL HEADER

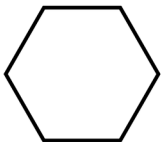
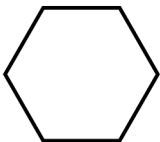
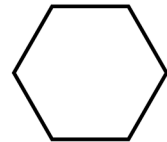
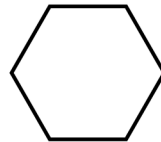
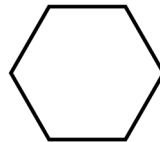
FONTS

HEADING 1

HEADING 2

BODY

COLORS



FOOTER

logo checklist

- ☐ Does my logo clearly represent my brand
- ☐ Does my logo contain no more than 3 colors & 3 fonts
- ☐ Is my logo simple and not too busy with too much going on
- ☐ Do the colors and fonts target my ideal client
- ☐ Is my logo in vector format (It will not pixelate or lose quality when enlarged)
- ☐ Do I have a black and white version, and does it work well (good to have a colored and black & white version of your logo)
- ☐ Is the logo easy to read and understand
- ☐ Will my logo work in thumbnail size
- ☐ Do I have an alternative logo
- ☐ Do I have a submark
- ☐ Are the balance and proportions correct
- ☐ Is it free from very fine detail that will not be seen if it is too small
- ☐ Is this logo evergreen? Will it still be appropriate in 5 years time
- ☐ Does my logo set me apart from my competitors

my logo

COLORS

HEX

CODES:

#

#

#

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FONTS

SHAPES/TEXTURES

IMAGES

**LOGO STYLE (MODERN,
VINTAGE ETC)**

**WHAT FEELINGS DO YOU
WANT YOUR LOGO TO EVOKE**

FINAL DESIGNS

**ALTERNATE
LOGO**

MAIN LOGO

SUBMARK

brand board

LOGO

ALTERNATIVE LOGO



MAIN LOGO



SUB LOGO



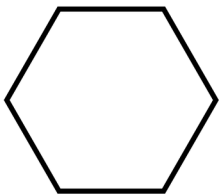
FONTS

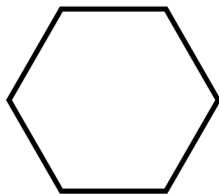
HEADING 1

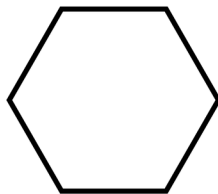
HEADING 2

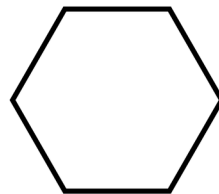
BODY

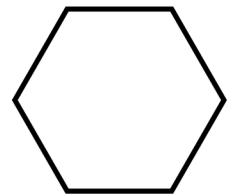
HEX CODES & BRAND COLORS











SOCIAL MEDIA

PATTERNS



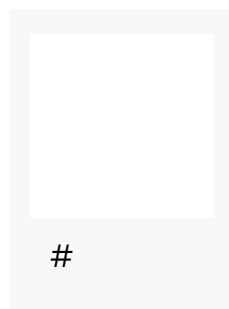
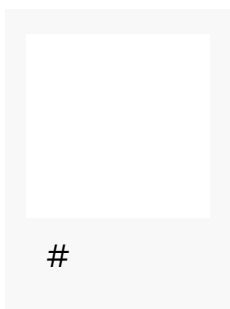
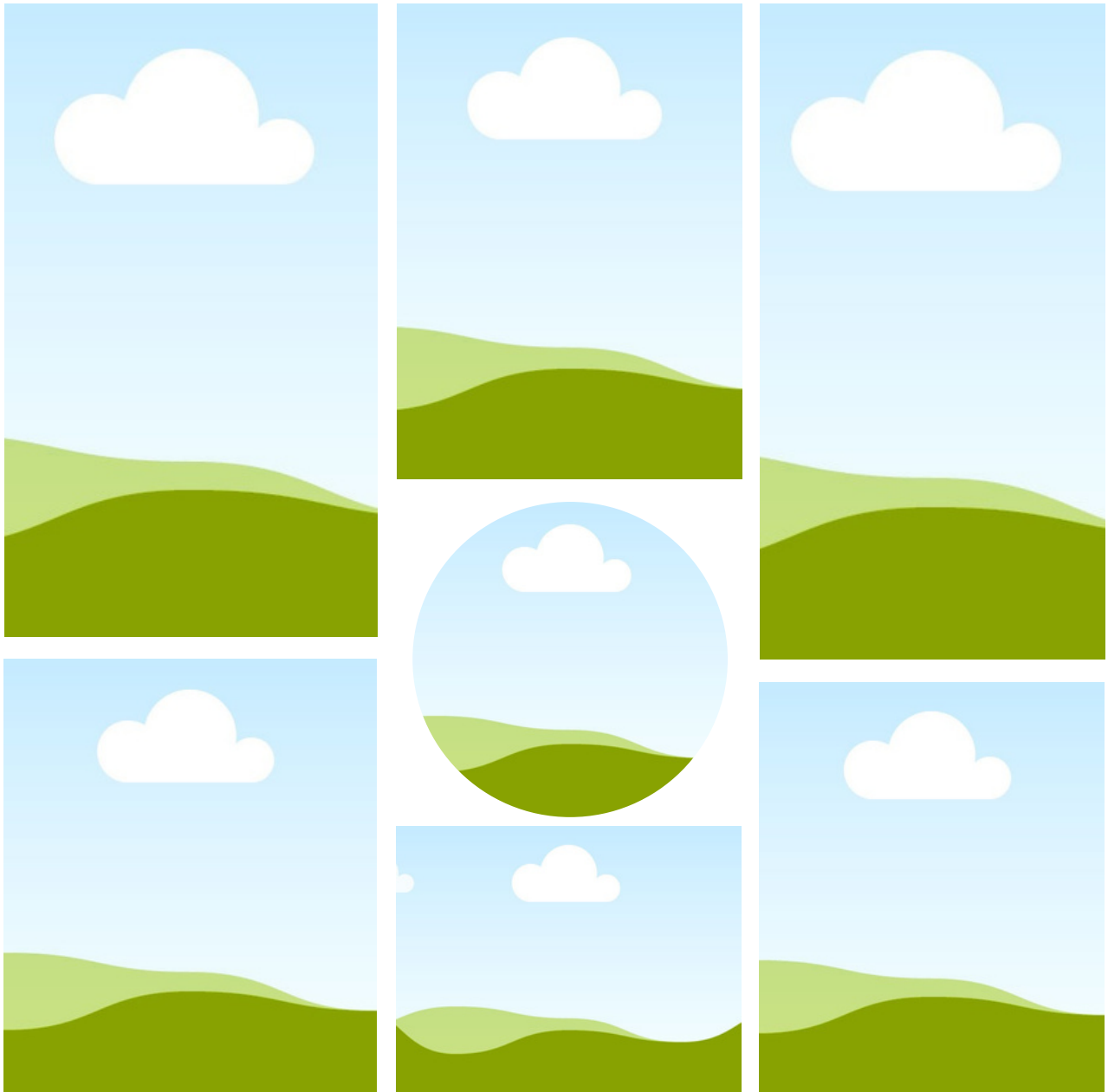
SOCIAL MEDIA ICONS



TEXTURES



mood board



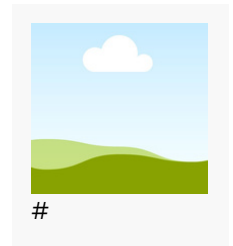
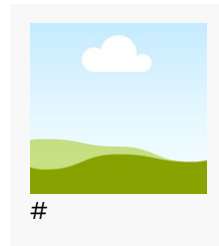
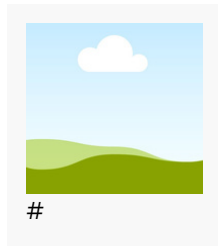
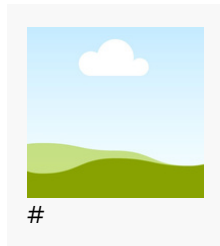
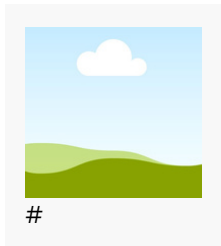
brand board

Business name
tagline or slogan

Logo here

Submarks

Alternate logo's



Typography

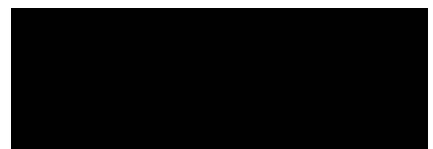
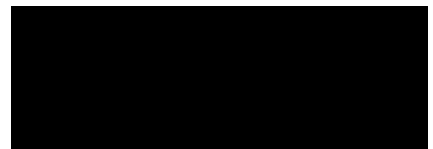
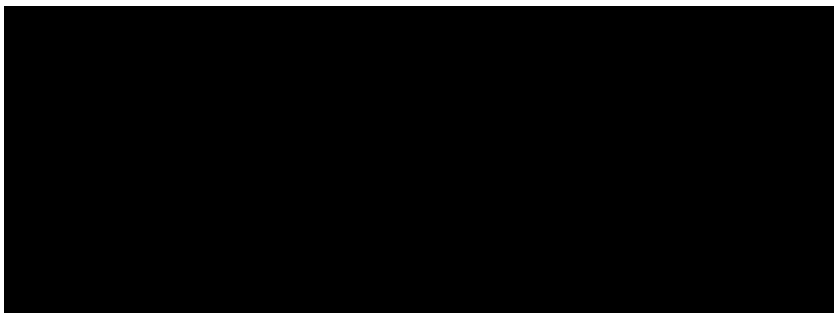
Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Elements



LOGO

tagline or slogan



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Submarks

Alternate logo's

Typography

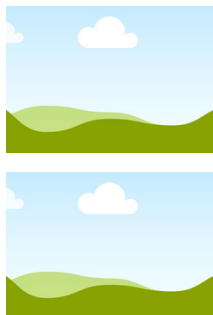
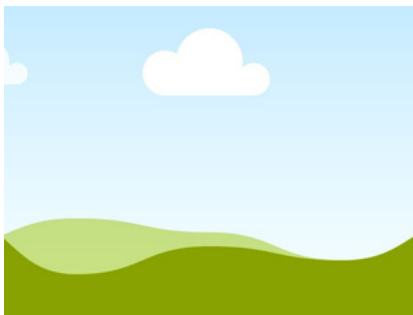
Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Elements & Textures



INSPO

