

THE ULTIMATE BRANDING WORKSHEET

Everything your business needs for cohesive and comprehensive brand guidelines

BUSINESS NAME + TAGLINE

business name: _____

What do you call your business?

What's a one-line sentence or phrase that tells customers what you do?

tagline: _____

LOGO + LOGO VARIATIONS

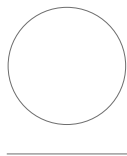
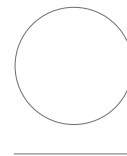
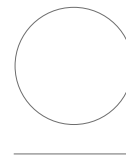
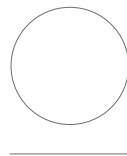
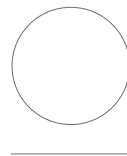
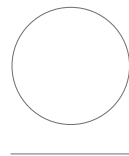
Logo variations may include color variations (full color, all black, all white), composition variations (vertical, horizontal, text-only), and usage variations (print, digital, other).

main logo

logo variations

COLORS

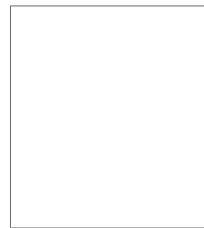
What are the colors you will use to distinguish your brand from others? Include HEX codes and color names.



IMAGERY STYLE

What style of imagery will you use in your marketing materials? Light and airy or moody and saturated? Graphics with heavy texture or clean and simple? You may also include certain textures or graphic elements that you will use.

image examples



notes

FONTS

What fonts or font styles distinguish your brand? Browse Google Fonts to get inspiration!

headings

body

VALUES

What are your business's core values? List them here.

VOICE GUIDELINES

How do you talk about your business?
What keywords distinguish your brand?
What are the core products or services you provide?

keywords or common phrases

core products or services

