

# BRAND DEVELOPMENT GUIDE

*by Blu Design Shop*



**ORGANIZATION NAME:**

**YOUR NAME:**

**PROJECT OVERVIEW**

*Briefly describe project information, goals, measurable objectives.*

# WHAT IS YOUR MISSION?

*Spend some time thinking through and answering the questions below.*

1. Why are you in business?
2. Who is your ideal client?
3. What are the pain points of your ideal client?
4. What do you help your ideal clients achieve?
5. What are the results that clients experience after working with you? Do these results match what you think you're helping your clients achieve?
6. What products and services will you be offering?
7. In 3-4 sentences sum up the answers above creating a concise mission statement.

# WHAT IS YOUR STORY?

1. Everyone has a story of their business journey. What's yours?

# DEFINE YOUR BRAND

*Think through your mission, your products and services and your aesthetic.*

1. List 10 adjectives that describe your business.

2. Choose three words that best describe your visual aesthetic.

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> <i>weird</i>    | <input type="checkbox"/> <i>modern</i>    | <input type="checkbox"/> <i>retro</i>       | <input type="checkbox"/> <i>complex</i>  |
| <input type="checkbox"/> <i>elegant</i>  | <input type="checkbox"/> <i>geometric</i> | <input type="checkbox"/> <i>traditional</i> | <input type="checkbox"/> <i>classic</i>  |
| <input type="checkbox"/> <i>fancy</i>    | <input type="checkbox"/> <i>bold</i>      | <input type="checkbox"/> <i>masculine</i>   | <input type="checkbox"/> <i>eclectic</i> |
| <input type="checkbox"/> <i>fun</i>      | <input type="checkbox"/> <i>airy</i>      | <input type="checkbox"/> <i>dainty</i>      | <input type="checkbox"/> <i>urban</i>    |
| <input type="checkbox"/> <i>polished</i> | <input type="checkbox"/> <i>vintage</i>   | <input type="checkbox"/> <i>playful</i>     | <input type="checkbox"/> <i>bohemian</i> |
| <input type="checkbox"/> <i>precise</i>  | <input type="checkbox"/> <i>rustic</i>    | <input type="checkbox"/> <i>whimsical</i>   | <input type="checkbox"/> <i>refined</i>  |
| <input type="checkbox"/> <i>simple</i>   | <input type="checkbox"/> <i>luxurious</i> | <input type="checkbox"/> <i>practical</i>   | <input type="checkbox"/> <i>casual</i>   |
| <input type="checkbox"/> <i>organic</i>  | <input type="checkbox"/> <i>feminine</i>  | <input type="checkbox"/> <i>colorful</i>    | <input type="checkbox"/> <i>preppy</i>   |
| <input type="checkbox"/> <i>clean</i>    | <input type="checkbox"/> <i>sleek</i>     | <input type="checkbox"/> <i>bright</i>      | <input type="checkbox"/> <i>chic</i>     |

3. Choose three words that do NOT describe your visual aesthetic.

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> <i>weird</i>    | <input type="checkbox"/> <i>modern</i>    | <input type="checkbox"/> <i>retro</i>       | <input type="checkbox"/> <i>complex</i>  |
| <input type="checkbox"/> <i>elegant</i>  | <input type="checkbox"/> <i>geometric</i> | <input type="checkbox"/> <i>traditional</i> | <input type="checkbox"/> <i>classic</i>  |
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| <input type="checkbox"/> <i>fun</i>      | <input type="checkbox"/> <i>airy</i>      | <input type="checkbox"/> <i>dainty</i>      | <input type="checkbox"/> <i>urban</i>    |
| <input type="checkbox"/> <i>polished</i> | <input type="checkbox"/> <i>vintage</i>   | <input type="checkbox"/> <i>playful</i>     | <input type="checkbox"/> <i>bohemian</i> |
| <input type="checkbox"/> <i>precise</i>  | <input type="checkbox"/> <i>rustic</i>    | <input type="checkbox"/> <i>whimsical</i>   | <input type="checkbox"/> <i>refined</i>  |
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| <input type="checkbox"/> <i>organic</i>  | <input type="checkbox"/> <i>feminine</i>  | <input type="checkbox"/> <i>colorful</i>    | <input type="checkbox"/> <i>preppy</i>   |
| <input type="checkbox"/> <i>clean</i>    | <input type="checkbox"/> <i>sleek</i>     | <input type="checkbox"/> <i>bright</i>      | <input type="checkbox"/> <i>chic</i>     |

# DEFINE YOUR BRAND

*(cont...)*

4. Do you have a logo?
5. Do you have a tagline? If so, what is it?
6. Is your visual branding consistent across all marketing channels and materials where your brand is featured (website, business cards, products, advertising, etc)?
7. Do you like visual elements of your brand and/or logo?
8. Does your logo and the visual representation of your brand resonate with you, your message, and your clients?
9. Do you have a specified color palette in mind? If not, any favorite colors?
10. Any favorite textures & patterns?
11. Do you have a detailed inspiration board for your brand?
12. Do you have specified/preferred typefaces? (2-3 at the most)?

# DELIVERABLES NEEDED

*Identify every touchpoint you have with your client or any changes that need to be made to improve that touchpoint.*

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Company Name                | <input type="checkbox"/> Point of Sale Materials  | <input type="checkbox"/> Print Advertisements          |
| <input type="checkbox"/> Fonts                       | <input type="checkbox"/> Package Inserts          | <input type="checkbox"/> Online Advertisements         |
| <input type="checkbox"/> Color Palette               | <input type="checkbox"/> Packaging                | <input type="checkbox"/> Print or Online Surveys       |
| <input type="checkbox"/> Logo                        | <input type="checkbox"/> Special Events & Parties | <input type="checkbox"/> Other Promotional Items       |
| <input type="checkbox"/> Tagline                     | <input type="checkbox"/> Gifts Items              | <input type="checkbox"/> Presentations                 |
| <input type="checkbox"/> Website                     | <input type="checkbox"/> Gift Certificates        | <input type="checkbox"/> Media Kits                    |
| <input type="checkbox"/> Website URL                 | <input type="checkbox"/> Catalogs and E-books     | <input type="checkbox"/> Uniforms & Apparel            |
| <input type="checkbox"/> Blog                        | <input type="checkbox"/> Banner Advertising       | <input type="checkbox"/> Trade Show Booths             |
| <input type="checkbox"/> Email Newsletter            | <input type="checkbox"/> Twitter Page             | <input type="checkbox"/> Product Manuals               |
| <input type="checkbox"/> Email Signature             | <input type="checkbox"/> Facebook Page            | <input type="checkbox"/> Lunchrooms & Lounges          |
| <input type="checkbox"/> Product & Service Names     | <input type="checkbox"/> Flickr Account           | <input type="checkbox"/> Company Signage               |
| <input type="checkbox"/> Collateral Materials        | <input type="checkbox"/> Foursquare Page          | <input type="checkbox"/> Storefronts & Store Interiors |
| <input type="checkbox"/> Business Cards & Letterhead | <input type="checkbox"/> YouTube Channel          | <input type="checkbox"/> Reception Area Signage        |
| <input type="checkbox"/> Thank You Cards             | <input type="checkbox"/> Instagram                | <input type="checkbox"/> Conference & Board Rooms      |
| <input type="checkbox"/> Envelopes                   | <input type="checkbox"/> TikTok                   | <input type="checkbox"/> Building Exterior             |
| <input type="checkbox"/> Promo Brochures & Flyers    | <input type="checkbox"/> Social Media Name        | <input type="checkbox"/> Other                         |
| <input type="checkbox"/> Direct Mailers & Postcards  | <input type="checkbox"/> Social Media Sites       |  |

**Additional Comments/Notes:**