

*BRAND CLARITY
WORKSHEET*



Build a solid brand foundation and feel aligned with your business strategy including your purpose, your unique identity and start attracting your ideal clients!

STEP 1

*Discover your
true self*

*It all starts with **who you are**. People don't buy the products you create, they buy the stories you tell. They are interested in a behind-the-scenes look at your brand culture and vision.*

Why do you do what you do and why does it matter?

What story gives meaning to your business?

STEP 2

*Your target
audience*

*Time to start thinking about **who you want to attract**. Knowing your ideal clients will help you understand how your services align to their needs, and what motivates them to do business with you*

What does your ideal client profile look like? Age, gender, occupation, lifestyle, interests, favorite brands/shops, what do they do in their free time?

What are some of their biggest frustrations & how can your services/products help them?

STEP 3

*Finding your
niche*

*Your niche is all the things that make your business **unique**, that can differentiate you from your competition. It's all the reasons that only your business could be the logical choice for your customers.*

What are the key values that your business stands for? Your voice!

What makes your business unique? Your magic! What makes your approach & what you do different?

STEP 4

*Your spot in
the market*

*By now you've started to gain a good understanding of just what makes your brand brilliant and what you want to be known for. Let's refine that a little further. Where do you want to **position your brand**?*

Who are your competitors? What are their strength & weaknesses? Take a deep look at a few brands that offer the same services/products as you do.

How can you solve what's missing in the market?

BRAND PERSONALITY

Attributes to fit your brand

Cross along the line where your brand fits to describe your brand personality.

Classic	_____	Modern
Mature	_____	Youthful
Feminine	_____	Masculine
Playful	_____	Sophisticated
Economical	_____	Luxury
Geometric	_____	Organic
Abstract	_____	Literal
Bold	_____	Modest

Write down other keywords to describe your personality. (such as Friendly, Spiritual, Imaginative, Healthy, Elegant, Ethical, Rebellious, Bohemian..)

How do you want your brand's visual experience to appear?

Colors	<input type="checkbox"/> bright	<input type="checkbox"/> muted	<input type="checkbox"/> earthy
Typefaces	<input type="checkbox"/> bold	<input type="checkbox"/> minimal	<input type="checkbox"/> decorative
Textures	<input type="checkbox"/> natural	<input type="checkbox"/> silky	<input type="checkbox"/> metallic
Icons	<input type="checkbox"/> realistic	<input type="checkbox"/> cartoony	<input type="checkbox"/> illustrative
Photography	<input type="checkbox"/> still life	<input type="checkbox"/> editorial	<input type="checkbox"/> experimental



Ready to give your brand a life?



By far, you should start to have an idea of what it takes to build a brand that has a character and stands on its own, that it starts with building a solid foundation.

You should be excited that it's starting for you NOW, this is the right moment to take a deep look at your brand and what you stand for before moving forward with your visual identity.

At this point, you can also start to gather some inspiration, not only from Pinterest, but also your surrounding, the streets around you, the magazines you're a fan of.

If you're ready to take an even deeper look at your brand (YES, We have more practice sheets that you might fill, only if you want to :) and kickstart your new brand together, let's connect. We'd love to hear out your story!

xo Miray



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