



Workbook Brand Design Strategy

Brand Purpose

What is the main purpose of creating a new brand?

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Brand Goals

What are the main goals to be achieved from developing a new brand?

Key Points

What are the key points that describe the organisation?

Specialty Services

What are the unique selling points of the organisation and how can these influence the brand? What are the additional specialty services that the organisation offers?

Service offerings

Unique selling points

Aspirations and values

Target Audience

Who are the primary and secondary target audience groups and how will they recognise, interact and respond to the brand?

Primary Audience

Secondary Audience

Tone of Voice

What is the tone of voice that the brand needs to express?

Colour Palette

What are your unique colours that will represent your brand?

Colour Psychology

What colours will reflect the feelings you want to evoke?

Font Selection

What will be the font pairings used to match your brand's personality?

Imagery & Filters

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What type of imagery and filters will be used to represent your brand?

Mood Board

A collection of imagery that reflects the style and tone of the new brand.

Style Guide

What are the elements that you will use in your style guide?