

BRAND INVENTORY

BUSINESS NAME

TAG LINE OR SLOGAN

WHO?

WHO ARE YOU? WHO ARE YOUR CUSTOMERS?

TONE

PERSONALITY & MOOD YOU WANT TO CONVEY.

WHAT?

WHAT BENEFIT DO YOU PROVIDE? HOW DO YOU HELP?

WHY?

WHY DO YOU DO IT? WHAT ARE YOUR VALUES?

IMAGERY

VISUALS THAT REPRESENT WHAT YOU DO.

HOW?

HOW DO YOU WANT YOUR CUSTOMERS TO FEEL?

LOGO IDEAS

COLORS

