

# Branding



# Worksheet

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*Brand is the holistic sum of customers' experiences, composed of visual, tonal and behavioral brand components, many of which are shaped by interaction design.*

(KATE KAPLAN, BRAND IS EXPERIENCE IN DIGITAL AGE)

When you've started out your business, you may have heard that you need a logo. As your business grows, you may realize that your logo is not enough to establish a unique brand identity. In fact, you will find that there is so much more to a brand.



There are several important components, such as tangible (logo, colors, marks, etc) and intangible elements (ie emotions, brand promise, experience, etc.), that make up a recognizable and distinctive brand identity. Developing both tangible and intangible elements starts with knowing who you are and who is your ideal client. We strongly believe that not every client is YOUR client, that's why knowing who you are trying to connect with, will help you cultivate your unique brand communication and identity.

In this worksheet you will find two exercises meant to help you define your brand and business, and describe your ideal client. At the end we present you with a quick checklist of tangible elements: typography, copywriting and images, to help you start the audit of your brand.

The exercises below are created solely for your business growth and development, so our recommendation is to be honest, patient and excited. Why excited? Because you are doing one tremendous service for your own business growth and we're here to cheer you up!

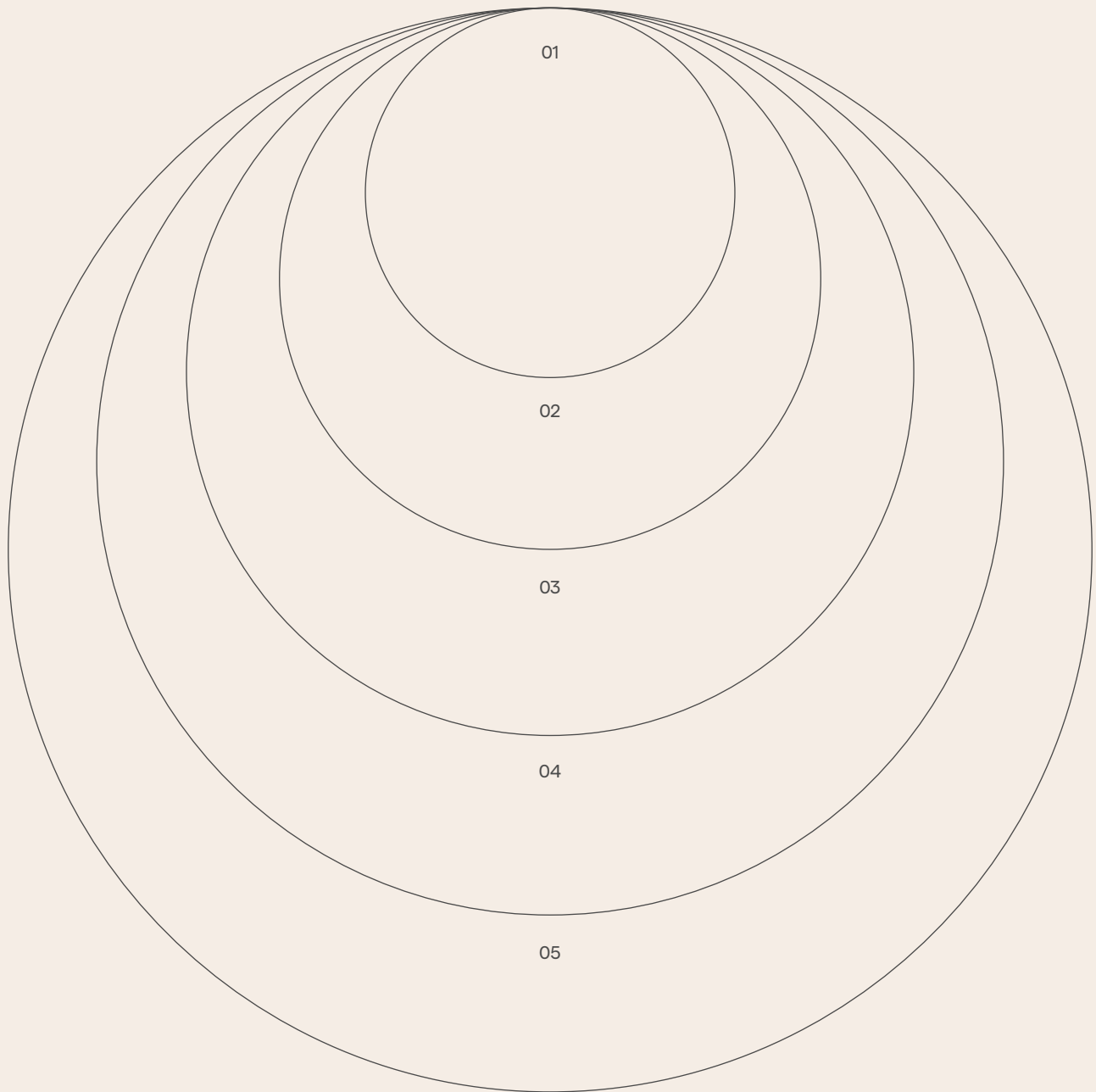
# 01.The Brand Circle

The purpose of the exercise is to outline initial brand audit and create context around it. Your brand does not exist outside of the perception of your clients & potential users/customers.



This exercise will help you understand how your identity carries through from your personal attachment, to the values you intend to portray. It will help you achieve a clear overview of where your brand stands on the market and how you should continue evolving it, and most importantly how to position it.

- **INSTRUCTIONS: PRINT OUT THE NEXT PAGE OR DRAW THE CIRCLE AND YOUR ANSWERS ON A PIECE OF PAPER**



BRAND CIRCLE STRUCTURE

**01. Your Brand Name** - add your business or brand name here.

**02. What you feel about your Brand** - add any personal feelings towards your brand, and adjectives that you believe describe your brand.

**03. How you think your customers feel about your brand** - this can be either your assumptions or real answers you've got from your customers.

**04. Your competitors direct/indirect** - write out brands and businesses who are both direct competitors (ie. same market) and indirect (i.e. same style offer/promise but different market).

**05. What you hope the Brand to fit and be** - describe how you envision for your brand to grow and change in the next 1-3 years).



## 02. Defining your Audience and Brand Experience



Your brand is not just your logo, and your service or product is not the only reason why your users are choosing you. It's the whole experience!

From the very first touchpoint, to the communication, to the way you made them feel throughout the process you worked with them, and even long after. The exercise below will help you define your ideal client, and hence your brand experience.

Whether you are hiring a web designer or trying to DIY your online presence, this exercise will help you understand who is your client and how to visually communicate with them. As your brand matures, this exercise is best recommended every couple of years, when you feel you are no longer booking your envisioned ideal client.

**1. What is one aspect about your business/brand that you are confident, that your clients compliment you on often?**

**2. How has your brand and business changed in the last 3 years or less?**

**3. Where have you exceeded in client interaction and where have you failed?**

**4. Describe your average client. Who are they? What are their hobbies, education, background, etc.**

|  |  |
|--|--|
| 5. Describe your current ideal client, their hobbies, education, background? | 6. Describe the current ideal client's experience from the moment they'd connect with you to delivery? |
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| 8. What do your clients care about in general? |
|  |

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|---|
| 9. What do they care about specifically related to [insert your service/product]? |
|   |

|   |
|---|
| 10. What are 5 adjectives you would like people to associate with your brand? |
|   |



## 03. Checklist: Tangible Brand Elements. An audit.



Once you go through exercise #1 and #2 and you have a more defined vision of your brand and ideal client, it's time to look into your visual Brand touchpoints.

# TYPOGRAPHY

As we use words to communicate - typography is everywhere. Typography can elevate or crush your branding.

The fonts I use on my site are supportive of my brand logo, they don't conflict with what my brand logo is portraying.

The fonts I use are consistent, and there is one unique style that carries through all of my site pages, my social media, stationery, etc.

The fonts that I use are professional and connect with my ideal client.

The fonts I use are structured in a clear hierarchy of headings, subheadings, meta/categories, body font and quote (optional). It is clear which words are more important, and perceiving information on my site is easy because of this hierarchy.

## Resources:

[10+ FONT COMBINATIONS TO ROCK YOUR SQUARESPACE SITE](#)



# IMAGERY

Less is more. Don't show images that you don't want to shoot in the future. Use your Portfolio intentionally to show your clients what they can expect from you creatively, editing wise, etc.

Images I'm showing are consistent in style and editing.

Images I'm showing reflect the type of work I want to get booked for.

Images I'm showcasing on my website are inline with what my ideal clients want to receive.

By just looking at my images a potential client can perceive what kind of work I'm doing and describe it with my preferred adjectives.

I have different format/composition images that meet my website's needs, ie. full bleed images, background images, etc.

## Resources:

[HOW TO CURATE YOUR PHOTOGRAPHY WEBSITE - BY MASTIN LABS](#)



[PEXELS - IF YOU DON'T HAVE THE WORK YET.](#)



# COPYWRITING

Good typography will fail where words are not intentional and clear. Your written communication should speak to your ideal client and feel familiar. It should also be easy and simple to understand. Your clients and users should not struggle to know who you are, what you do, what are the benefits to them and what they should do next to hire you.

The words I use to communicate on my website are professional, yet highlight my personality.

My ideal client feels comfortable and can relate when reading messaging on my website.

My services are described in a clear and easy to understand way.

It is clearly stated what I offer on my website and what are the benefits of my service/product.

There is a clear and easy to find call to action on my website, so any user knows what to do first in order to hire me.

## Resources:

[LISTEN PODCAST - BRIAN SCHINDLER | HOW TO WRITE COMPELLING COPY FOR YOUR WEBSITE - FLOINSIDER](#)



# Results:

- **4-5 checked answers per each chapter.**

You're rocking it! Keep doing what you do. Don't forget to get back to this worksheet once you feel your business has grown or requires to pivot.

- **Average 3 checked answers per each chapter.**

You're heading into the right direction. Dedicate time to review what you can do to improve your visual communication. Consider a spring cleaning of your portfolio, checking out better font combinations, and enlisting a friend or hiring a copywriter to help you with your written communication.

- **1-3 checked answers per each chapter.**

It's a great start of a great adventure! We hope this worksheet will help you and your brand growth.

# Conclusion

Great Job! Today you are a step closer to creating a strong Brand identity, to offering a memorable Brand experience to your users and to standing out of the crowd.

Now that you have a better understanding of who you are as a brand and who is your ideal client, you can curate your visual communication in a more intentional way, while also staying true to yourself. Remember that your brand is much more than just your logo. Invest in your tangible and intangible brand elements to cultivate a wholesome and distinctive brand experience.

**Lastly, don't forget - your Brand is unique, because YOU are one of a kind, and your story is worth sharing. Go for it!**

SQUAREMUSE

We cannot wait to hear about your brand journey. Drop us a message or tag us and tell us all about how you rocked this worksheet.

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