Brand Identity



Brand Identity Worksheet

Questions and prompts designed to help you develop and refine your brand identity.

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Brand Identity Worksheet for Portrait Photographers

This worksheet can serve as a starting point for developing your brand identity. Take your time to think through each section and jot down your thoughts.

Core Values & Mission

- What are the core values that your brand stands for?
- What is your brand's mission statement? What purpose does your brand serve?

Target Audience

- Who is your ideal customer or client?
- What are their demographics (age, gender, location, etc.)?
- What are their interests, needs, and pain points?

Brand Personality

- If your brand were a person, how would you describe its personality?
- What tone of voice does your brand use? (e.g., professional, casual, playful)

Visual Identity

- What colors represent your brand? Why?
- Are there any symbols or icons associated with your brand?
- Describe your ideal logo. What feelings or messages should it convey?

Brand Differentiators

- What makes your brand unique from competitors?
- What is your brand's unique selling proposition (USP)?

Brand Promise

- What can customers always expect when they interact with your brand?
- How do you want customers to feel after interacting with your brand?

Brand Touchpoints

- Where will customers interact with your brand? (e.g., website, social media, email)
- How does your brand ensure consistency across all touchpoints?

Brand Story

- What is the story behind your brand's inception?
- Are there any key milestones in your brand's history?

Feedback

- How will you gather feedback about your brand from customers?
- How will you make use of that feedback?

Competitor Analysis

- Who are your main competitors?
- What are the strengths and weaknesses of these competitors? How does your brand compare?

Positioning Statement

- Craft a concise statement that encapsulates what your brand stands for, who it serves, and how it's different.

Tagline

- If your brand had a tagline (similar to a slogan), what would it be?

Content Strategy

- What type of content will your brand produce? (e.g., blog posts, social media posts)
- How will this content reinforce your brand identity?

Community & Engagement

- How will your brand engage with its community?
- Are there any partnerships or collaborations that can enhance your brand's identity?

Future Goals & Aspirations

- Where do you see your brand in the next year? The next five years?
- Are there any new products, services, or expansions on the horizon?

Next...

Review your answers and use them as a foundation to build your brand identity (this is helpful pre-work if you hire a brand identity specialist). Remember that a brand is not static; it can evolve over time. Be open to adapting and refining your brand identity as your business grows.