

BRAND IDENTITY GUIDE

Every great brand refresh starts with revisiting the basics.

Who are your **customers**?

How would you describe a typical customer of your organisation? (Age, interests, gender, location, need for product / service etc)

What is your company's **vision**?

What does your business want to be doing in the future?

What is your company's **strategy**?

How will your company reach their desired future state?

Who are your **competitors**?

List the top five competitors in your industry.

What is your company's **mission**?

What is the purpose of your organisation?

What is your company's **values**?

What is your company's guiding principles in how they do business?

Who are your **employees**?

How would you describe a typical employee at your organisation? (Age, interests, gender, location, etc.)

What is your brand **personality**?

Does your brand have an external personality? Often shown through tone of voice.

What are **characteristics of your brand**?

What builds your brands look and feel? Are there any foundational assets of your brand? A shape, a colour, a jingle, a mascot?

Where to
from here?

