

ask yourself...

What are my	brand's	personality	y traits?
	,		,

Masculine or feminine? Complex or simple? Obvious or subtle? Young or mature? Luxury or economical? Serious or playful? Loud or quiet? Classic or modern?

What does my company stand for?

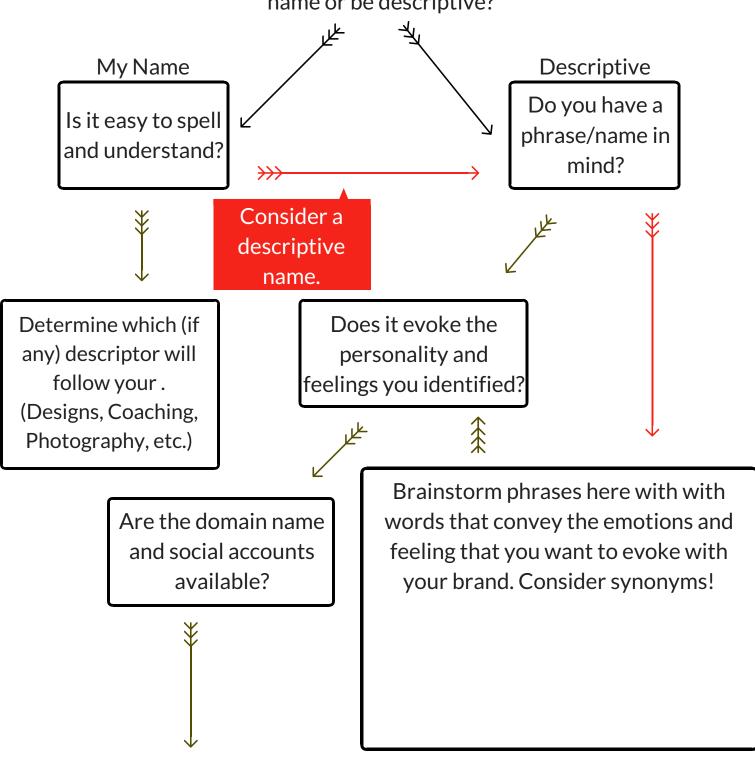
What solutions do I provide?

What makes me different? Why will people buy from me?

ask yourself		
When people interact with my brand, I want them to feel		
I value		
i value		
Brands that I follow and am attracted to are		
What do I like about those brands that I could incorporate?		

then... choose a name

Will your business name include your name or be descriptive?



my business name:

finally...

Will you use a symbol or a font-based logo? What symbols represent your brand name?

Choose a color scheme with a minimum of 3 colors.

What fonts will you incorporate into your brand? Choose a serif and sans serif font at a minimum.

Are there any graphic elements other than your logo to consider? (icons, textures, etc.)