



Branding Design Guide

ask yourself...

What are my brand's personality 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...

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 Name

Is it easy to spell and understand?

Descriptive

Do you have a phrase/name in mind?



Consider a descriptive name.

Determine which (if any) descriptor will follow your .
(Designs, Coaching, Photography, etc.)

Does it evoke the personality and feelings you identified?

Are the domain name and social accounts available?

Brainstorm phrases here with words that convey the emotions and feeling that you want to evoke with your brand. Consider synonyms!

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.)