

SHAPE YOUR BRAND

1. What needs to be designed?

- Logo
- Packaging
- Event
- Website
- App
- _____

2. Strategic Context

About the company:

The ideal target group:

Competition:

3. Brand Identity

Mission/Vision:

Brand Values

4. What makes you special?

Describe your USP:

5. Brand Personality

- | | |
|-------------|---------------|
| Friendly | Authoritative |
| Progressive | Traditional |
| Playful | Minimal |
| Humorous | Serious |
| Bold | Subtle |
| Established | Young |
| Niche | Mass |

6. Others

What's important to know to go further:
