

# BRAND STYLE

*Workbook*



## Questionnaire

What is your company name?

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What does your company do?

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Create a mission statement:

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Who's your target audience?

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## Questionnaire

List 12 adjectives that describe your brand:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

What are your short term goals? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are your long-term goals? \_\_\_\_\_

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\_\_\_\_\_

## Questionnaire

How does your brand sound or what's your brand's tone of voice?

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Who are your competitors?

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What sets you apart from your competitors?

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## Persona



### Profile:

Name: \_\_\_\_\_

Education: \_\_\_\_\_

Title: \_\_\_\_\_

### Skills:

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### Goals:

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### Social media:

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### Hobbies:

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## Persona



### Profile:

Name: \_\_\_\_\_

Education: \_\_\_\_\_

Title: \_\_\_\_\_

### Skills:

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### Goals:

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### Social media:

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### Hobbies:

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Persona



Profile:

Name: \_\_\_\_\_

Education: \_\_\_\_\_

Title: \_\_\_\_\_

Skills:

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Goals:

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Social media:

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Hobbies:

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## Type & Logo & Color

Font ideas:

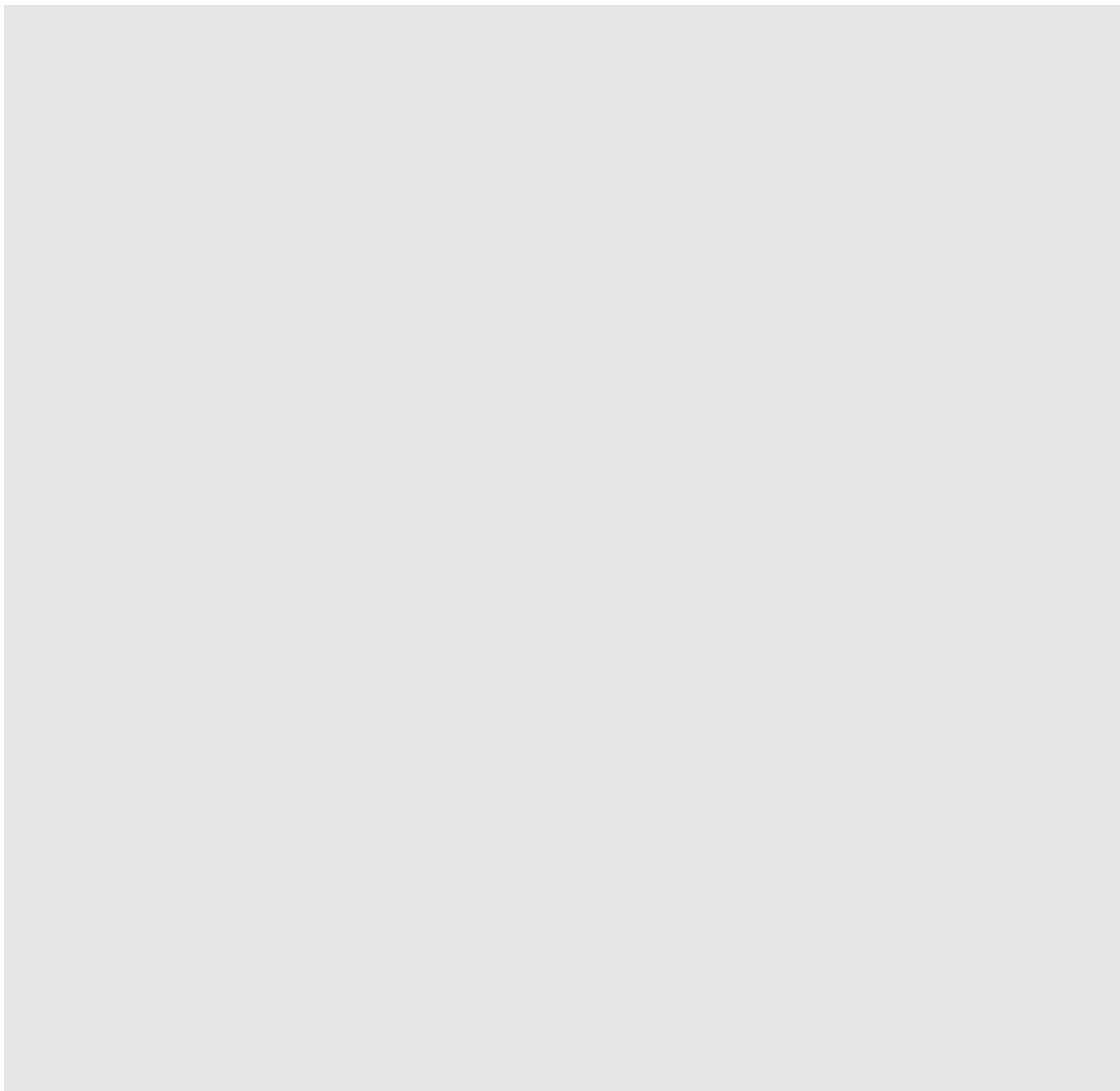

Logo ideas:

[illegible]

Color ideas:




*Notes*



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## STILL NEED HELP?

If you're still having problems creating your brand, then feel free to book a strategy call with me.

During these free 20-minute calls, you can ask me questions about what you're having trouble with.

Even if you don't need my services, you walk away with tips catered to your needs.

Sometimes you just need to bounce ideas off of someone.

[BOOK YOUR FREE CALL HERE](#)

Keep in Touch



paigon@natashalanedesignco.com



Paigon Davis



@paigondavis



@paigondavis



@natashalanedesign



@paigondavis



@paigondavis