Brand Identity Package Worksheet

Name

Name of Client/Business

Brief description of what your business does.

Please list some adjectives that you would like potential customers of your business to think of when they think of you (eg, energetic, elegant, warm, smart, etc.)

What are some symbols that you might associate with the above-listed adjectives? (eg, hammer, bulldog, daisy, fleur-de-lis, triangle, etc.)

Who is your ideal customer/client? Be as specific as possible.