FREE WORKSHEET

One-Page Brand Basics Worksheet

Pin down your voice, look, and promise in about twenty minutes.

Fill this in by hand or on screen. Short answers are best. You can always refine them later.

1. Who you're for

My best customer is _____

They come to me when _____

2. Your promise

We help [who] **get** [what] **so they can** [feel or do what].

Example: We help busy neighbors get fresh bread without a trip across town, so dinner feels easy.

_____

_____

3. Your voice

Three words that describe how we sound: _____

We sound like _____

We never sound like _____

4. Words we use and words we avoid

Use: _____ **Avoid:** _____

_____ _____

5. Your look

Colors (2–3, with color codes): _____

Fonts – headlines: _____

Fonts – body text: _____

Where my logo files are saved: _____

6. Where my brand shows up

- [ ] Sign and storefront
- [ ] Website
- [ ] Google Business Profile
- [ ] Social media
- [ ] Receipts and packaging
- [ ] Emails, flyers, and menus

7. Gut check

- [ ] Would a stranger understand what we do within five seconds?
- [ ] Does it sound like us, in the same voice everywhere?
- [ ] Does it look the same everywhere?

Want a hand with this?

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