Brand Strategy Worksheet

This worksheet helps clarify your brand's core identity, audience, and positioning. Complete this before starting any design work to ensure your visual identity aligns with your strategic goals.

Brand Basics:

Brand/Company Name:

_____

_____

What does your brand do (in one clear sentence)?

_____

_____

What problem do you solve for your customers?

_____

_____

_____

Target Audience:

Primary audience (age, profession, demographics):

_____

_____

Secondary audience:

_____

_____

Common Brand Strategies to Avoid

- Trying to appeal to everyone instead of focusing on your ideal customer
- Choosing visual elements before defining your strategic foundation
- Copying competitors instead of highlighting what makes you different
- Using vague language like "quality" or "excellent service" without specifics

The Brand Clarity Test

- Can you describe what you do in one sentence without jargon?
- Would a stranger understand your unique value in 10 seconds?
- Can your team consistently explain what makes you different?

If the answer is "no" to any of these, refine your positioning before moving forward

Strategy Before Design: Why It Matters

- Your logo doesn't create your brand - your strategy does
- Visual identity should communicate your positioning, not define it
- Changing strategy after design wastes time and money
- Strong strategy makes design decisions clear and purposeful

What does your audience value most? (e.g. quality, speed, affordability, sustainability)

_____

_____

Brand Personality:

If your brand were a person, how would you describe them? (Use 3-5 adjectives - professional, playful, etc.)

_____

What tone should your brand voice have:

☐ Formal ☐ Casual ☐ Friendly ☐ Professional ☐ Humorous ☐ Inspiring

☐ Educational ☐ Bold ☐ Other (describe): _____

Positioning & Differentiation:

What makes you different from competitors?

_____

_____

Your top 3 competitors:

_____

Your unique advantage:

_____

_____

Brand Values and Mission:

What are your core brand values? (List 3-5 values)

_____

_____

Brand mission statement (What is your purpose beyond profit?):

_____

_____

Visual Direction (Initial Thoughts):

Visual style preferences:

☐ Minimalist ☐ Bold/vibrant ☐ Classic/Traditional ☐ Modern/Sleek ☐ Playful/Fun

☐ Luxury/Premium ☐ Organic/Natural

Colors that resonate with your brand:

_____

Colors to avoid:

_____

Brands your admire (any industry) and why:

_____

_____

Brand Success Goals:

What does success look like for this branding project?

_____

_____

_____

Ready to Take the Next Step? Let's Talk.

We'll help you take this foundation and turn it into a complete strategy for success. Visit CortexCreative.studio today to get in touch or email us at hello@cortexcreative.studio.

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