



Branding 101

Designing Your Brand Identity

Daley Progress Inc.

daleyprogress.com

Target Market Definition

Demographics

Age

Gender

Income Level

Family Situation

Location

Other

Psychographics

Worries

Fears

Self-Image

Attitudes

Problems

Shopping Habits

What other brands do they use?

Savers or Impulsive Shoppers?

Big Spenders or Cautious?

Other

Hopes

What products would they like to see?

How are companies failing to meet their needs?

Other

Define Your Brand

Think about what your brand really encompasses, and how you can present it to your prospective clients – your ‘secret sauce’.

What do you do?

What do you really do (in other words, what is the benefit to your customers)?

What makes you different?

What do you do better than the competition?

What parts of the market do you speak to that your competitors don't?

What parts of the market would you like to speak to that your competitors don't?

What do your customers or clients think about you?

What are the goals of your business?

Your Unique Value Proposition



Design Your Logo

List logos you've seen and liked. Why did you like them?

| Logo (Company) | Colours | Fonts | Why Like |
|----------------|---------|-------|----------|
| | | | |
| | | | |
| | | | |
| | | | |

What elements would you like to incorporate into your logo? How are they relevant?

| | |
|-----------------------|--|
| Colours | |
| Fonts | |
| Images / Icons | |
| Words | |

Your Identity System

List all of the items you will need to have prepared.

| | |
|--|--|
| Logo variations (e.g. on black/white background, different orientations) | |
| Tagline(s) | |
| Branded templates required for print (e.g. letterhead, cover pages, business cards) | |
| Branded templates required for online (e.g. social media profiles, blog, email signature, newsletter) | |