

# BRAND IDENTITY

# BUILDER

# worksheet

*Brand basics to build your brand identity*



**Sample.** Pairing fonts and simple graphics are professional and legible.

**lowercase serif**  
**BOLD ALL CAPS**  
*half-size loose handwritten style*



**1 Keep it simple.** Think of all the marketing pieces you will use your identity on. Keeping your logo simple will help highlight and compliment your products, services, social or marketing so the focus is on what really matters and distractions like a busy logo are minimal.

**Potential logo elements...** \_\_\_\_\_

\_\_\_\_\_

**2 Contrast.** Consider using more than one font in your logo and make sure they are contrasting but complimentary, it offers dynamic visual interest.

**Fonts I like...** \_\_\_\_\_

\_\_\_\_\_

**3 Colour.** Research the colours you want to use to see if they match the clientele you're trying to attract. **Pro tip!** Always make sure your logo works well in solid black and solid white.

**Colours to research...** \_\_\_\_\_

\_\_\_\_\_

**4 Variations.** Give yourself options to use your logo on different pieces; horizontal, circle, patterns, text-only etc.

**Variations I want/need...** \_\_\_\_\_

\_\_\_\_\_