

# YOUR BRAND THINKIN' KIT

Laura  
WHITEHOUSE  
MIGHTY FINE DESIGN

## WHO ARE YOU?

I help \_\_\_\_\_ to  
Who do you help?

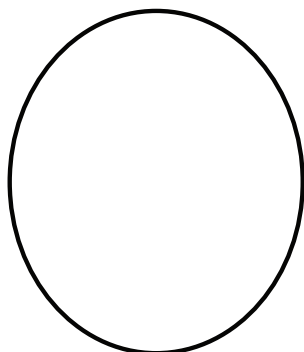
\_\_\_\_\_ by  
What do you help others to do?

\_\_\_\_\_ so that they  
What do you do for them?

\_\_\_\_\_ What do they achieve with your input?

## WHO'S IT FOR?

Draw and make notes about  
your fictional ideal client here.



NAME: \_\_\_\_\_

AGE: \_\_\_\_\_

## THE WARM & FUZZIES

Circle five things you'd like people to think of when  
people come across your brand - or write your own.

MODERN    SOPHISTICATED    INNOVATIVE

CLASSIC    PLAYFUL    SERIOUS

BOLD    LIGHT    FRIENDLY    ORGANIC

LUXURY    CREATIVE    QUALITY

CLEAN    SPORTY    EDUCATED

DOWN TO EARTH    PERSONABLE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

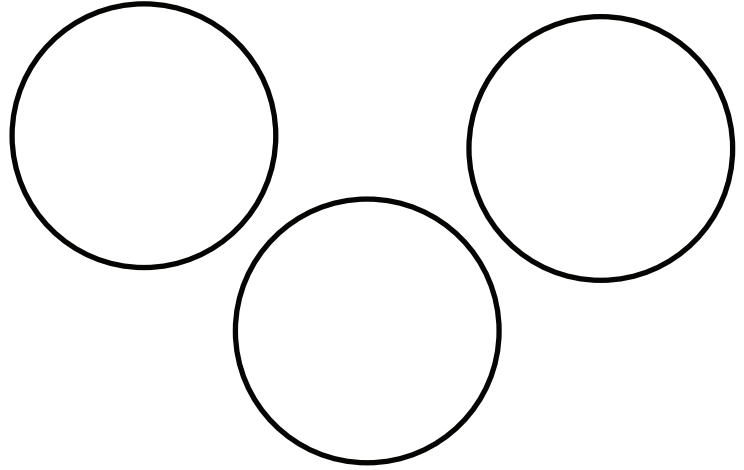
## WHY YOU?

What's unique about you or your business that makes people want to work with **you**?  
Psst...be as boastful as you can!



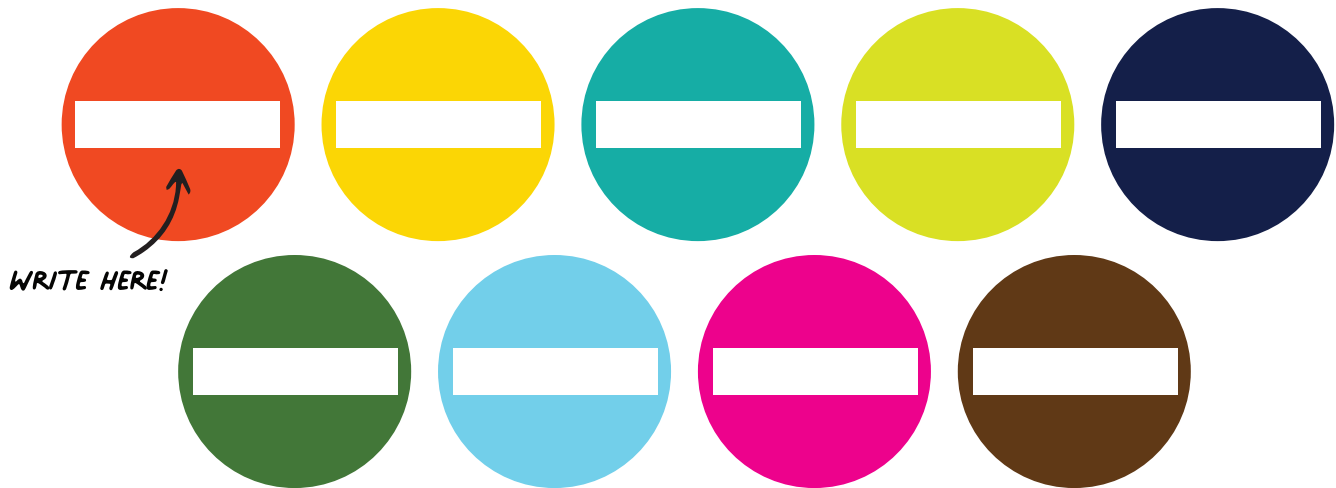
## ICONIC

Draw three things associated with what you do (then see next bottom of the next page - don't cheat!)



## COLOUR ME INTRIGUED

How do these colours make you feel? Are there any that stand out to you as a feeling you'd like prospective clients to experience?



## INSPIRATION

Name three brands you admire - and why.

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## HOT COMPETITION

Write down three other businesses you encounter most often when looking for work - and make sure to stay far away from how they look!

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# WHAT'S IN A BRAND?

Let's eat that elephant one bite at a time. If you're DIY'ing your brand, write a number next to how important everything is to you. And then get started with number one!

- ☐ LOGO (FOR WEB)
- ☐ LOGO (FOR PRINT)
- ☐ LOGO (BLACK & WHITE)
- ☐ SIMPLE ICON / MARQUE
- ☐ COLOUR PALETTE
- ☐ FONTS
- ☐ SOCIAL TEMPLATES
- ☐ TONE OF VOICE
- ☐ EMAIL SIGNATURE
- ☐ WEBSITE

## RESOURCES

Some handy websites to get you started.

### To get inspired

[visualjournal.it](http://visualjournal.it)   [brandarchive.xyz](http://brandarchive.xyz)   [pinterest.co.uk](http://pinterest.co.uk)

### To generate colour palettes (and see them in action)

[colors.co](http://colors.co)

P.s. Use the 'Tools' button top right to check contrast and see the palette visualiser

### To start meddling around with fonts, icons, and social posts

[www.canva.com](http://www.canva.com)

### For great free fonts

Google Fonts can be downloaded and added into all sorts

### To get inspired by font pairings

[www.fontpair.co/fonts](http://www.fontpair.co/fonts)

### To find free photos

[www.unsplash.com](http://www.unsplash.com)

Please just no men shaking hands across a table!

### A great email signature maker

[www.hubspot.com/email-signature-generator](http://www.hubspot.com/email-signature-generator) OR

[www.honeybook.com/email-signature](http://www.honeybook.com/email-signature)

### For simple websites (that you can make yourself)

[www.squarespace.com](http://www.squarespace.com)

### To edit photos you've taken yourself

Download the Adobe Lightroom CC app

I'm peddling myself here - but I've got lots of (FREE) blog posts on branding to get you going.

[www.mightyfinedesign.org/blog](http://www.mightyfinedesign.org/blog)

ANY QUESTIONS?  
DM ME!

