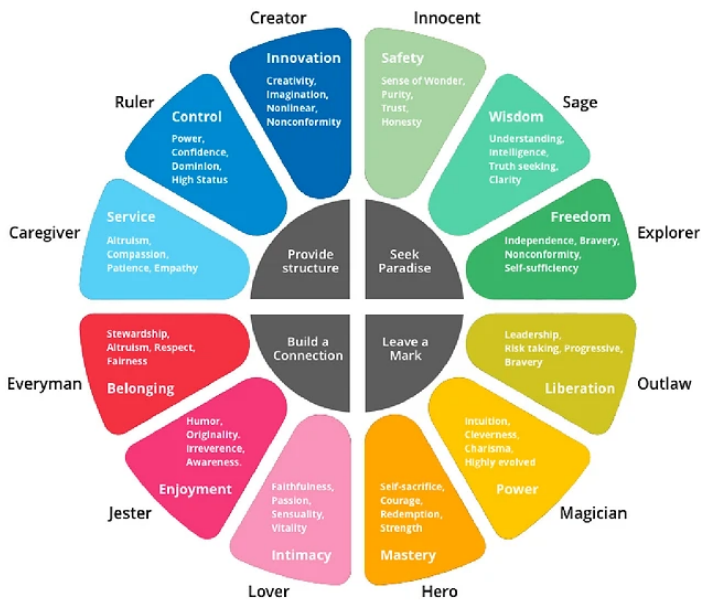


DEFINING YOUR BRAND



01 | Brand Archetype Chart

Using the chart determine 1-2 archetypes that resonate with your brand. You can also google "brand archetypes" for full descriptions.

02 | Business Goals

Why did you start your business? What are your top three business goals? What is your dream for your business?

04 | Values & Tone

What does your brand value? Think about how this relates to your brand archetype. What is your brand's tone of voice?

03 | Brand Purpose & Target Audience

Who is your business helping? Who is your consumer? It can't be everyone. What is your purpose? What makes you different?

05 | Brand Style

What brands do you think have beautiful design? Describe your ideal brand style. How does this relate to your target audience?

