



Brand Identity Toolkit



***Caution:** Entering the toolkit in a browser will not provide an option to save your work. Instead, kindly download the PDF version and save it as you progress.

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Welcome to the ultimate toolkit for your brand identity. Our templates, exercises, and checklists aid in designing a stunning identity that stands out against competition, effectively engages with customers, and truly reflects the essence of your brand.

With step-by-step instructions and expert insights, you'll be well on your way to building a brand that sets you apart from the competition. Don't dive in blindly – let our [Guide to Build a Brand](#) lead the way!

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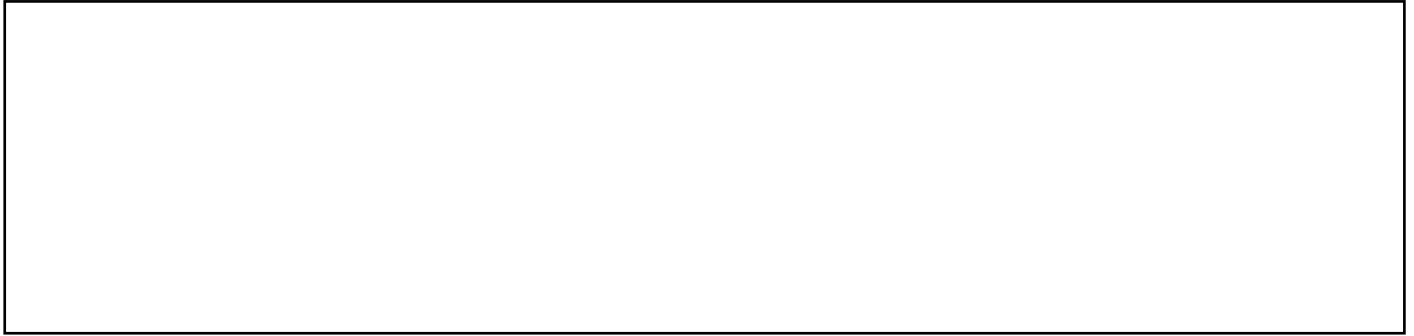


Brand Audit Template

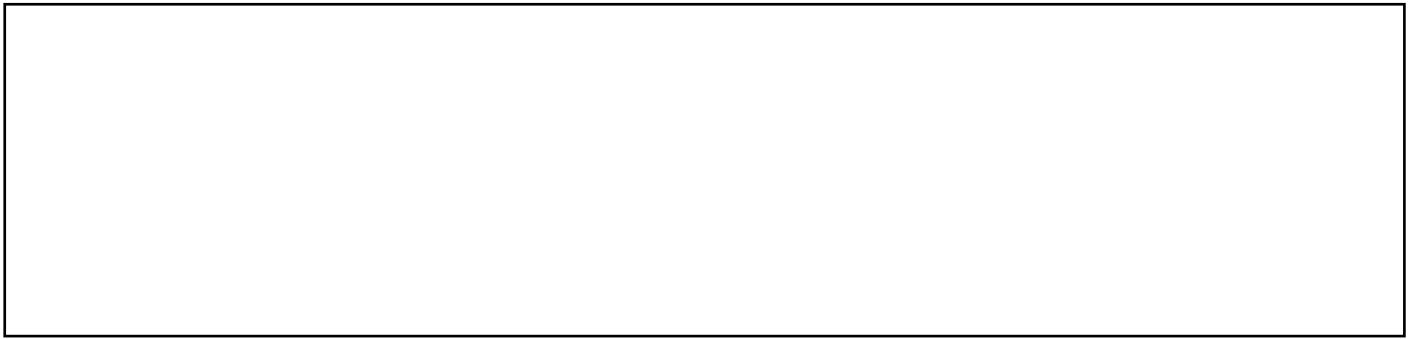
Take a moment to answer these questions and evaluate your current brand, to create a brand identity that aligns with your goals and aspirations.

For more guidance, see our [How to Complete a Brand Audit](#).

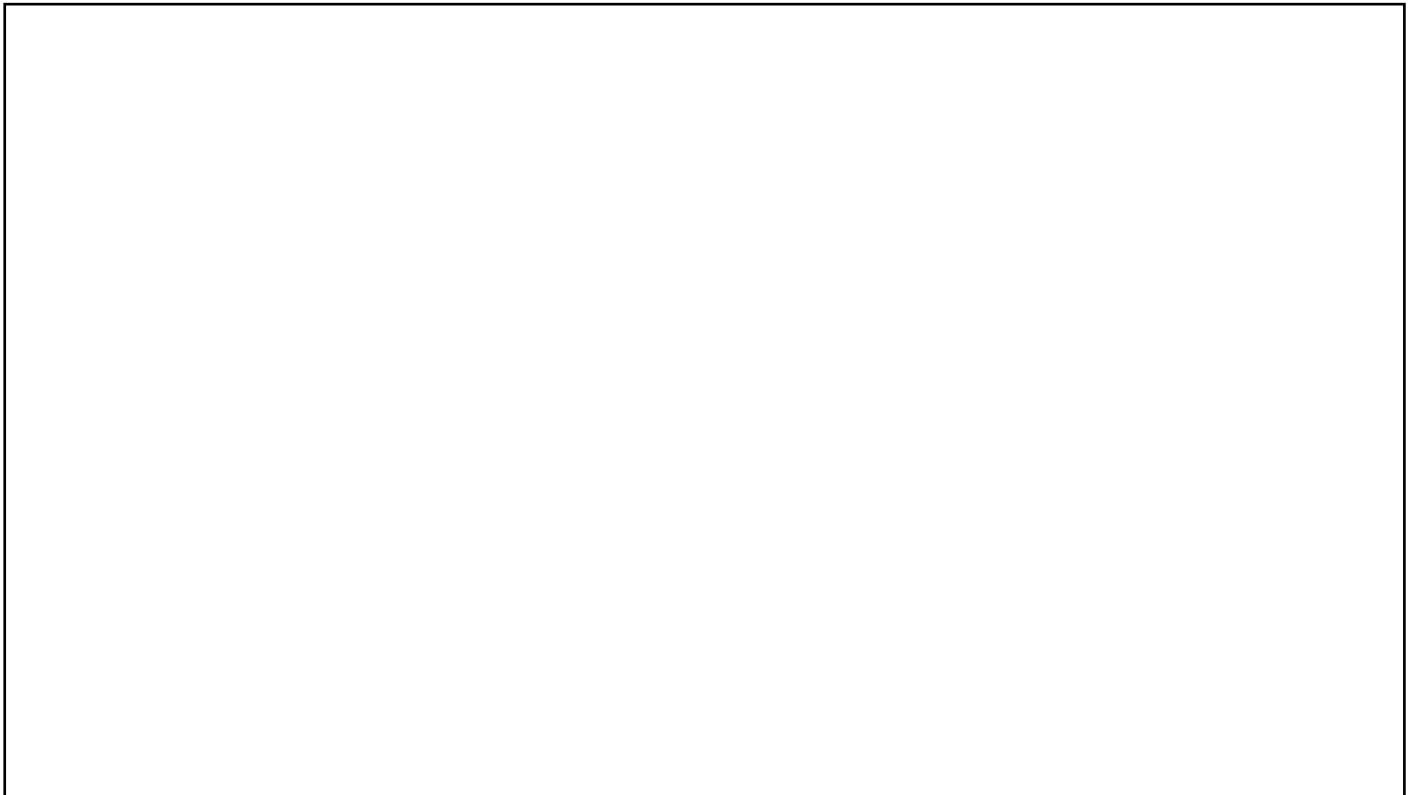
Competition Who are your target personas?

A large, empty rectangular box with a black border, intended for writing the answer to the question 'Who are your target personas?'.

Key differentiators What makes you different/better than your competition?

A large, empty rectangular box with a black border, intended for writing the answer to the question 'What makes you different/better than your competition?'.

Brand personality How do you describe your brand?

A large, empty rectangular box with a black border, intended for writing the answer to the question 'How do you describe your brand?'.

Verbal Identity

This is how you speak about your brand.

Tagline How do you sum up what you do in a single sentence?

Value Proposition What unique value do customers get from purchasing your product/service?

Key Messaging What are your main selling points or messaging pillars?

Voice How do you speak in your content?

Visual Identity

If you have one, audit your current visual identity and note the pros and cons of each element.

Logo

Color Palette

Typography

Other Photography, illustration, etc.

Does your current identity....

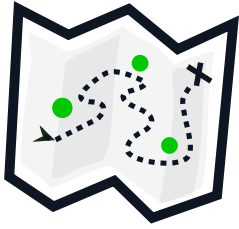
Reflect your personality?

Align with/communicate your values?

Differentiate your brand?

What are your biggest opportunities to improve?

Identify the things you would like your new visual identity to communicate.



Competitor Brand Audit Template

Use this template to differentiate your own identity by evaluating and comparing the brand identities of your competitors.

To complete this exercise, audit the brand identities of your top 3-5 competitors one at a time, documenting your discoveries as you go. Check out their website, social media profiles, and other platforms to understand the overall image of each brand.

	Competitor 1 _____	Competitor 2 _____	Competitor 3 _____
Logo: What shapes/imagery do they use? Do they use a word mark, logo mark, or both?			
Typography: What dominant typefaces do they use (serif vs. sans serif)? What weights do they use (light, regular, bold)?			
Color palette: What dominant colors do they use? Are they similar to other competitors?			
Photography: Are they using stock photography or custom photography?			
Illustration: What style do they use? Are humans depicted in their illustration style?			
Brand story: Do you “get” their personality, positioning, etc. through their visual presentation?			
Copy: What’s the tone (humorous, witty, serious, lighthearted)?			

Core Identity

This details the foundational elements of your brand.

Business name

What you do

Your Mission, Vision, and Values

Audience Who are your target personas?

Key Takeaways

Record the insights gained from your audit to create a strong and distinct brand identity for competition.

What common visual themes did you observe?

What are your biggest opportunities to differentiate?



Brand Attributes Spectrum Exercise

This exercise helps identify the key attributes you wish to communicate through your brand identity.

For more guidance, see our [Guide to Complete a Brand Audit](#).

Step 1

Gather your brand team.

It is ideal to have everyone present in one room (either virtually or physically) while doing this.

Step 2

Use this template or copy this chart onto a white board or shared document.

Have each participant add an X where they think your brand falls on each spectrum below.

Note: Collaborate on a single shared chart and use various colored pens to aid visual tracking of groupthink. It will probably look something like this:

Exclusive ———— x ———— x ———— xx ———— Accessible

Exclusive	—————	Accessible
Traditional	—————	Progressive
Corporate	—————	Friendly
Serious	—————	Fun, Playful
Understated	—————	Bold
Simple	—————	Complex
City, Urban	—————	Natural
Familiar	—————	Disruptive
Steady, Stable	—————	Dynamic
Realistic	—————	Idealistic

Step 3

Distill your insights.

Engage in a discussion for each spectrum, and finalize on 3-5 attributes that all stakeholders demonstrate strong agreement to.

In case the words on the chart don't resonate with your brand, select the words or phrases that portray your brand personality the best. These words will form the basis for constructing your visual identity.

Attribute 1

Attribute 2

Attribute 3

Attribute 4

Attribute 5



Branding Brief Template

Utilize this branding brief to convey the essential details that assist your team in creating a appealing brand identity.

For more guidance, see our [Guide to Build a Brand Identity](#).

Project name

Project overview

Goal

Success metrics

Deliverables Logo, color palette, Typography, etc.

Key stakeholders

Target Audience

Key Attributes to convey in identity

Key messages

Budget

Timeline

Specs

Additional Considerations Links to inspiration, reference images, etc.



Brand Identity Checklist

Refer to this checklist to confirm that you have developed a unified and comprehensive brand identity.

For more guidance, see our [Guide to Build a Brand Identity](#).

□ **Logo:** Design a logo that reflects your brand personality.

- Ensure logo design works for web and print.
- Test that it renders well at small sizes.

□ **Color Palette:** Curate a simple but flexible palette.

- Choose 1 main color, 2 primary colors, 3-5 complementary colors, and 2 accent colors.

□ **Typography:** Select type that works as an extension of your logo.

- Identify a primary, secondary, and tertiary typeface.
- Consider mixing serif and sans serif.
- Test for legibility in print and on screen.colors, and 2 accent colors.

□ **Photography:** Use consistent, cohesive visual styles.

- Ensure imagery is high quality and high resolution.
- Practice conscious inclusivity in all representations.

□ **Illustration:** Focus on simplicity and clarity.

- Double check that icons render clearly at small sizes.
- Make sure the image is relevant to the subject.

□ **Data Visualization:** Design for comprehension.

- Avoid clashing patterns (use color instead).
- Don't over-illustrate or use 3D charts.
- Order data intuitively (alphabetically, ascending, or descending).



Still need help to figure it all out?
Reach out. We'd love to help you bring your brand to life.