



BRANDING FOUNDATIONS WORKSHEET

Use this worksheet as your creative guide throughout the course. As your brand grows, refer back to it when designing your logo, building content, or crafting your message.



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Week 1: Define Your Brand

1. What is the name of your brand?

2. What do you want your brand to be known for?

(Example: Empowerment, Beauty, Boldness, Simplicity, etc.)

3. Who is your ideal audience?

(Example: Teen girls, entrepreneurs, busy moms, gamers, etc.)

4. Write your brand mission statement.

(A mission explains your purpose in 1-2 sentences.)

5. Create a tagline or slogan.

(Example: "Stay Bold. Stay You." or "Make Every Post Count.")

Week 2: Moodboard & Visual Identity

6. List 3 words that describe your brand's personality:

(Example: Fun, Feminine, Powerful, Minimal, Luxe)

7. What colors do you imagine for your brand? Why?

(Think of how they make people feel or what they symbolize.)

8. What brands inspire your look or vibe?

9. Choose 2-3 fonts that reflect your brand.

(Example: Bold sans-serif, elegant cursive, clean modern font)

10. Create a digital moodboard using **Canva**, **Pinterest**, or **slides**. Include colors, fonts, images, textures, or quotes that inspire your brand.

Upload link to moodboard here: [ADD TO GOOGLE DRIVE](#)

