

Brand Values

1. Company mission statement: This is a sentence or two that explains your company’s goals. It should also weave in some information about what your organization is and why it exists.

Type response here

2. Product/services positioning statement: This is like your company mission statement, only more specific to your offerings. Here’s Volvo’s for an example:

“For upscale American families, Volvo is the family automobile that offers maximum safety.”

Type response here

3. Benefit of your product/service: Does it save your customers money? Does it help them increase ROI? Think about how exactly you’re helping your target audience.

Type response here

4. Five words that represent your brand: Think about your brand’s personality. How would you describe it?

Type response here

5. Three messages your brand needs to communicate: Why does your brand matter? These messages should be relevant to your target audience.

Type response here

6. Value proposition: How do you solve your customers’ problems? This should summarize why someone should buy your product or invest in your services.

Type response here

Brand Attributes

The following questions will dive into the essence and identity of your brand.

1. How does your brand's image fall between these opposing characteristics?

Masculine/Feminine ☐

☐ **Necessity/Luxury**

Simple/Intricate ☐

☐ **Fun/Serious**

Grey/Colorful ☐

☐ **Professional/Casual**

Conservative/Extravagant ☐

☐ **Modern/Classic**

Approachable/Authoritative ☐

☐ **Sporty/Elegant**

☐ **Extreme/Safe**

2. What colors represent your brand?

Type response here

3. What colors would you not like to see?

Type response here

4. What words would you use to describe your brand's image?

Type response here

5. What words would you not want used to describe your brand's image?

Type response here

6. What attributes and/or emotions do you want associated with your brand?

Type response here

7. What attributes and/or emotions would you not want associated with your brand?

Type response here

PURE DESIGN DAILY, LLC

Pure Design Daily, LLC is a design agency that believes in the unique potential of every client. We have an obligation to create identities, content, and strategies that accurately represent the goals of clients and will help them to reach their audience in a meaningful and captivating way.

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Abstract Values

To answer the following questions, use your imagination to think of your brand in unique situations.

1. How would you describe your brand to a friend?

Type response here

2. How would you describe its style?

Type response here

3. What other brands would be its friends?

Type response here

4. Where would your brand hang out?

Type response here

5. Age? Gender?

Type response here

6. What actor/actress would be perfect to play your brand? Why?

Type response here

7. What kind of car would your brand be?

Type response here

8. What animal would represent your brand?

Type response here

Design

Now we're getting into the look and feel of your brand. The following questions will help you narrow down your visual preferences.

1. Which one of these logo formats do you believe best represents your brand?

Logotype

This format includes your company's name in stylized typeface and/or your company initials in a simple shape.



Pictorial Mark

This mark includes literal or representative imagery to symbolize your brand.



Abstract Mark

This format includes abstract shapes and symbols that convey a specific idea or attribute. These types of logos are very unique and identifiable often without the company name.



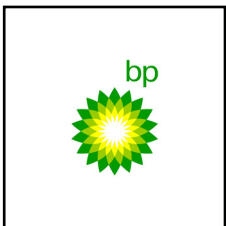
Emblem or Enclosure

This features the name or initials of the company, usually as part of a pictorial element or shape



Contemporary

Common elements include fresh colors, stylized imagery and clean type.



Complex illustration

These include a hand-drawn feel depicting a scene or character.

