



# Brand Identity Toolkit

Use this free resource to design a beautiful brand identity that tells your story, blows the competition away, and customers love.

# Welcome to the Brand Identity Toolkit


Unleash your brand potential with this comprehensive brand identity toolkit, featuring templates, exercises, and checklists for creating a stunning and effective brand that stands out from the crowd, resonates with your audience, and accurately reflects your values.

To ensure success, take a moment to read our guide on constructing a brand identity, which provides in-depth, step-by-step guidance on utilizing these tools and building your brand in the right way.

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# Brand Audit Template



Use this free resource to design a beautiful brand identity that tells your story, blows the competition away, and customers love.

# Core Identity

This details the foundational elements of your brand.

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**Business Name**

**What You Do**

Briefly describe your business

**Brand Core**

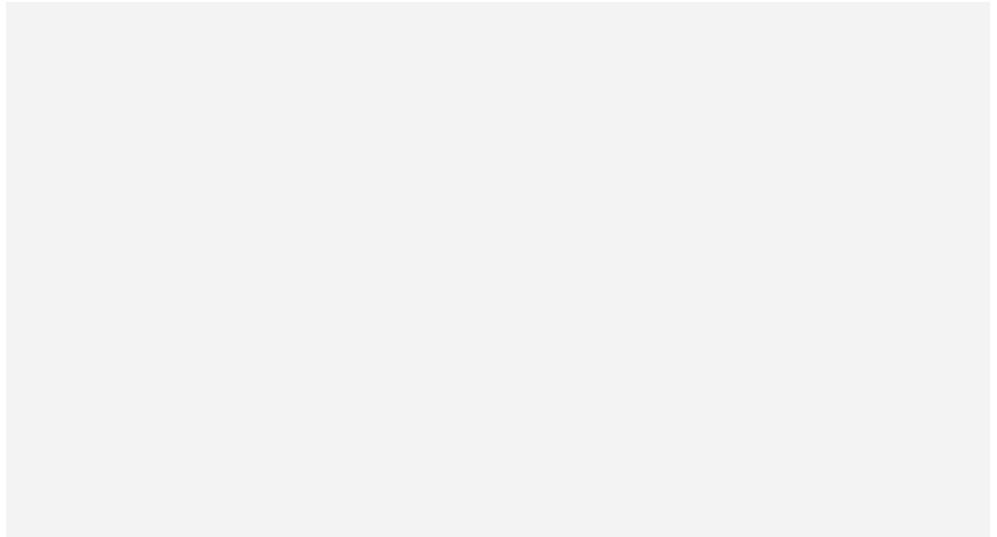
Write down your purpose, vision, mission and values.

**Audience**

Who are your target personas?

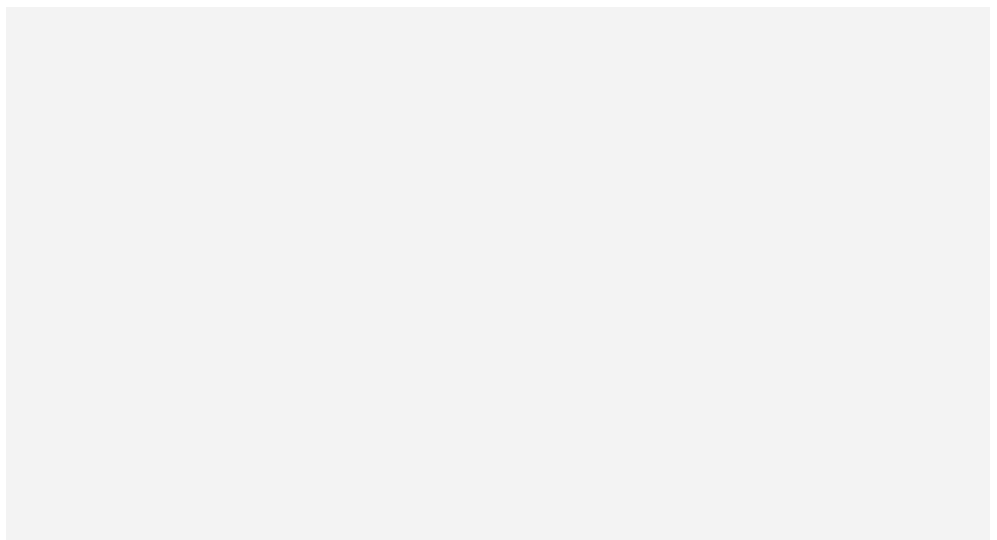
## Competition

Write down your top 3-5 competitors.



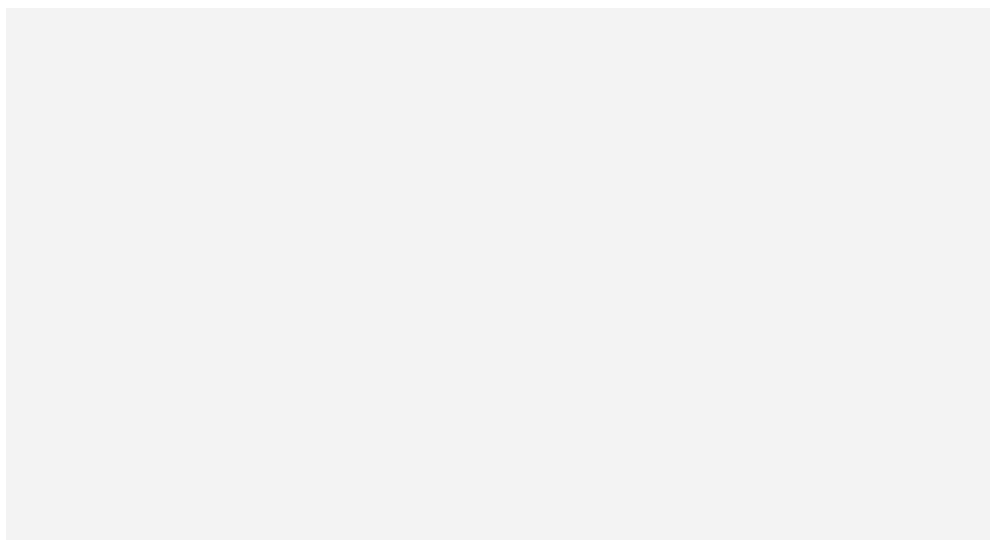
## Key Differentiators

What makes you different/better than your competition?



## Brand Personality

How would you describe your brand?



# Verbal Identity

This is how you speak and write about your brand.

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## Tagline

Sum up what you do in a single sentence.

## Value Proposition

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

## Key Messaging

List your main selling points or messaging pillars.

## Voice

How do you speak in your content?

# Visual Identity

If you already have a visual identity, audit your existing identity and document what does or doesn't work about each element.

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## Logo

## Color Palette

List the details of your colors and how to use them.

## Typography

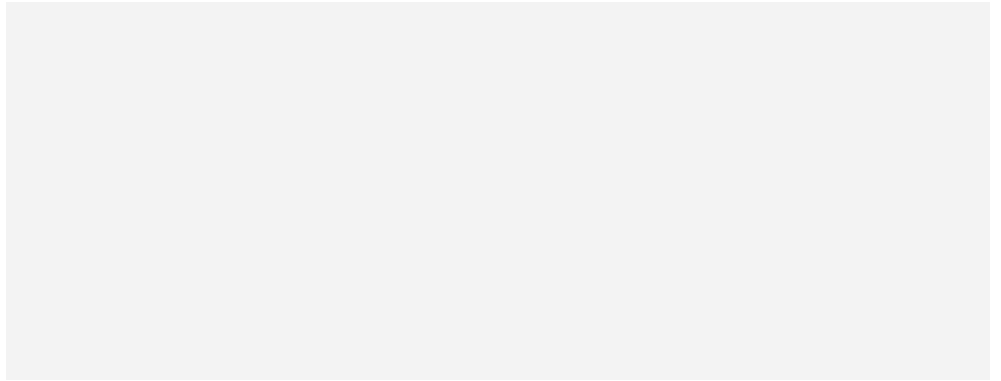
List your fonts and outline the typographic hierarchy.

## Other

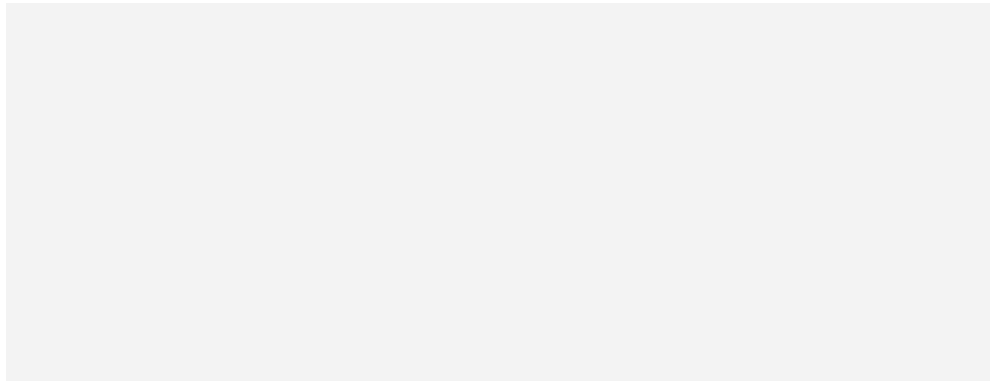
Describe your photographic style, illustration type, and other visual identity details.

Describe how your current visual identity...

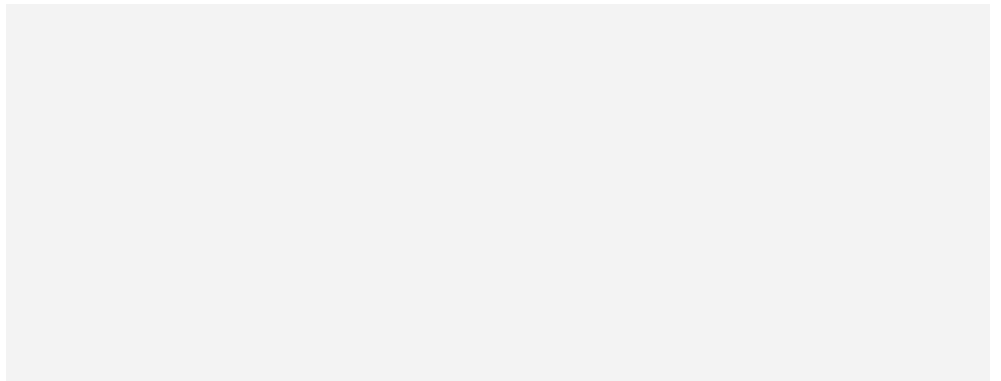
Reflects your brand personality



Aligns with and communicate your brand values



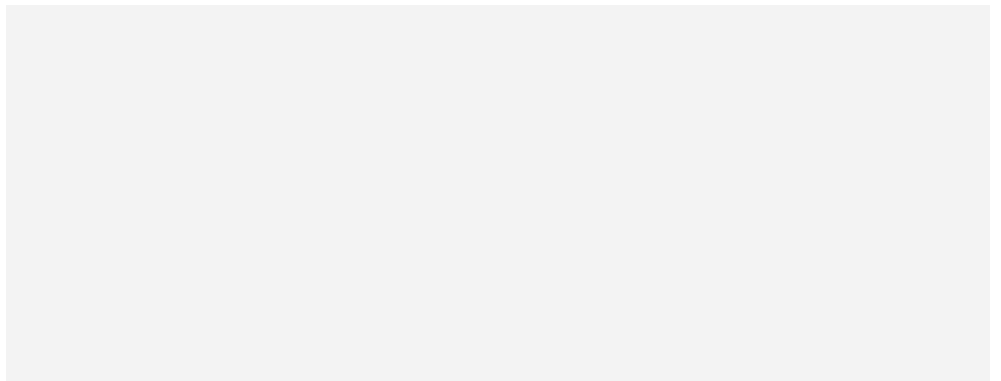
Differentiates your brand



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What are your biggest opportunities to improve?

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





# Competitor Brand Audit Template

A decorative graphic consisting of a yellow dot at the top right, with two thin lines extending downwards and to the left, one ending near the top of the title and the other ending near the start of the descriptive text.

Use this template to audit your competitors' brand identities and identify opportunities to differentiate your own identity.

## Main Competitors

Conduct a brand identity audit on your top 3-5 competitors by reviewing each competitor individually and documenting findings as you go. To understand each brand's identity, take a look at their website, social media profiles, etc.

	Competitor 1	Competitor 2	Competitor 3
Competitors in your market doing what you want to do.			
<b>Logo</b> What shapes/imagery do they use? Do they use a word mark, logo mark or both?			
<b>Typography</b> What kind of typefaces do they use? What are the qualities? What's the hierarchy?			
<b>Color Palette</b> What is their primary color? What about supporting colors? How do they use them?			
<b>Photography</b> Are they using stock or custom photography? What is the style? The content?			
<b>Illustration</b> What style do they use in illustrations? Do they feature people? What is represented?			
<b>Brand Story</b> What is their personality, positioning, and mission as a company?			
<b>Copy</b> What's the tone of their writing? What perspective is it from?			

## Auxillary Competitors

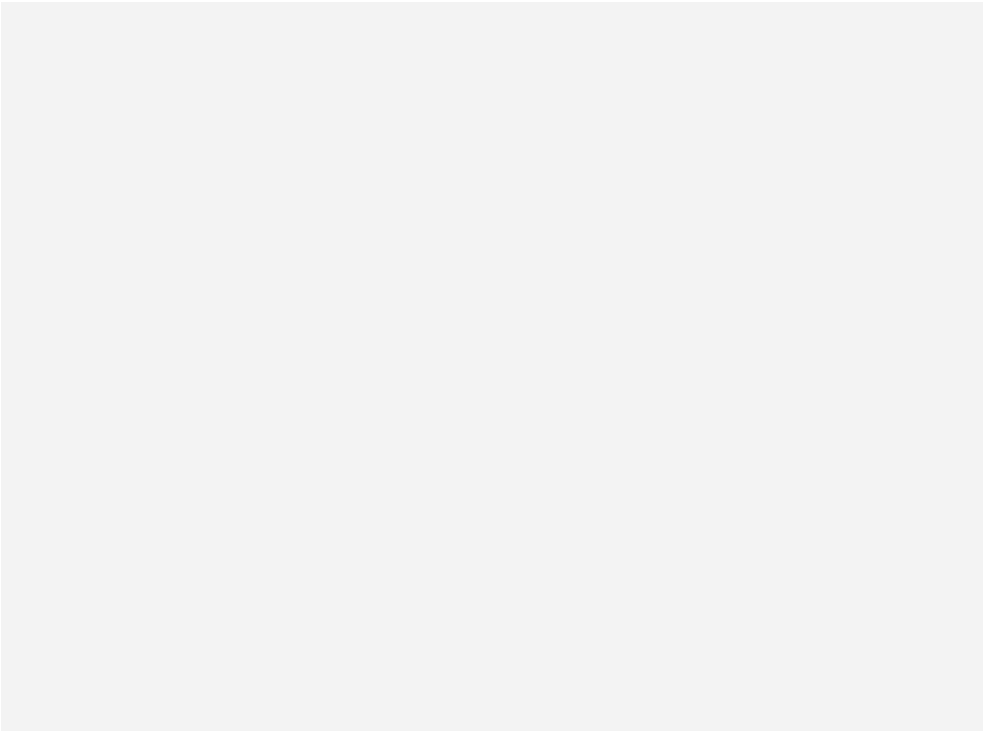
Conduct a brand identity audit on your top 3-5 inspirations brands by reviewing each one individually and documenting findings as you go. To understand each brand's identity, take a look at their website, social media profiles, etc.

	Competitor 4	Competitor 5	Competitor 6
Competitors outside your market that you admire.			
<b>Logo</b> What shapes/imagery do they use? Do they use a word mark, logo mark or both?			
<b>Typography</b> What kind of typefaces do they use? What are the qualities? What's the hierarchy?			
<b>Color Palette</b> What is their primary color? What about supporting colors? How do they use them?			
<b>Photography</b> Are they using stock or custom photography? What is the style? The content?			
<b>Illustration</b> What style do they use in illustrations? Do they feature people? What is represented?			
<b>Brand Story</b> What is their personality, positioning, and mission as a company?			
<b>Copy</b> What's the tone of their writing? What perspective is it from?			

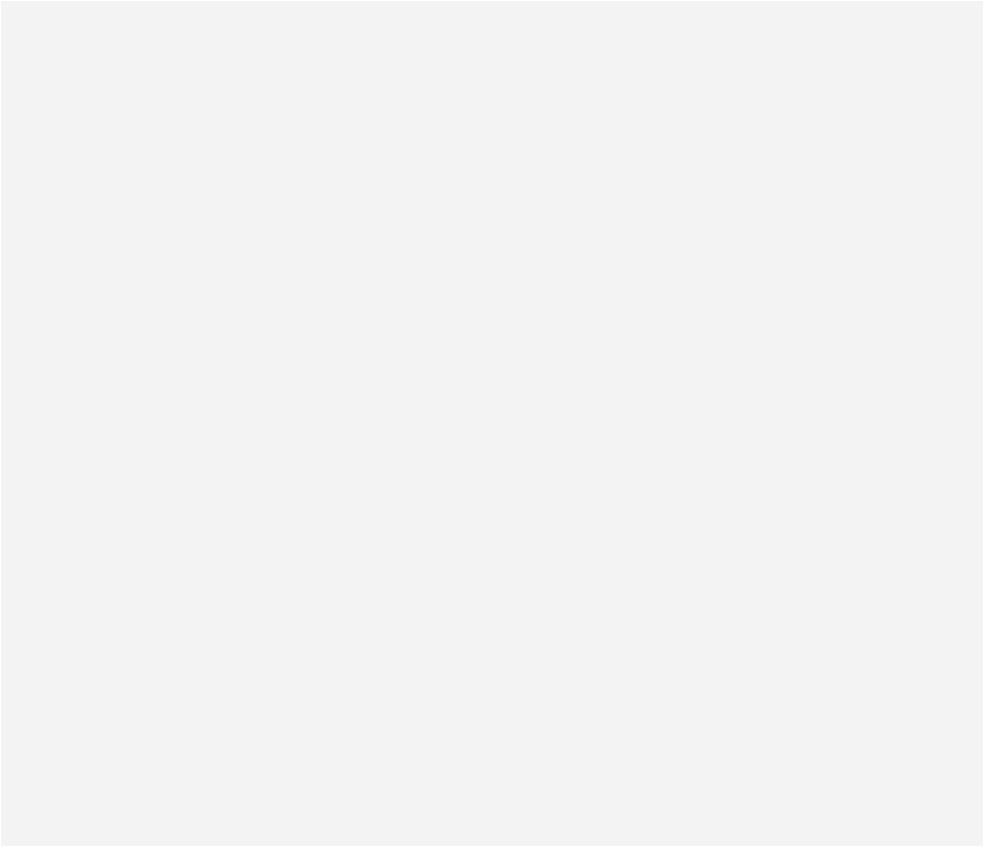
# Key Takeaways

Based on your audit, document insights that will help you design a strong and unique brand identity in order to compete.

What common visual themes did you observe?

A large, empty rectangular area with a light gray background, intended for writing notes or observations.

What are your biggest opportunities to differentiate?

A large, empty rectangular area with a light gray background, intended for writing notes or observations.

# Brand Attributes Spectrum Exercise.



Use this exercise to identify the core attributes you want your brand identity to communicate.

# 1 Gather Your Team

It's best to do this with everyone in the same room (virtually or in person).

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

Have each participant add a dot (●) where they think your brand falls on each spectrum below.

★Note: It's best to have everyone fill out thier own sheet first, then put that onto one aggregate document to avoid group think.

## Our brand is...

Exclusive	<input type="text"/>	Accessible
Traditional	<input type="text"/>	Progressive
Corporate	<input type="text"/>	Friendly
Serious	<input type="text"/>	Fun, Playful
Understated	<input type="text"/>	Bold
Simple	<input type="text"/>	Complex
City, Urban	<input type="text"/>	Natural, Rural
Familiar	<input type="text"/>	Disruptive
Steady, Stable	<input type="text"/>	Dynamic
Realistic	<input type="text"/>	Idealistic

# 3 Distill Your Insights

Talk through each spectrum, then choose 3-5 attributes that all of your stakeholders are strongly aligned with.

If you don't like the exact words listed on the chart, choose the ones that best describe your brand. These will be the words you'll use to build your visual identity.

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Attribute 1

Attribute 2

Attribute 3

Attribute 4

Attribute 5

# Branding Brief Template.

Use this branding brief to communicate the key information your team needs to design a beautiful brand identity.



# Branding Brief

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**Business Name**

**Project Name**

**Project Overview**

Give a summary of why you're writing this brief and what you hope to get out of the project.

**Goals**

Give a summary of why you're writing this brief and what you hope to get out of the project.

**Success Metrics**

List the metrics you'd like to hit that would make the project worth the investment.

Deliverables

Key Stakeholders

Target Audience

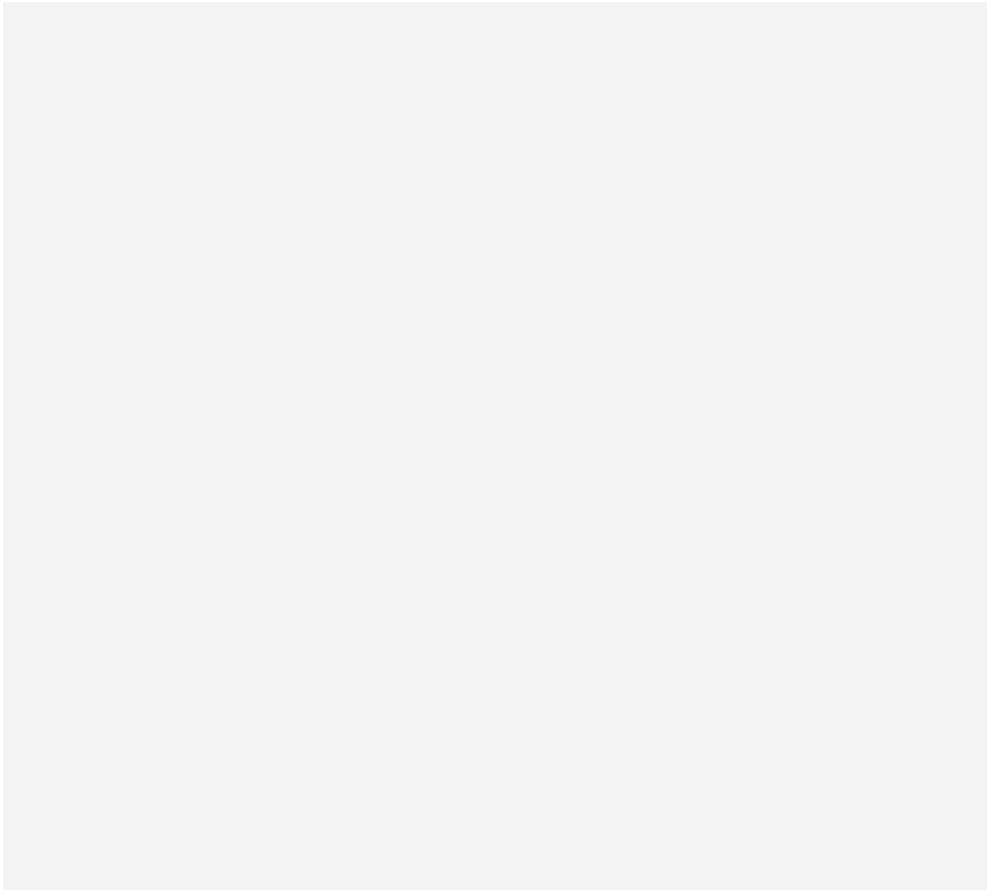
Key attributes to convey in your identity.

Key Messages

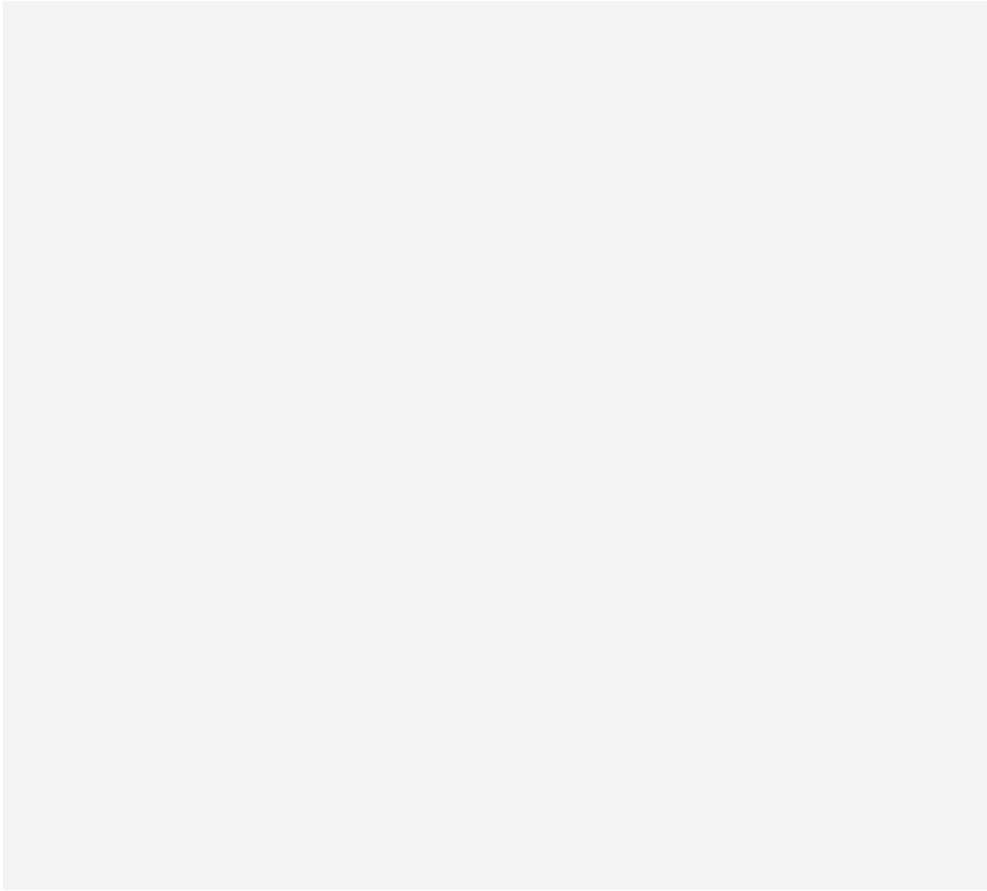
Budget

Timeline

Specs



Additional Considerations



# Brand Identity Checklist



Use this checklist to ensure you've designed a complete and cohesive identity.

# Brand Identity Checklist

## Logo

Design logo that reflects your brand personality.

- A great logo works in only black and white.
  - Ensure the logo design works in print and online.
  - Test the logo at large and small scales.
- 

## Color Palette

Curate a simple yet flexible color palette.

- Choose one (1) primary color.
  - Choose up to two (2) secondary colors.
  - Choose 3–5 complementary colors.
  - Add two (2) neutral/complimentary colors.
- 

## Typography

Select a typeface that works as an extension of your logo.

- Select a primary typeface and font weight.
  - Consider a secondary typeface.
  - Consider pairing a serif and sans serif font.
  - Test for readability in print and online.
- 

## Photography

Use consistent, cohesive visual styles.

- Ensure images are high quality and resolution
  - Be mindful of inclusive representation
  - Develop art direction for consistent image styles
- 

## Illustration

Focus on creating cohesive visual styles with illustrations.

- Choose a single illustration style.
  - Keep images relevant to the subjects.
- 

## Iconography

Focus on clarity and simplicity.

- Select one type of icon and stick to it (filled, outlined, etc.)
  - Make sure icons render clearly at small sizes.
  - Ensure icons are relevant to the subject.
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## Feeling stuck?

We'd love to help. Find out what it's like to work with us on your rband identity, or book a free chat.

# STUDIO δSTENDO

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