

FOR WORK

Understanding Your Brand: Brand Identity

These worksheets help you understand the different elements of a brand identity and gives you useful questions for analyzing and planning your own.

Worksheets Included:

- 3 Crafting a Brand Identity
- 5 Reflecting on Your Company's Personality

INTERNATIONAL  PAPER

Hammermill®

Contents

Crafting a Brand Identity

Understand the different elements of a brand identity system and how they apply to your business.

- **What is a brand?**
- **What is an identity system?**
- **What is a logo?**
- **Your brand identity - questions**

Apply **Brand Identity** Concepts to Your Own Brand

CONCEPT

RELATED QUESTIONS

What is a brand?

A brand is the sum total of interactions and perceptions others have of your business.

How do people perceive our organization?

How do people respond emotionally to our organization?

How do we want people to respond emotionally to our organization?

What is an 'identity system'?

An identity system is a package of visual components and style guidelines that create a framework for a coherent corporate image. These include: stationery, website, signage, business cards, marketing collateral, invitations to fundraisers, digital projects, etc.

What should our identity system look like? What colors and fonts would be appropriate?

How can our identity system evoke the emotions we want to evoke in the viewer?

What is a logo?

A logo is a visual element that symbolizes your company. It instantly communicates your brand to the viewer. A logo should be simple, memorable, timeless, versatile and appropriate.

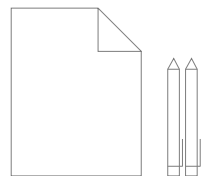
Do we have a logo?

If not, what should our logo look like?

Understanding Your Brand: Brand Identity

Reflecting on Your Company's Personality

To develop an effective brand identity for your business, spend some time thinking about the personality of your business, as well as the needs and expectations of your clients or customers. This worksheet will help you better understand your brand and determine essential elements that the brand identity needs to convey.



What You Will Need

Hammermill® Fore® Multipurpose 24 lb.
Pens

Develop Your Organization's **Brand Identity** System

QUESTION 1

If your organization was a person, what would its personality be?

QUESTION 3

If your organization was a person, how would that person act?

QUESTION 5

What benefits do you want people to associate with your organization?

QUESTION 7

What other organizations are active in your space?

Who are your constituents? What do you know about the ages/ gender/ marital status/ outlook of your donors and supporters? Find out and summarize them here.

QUESTION 2

If your organization was a person, how would that person look?

QUESTION 4

If your organization was a person, how would that person talk?

QUESTION 6

What emotional associations do you want people to associate with your organization?

QUESTION 8

How is your organization different or unique compared to these organizations?

How will prospective donors and supporters find out about your organization?

- ☐ Word of Mouth
- ☐ Invitations to Fundraising Events
- ☐ Publicity Related to Fundraising Events
- ☐ Website (How Will They be Directed Towards the Website)
- ☐ Articles About the Organization in the News
- ☐ Other: _____