WORKSHEET 3:
BRAND CONSISTENCY

brand
CONSISTENCY

When you're developing your brand there are some key elements to consider:

Personality

What's the personality of your brand?
(Are you fun, professional, conservative, etc?)

Circle the traits that most reflect your brand

CASUAL/FRIENDLY ⟷ PROFFESSIONAL/CORPORATE

MODERN/CONTEMPORARY ⟷ TRADITIONAL/CLASSIC

UPBEAT/ENTHUSIASTIC ⟷ CALM/CONSIDERED

HI TECH/CUTTING EDGE ⟷ CRAFTED/ESTABLISHED

FUN/QUIRKY ⟷ SENSIBLE/SOBER

ACCESSIBLE ⟷ EXCLUSIVE

collaboration STATION

Voice/Tone

What's your 'voice'? (Is it formal, informal, fun, sensible, etc?)

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Values

What are your values – the things that are important to you?
(These values can influence how you want things to look.)

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Photos, images, illustrations and graphics

What style of images are you using?
(They could be black and white, retro, energetic, etc.)

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Do these images appeal to your customers?

( ) yes ( ) no

Do they look as if they belong to the same family?

( ) yes ( ) no

Are you going to use free stock photos? (If you are, there are plenty of websites offering this service. Make sure you check out the licensing restrictions so you can use them for your purposes. You can create collections in these sites, where you pull together the images you'd like to use in future.)

( ) yes ( ) no

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Are you commissioning some photos? (Think about what you want to show and the most cost-effective way of running your photo shoot.)

( ) yes ( ) no

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Typography – remember to keep it simple with not too many fonts

What's your preferred font?

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Do you need to buy it or is it free?

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If you're unable to use a particular font, find something that looks and feels similar. Try searching Google Fonts.

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Colours – try to stick to a basic palette of a couple of colours with one or two accent colours (the ones that make it 'pop')

What is your basic colour palette?

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_____

What is your accent colour?

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Logo

Do you have a logo?

◯ yes   ◯ no

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If yes – do you have it in all the formats you need? (This could be on a transparent background, on a white background, and reversed out on a black background. It could also be colour, and black and white.)

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If you don't have a logo think about:

- Commissioning a graphic designer to create one for you
- Using a logo development company like fiverr.com to create one for you

> **Don't forget** – white space is your friend. When you're designing something yourself, be it your web page or a flyer, white space helps readability and it helps make things look professional.

Need help with design, websites or wordsmithing? Contact us:

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