Country Fried Creative EST. 2003

Branding Worksheet

ANSWER THE FOLLOWING QUESTIONS TO GET A BASELINE OF WHERE YOUR BRANDING STANDS!

LOGO

Do I have a logo that I feel accurately represents my business?

☐ Yes   ☐ No

Does my logo look good single color or on a colored background?

☐ Yes   ☐ No

Is my logo a vector file?

☐ Yes   ☐ No

Do I feel proud to show my logo off?

☐ Yes   ☐ No

COLOR

Do I have a consistent color palette for my business?

☐ Yes   ☐ No

Do I know the hex code, CMYK, RGB and Pantone Color codes for my color palette?

☐ Yes   ☐ No

TONE/MESSAGING

Is my tone consistent through all of my marketing material?

☐ Yes   ☐ No

Who is my primary audience?

_____

What is my slogan/tagline?

_____

Am I reaching my primary audience with my branding currently?

_____

FONTS

Do I have a consistent font(s) throughout all of my marketing material?

☐ Yes   ☐ No

What are the names of my fonts?

_____

_____

IMAGERY

Does my imagery have a consistent look and feel across all media?

☐ Yes   ☐ No

Does my imagery properly represent and speak to my primary audience?

☐ Yes   ☐ No