

BRANDING WORKSHEET

1. WHO IS OUR TARGET AUDIENCE?

You need to establish a target audience that is your ideal customer. This audience needs to be specific. A target audience doesn't mean that you aren't reaching people outside of this parameter, it just means that you are aiming tight. These answers should be reflective of the community that surrounds your organization or the communities in which your audience live. If you have multiple locations, it would be best for this exercise (target audience) to be completed for each location for maximum effectiveness.

A. Age

- i. Determine the age range of your target audience. This should be no less than a 15-year span and no more than a 25-year span. For example, 20-30 is too narrow of a target, and 20-60 is too large of a target. 30-50 is an example of an appropriate target span.

B. Gender

- i. Are you targeting men only, women only, or both men and women?

C. Education

- i. What is their highest education level? Do they have a high school diploma, an Associate's degree, a Bachelor's degree, Master's, or Doctorate? Maybe your target is those who haven't completed any level of education. Whatever the case, you need to select the highest level of completed education for your ideal customer.

D. Relationship

- i. Is your target married, divorced, unmarried, separated, or widowed? (I know at this point some of these things may seem a little silly to determine, but they do matter. For instance, if you're a counselor who specializes in relationship restoration, your ideal customer is separated. This is a good time to remind you that you're not limiting your reach to this demographic; you're just determining your ideal customer.)

E. Children

- i. Does your target have any children or grandchildren? If so, how many?

F. Income

- i. What is the average household income of your target? Less than \$25,000/yr, \$25-40,000/yr, \$40-60,000/yr, \$60-100,000/year, or \$100,000+/yr. Obviously, depending on your community and organization type, those numbers could be divided or multiplied to fit your audience. Whatever the case, you need to know the answer.

G. Lifestyle

- i. Where does your target live? Do they live in the city, the suburbs, or the country?
- ii. Where does your target work? Do they commute to the city from the suburbs, or do they work in the city, or perhaps the country?
- iii. How long (in minutes) is the average commute of your target? (This will be important as you build a marketing strategy from your brand.)
- iv. How do they consume information? (What we're looking for here is TV, newspaper, computer – internet, or tablet/mobile – internet, or social media.)

H. Concerns

- i. What are the three biggest concerns of your target? Are they faith, education, and family? Or are they health, politics, and retirement? (Knowing their three biggest concerns can open the doors for you to serve them. Yes, I said serve. If you serve your target audience, you'll never have to sell to them. ← That's free consulting – no charge 😊.)

2. VISION & MISSION

An organization's vision and mission should be the same for the entire brand, across all locations. Your vision should be one sentence, using as few words as possible. I'll even let you get away with a phrase that's not a complete sentence if it's really good. Vision is what you want to accomplish. A great example of vision is church leader, Andy Stanley, who crafted this vision for his network of churches: *A church unchurched people love to attend*. Simple, straightforward, and directional. It may take you months to form a good vision, but it will be well worth your invested time. Make sure your target audience is central to your vision. You should have no more than a handful of people, ideally three, crafting your vision. The vision should always come from the leader and be agreed upon and supported by the inner circle of leadership. This group will also craft the mission.

Your mission is the strategy of how you'll accomplish your vision. Wincog, the church where I serve, has a mission to *Train Children, Restore Families, and Impact the Community* in order to accomplish their vision to *Connect people to God to become fully devoted followers of Christ*. I know I'm a little heavy on the church examples, but you get the idea.

A. Vision

- i. Answer big, foundational questions.
 1. *What is your goal as a brand? What are you passionate about? What is it that fires you up?*
 2. *How can your company impact that passion to make a difference?*
 3. *What problem is there that your brand has the solution to?*
 4. *How will your brand solve that problem?*
- ii. Use your answers to form a sentence to serve as your goal.
- iii. Reword your sentence using carefully chosen words that speak into your passion.
- iv. Craft your sentence by condensing it, using as few words as possible.
- v. Condense it again, making sure every word is packed with punch.
- vi. Now polish your phrase or sentence by making sure it is clear, simple, directional, and memorable.

B. Mission

- i. Answer these questions in direct relation to your vision.
 1. *What are some specific things we will do to accomplish our vision?*
 2. *What are some specific things we can do to serve our target audience in light of our vision?*
 3. *How can our target audience help us accomplish our vision?*
- ii. Use your answers to formulate no more than three or four specific tasks you will do to accomplish your vision.
- iii. Condense, craft, and polish your list into one sentence or phrase.
- iv. Make sure your mission is clear, simple, and measurable.

C. Vision & Mission

- i. Review your mission to confirm that it is the strategy to accomplish your vision. It should speak directly to it.
- ii. Review your vision to make sure your target audience is actually targeted.

- iii. Put your mission and vision together to finish this sentence: Our mission to [insert mission] will accomplish our vision to [insert vision].
 - 1. *If that sentence doesn't make sense, start this exercise over – you missed something.*
 - 2. *If that sentence is a marriage of your passions and goals, congratulations!*

3. LOGO

A. Color

- i. Choose a color that best identifies with your target audience.
 - 1. *Use a bright, vivid color for younger audiences and a dark, subtle color for older audiences.*
 - 2. *You can't pick black. You can't pick white. You can't pick gray. All of those colors are "free," meaning they are already yours by default in addition to the color you choose.*
- ii. You need to know the exact color values of your chosen color (HEX, RGB, and CMYK). *ColorHexa.com* can help.
- iii. Now choose some complimentary colors that can support your base color. These, along with your base color, black, and white, will form your color palette. *ColorHexa.com* can also tell you what other colors will best accent your chosen color.
 - 1. *Know the exact color values of your complimentary colors.*

B. Icon

- i. If you had to communicate your vision and mission using graphics or icons, what would they be?
- ii. Which of those icons represents your vision the strongest and most creatively?
- iii. Is there a way to creatively merge two of the icons into one, representing both words you were describing?
- iv. Make sure your icon is clear and simple.

C. Font

- i. Fonts are important in logos, and they can relay more about your brand than you imagine. A font can make a logo look very sophisticated, academic, childish, sporty, etc. With that in mind, choose your font(s) wisely and keep your target audience in mind.

D. Icon Placement

- i. You can place your icon in a shape.
 1. *Is your brand built around community? Is it targeted to a younger audience? These types of questions will determine what kind of shape your icon will take. Communities often use circles, triangles are often used with younger audiences in mind, and professional businesses often use squares to symbolize stableness, trust, and strength.*
 2. *The advantage of placing your icon in a shape is that you can use that shape + icon combo as a stand alone logo apart from your name.*
 3. *You will have multiple versions of your logo with a shape + icon approach. You will have a tall version and a long version. The tall version will have the shape + icon above the name of your brand, and the long version will have your name to the right of the shape + icon.*
- ii. You can place your icon in the name itself.
 1. *There are a myriad of ways to do this, but you can use the icon to dot an i or in place of a letter (mainly vowels). You could also place the icon in between two words of your name.*
- iii. These are the basics, but don't be afraid to do something totally out of the box. Creativity in this process will guide you to a memorable logo. That's what you want.

E. Refine & Evaluate

- i. Now that you've combined your colors, icon, and font together to form a logo, refine it. Make sure it's clear and simple.
- ii. A logo should not have a lot of detail; less is always more in logo design.
- iii. Show your logo to some folks who are not a part of this process. They should be able to tell you what kind of organization you are, what your mission and vision are, and who your target audience is. Yes, just by looking at your logo. They may not get all of the wording correct, but they should be close to what you're trying to accomplish.

- iv. Now show it to a few more people, but this time, tell them the name of your brand and share your vision and mission with them. Then see how they react to your logo. They will be able to tell if it corresponds correctly to what you've told them about your brand.

F. Presentation

- i. Presenting your brand will make or break the impact it has with your target audience. No matter how your audience interacts with your brand (letter, phone call, internet, TV, business call, etc.), it should always be the same experience. Here are some basic rules about presenting your brand.
 1. *Never place your logo in a "white box" (or .jpg format) overlaid on a picture ad.*
 2. *Use a file format that allows transparent backgrounds (like .png), so that your brand can be placed on top of the picture without the white box around it.*
 3. *Always make sure to have ideal and equal spacing on each side of your logo in order to allow it to stand out from other text or information.*
 4. *Use the tall and long versions of your logo appropriately. In square spaces, use the tall version. In rectangular spaces, use the long version.*
 5. *You can use just your icon to enhance your branding, but make sure it's clear to the consumer that it's your brand.*
 6. *Use your color palette to showcase your brand when possible. Add small accents of those colors into the backgrounds or elements surrounding your logo.*
 7. *If your brand is on clothing or items that your audience will use, always ensure that the item itself is of exceptional quality. I know you didn't make the product, and you're just putting your brand on it to advertise to your audience, but your audience will directly connect your brand to the quality of the product they were given or purchased. Never go cheap. (4imprint.com is a great resource for branded products).*
- ii. Letterhead
 1. *Think of your target audience (as always) and how they prefer things to be presented.*
 2. *Remember to use your color palette.*
 3. *Think of the areas around where your text would go as a canvas. Use the space creatively.*

4. *Place your logo in one of the corners, or centered to the top or bottom. Add your essential information. My opinion is that a physical address is not essential, because it's already on the envelope that enclosed your letterhead. I would even just stick to the website, because all of your info is available on it. However, do keep your target audience in mind when determining what information is essential.*
 5. *In other corners or blank areas on the paper that don't have text, use some features of your logo, or portions of your icon that represent your brand to add unique design to your letterhead.*
 6. *Print your letterhead professionally instead of in-house. (VistaPrint.com is a great resource, and they even have templates you can add your logo to that will match your color palette.)*
- iii. Business Cards
1. *Your business cards are not just your information. They are a presentation of your brand. You want something clean, sleek, and minimal that showcases the quality of your brand. Never go cheap, because your brand is directly compared to your card's quality. (Again, VistaPrint.com can help tremendously here.)*
 2. *Your business cards should resemble the same features of your letterhead, using the same features of your logo and color palette, in order to create brand recognition through consistency.*
 3. *Don't include all of your information. You don't need to put your cell phone, office phone extension, fax number, physical address, email address, job title, and name all on the card. That's what everybody else's cards look like, and you want yours to stand out. Less is always more! Decide what is essential. Name, email, website is sufficient. Use the back for place other small icons (Facebook, Twitter, Instagram, YouTube, etc.) instead of listing all of your URLs. They can contact you for additional information they need, like a fax or personal cell number. That's what you want – you want them to contact you. And once they've contacted you once, they're way more likely to contact you again when your organization can serve them.*
 4. *Always use the back of the card. Even if you just place your logo on the back, always print on the back side. It's a great place for social icons, your vision or catch-phrase, your logo icon, or your website.*
 5. *Don't put your picture on your business card unless the picture is a professional, casual picture that takes up the entire card. If you do use*

a photo, use one of the VistaPrint templates to help you with style, because the little square photo with your company logo beside it is not good branding.

6. *Always upgrade. This reaffirms #1, but I can't say it enough. Quality is on your side. Upgrade your paper stock, choose a nice, matte finish, use full color on the back; it's well worth the additional dollars.*
- iv. Post Cards, Brochures, Mailings, and other Literature
1. *Again, think of your target audience and use your color palette.*
 2. *If you've used a particular template for your business cards and letterhead, you need to continue using that same template on all of your marketing literature.*
 3. *Use these pieces to tell a story, not showcase facts.*
 - a. *People relate emotionally to stories and are way more likely to join your tribe than if you just listed your facts.*
 - b. *Stories are compelling and real. People identify with the situations of other people and how your organization changed their life.*
 4. *When designing these pieces, remember this: you're not finished when there's nothing left to add; you're finished when there's nothing left to take away. Less is always more.*
 5. *Use pictures. Don't be afraid to purchase pictures from a stock photo company when needed. The best solution is to pay a professional photographer to snap some pictures of your day-to-day, ideal service scenarios. Real pictures are always better than stock, but you need pictures. Pictures can portray what words often cannot; therefore, let them speak for you. And back to #4, you don't always need text to go along with the picture.*
 6. *Hire a professional graphic designer to create your letterhead, business cards, and marketing literature for you, especially if you don't have someone on staff. You can always use VistaPrint's designs (and they're great), but so can everyone else. Let a creative designer leverage your branding to create beautiful pieces for you that are unique to your organization. (We can help with your design at Vivid Go Boom). Don't be afraid to spend money in order to make your branding presentation phenomenal. It will be well worth the investment.*

7. *Always ensure that when a third party uses your branding on an ad, pamphlet, or whatever, that you review and approve the final draft of the piece to ensure your brand isn't compromised. You want to control the scale of your logo (the dimension ratio) so that it's not stretched or squeezed. Your brand should always maintain its integrity wherever it is used.*

G. Communication Strategy

- i. A communication strategy is a document that presents clear guidelines on how your brand is to be presented. This strengthens your brand through consistency and presents your organization in a professional manner.
- ii. For a free Communication Strategy template, as well as a Communication Strategy example from another organization, visit VividGoBoom.com/resources.