

BRAND IDENTITY

WORKSHEET

*ignition*⁷²

WHO YOU ARE

YOUR CULTURE AND FUTURE

What is your company/organization mission statement?

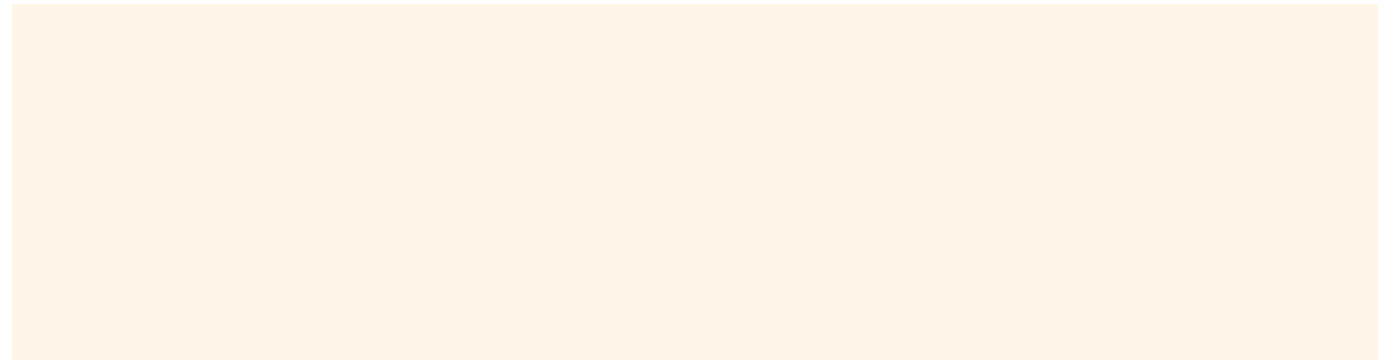
What do you see for the future of the company?

How do you want to be seen by clients, the community, etc?

WHO YOU SERVE

YOUR CLIENTS AND MORE

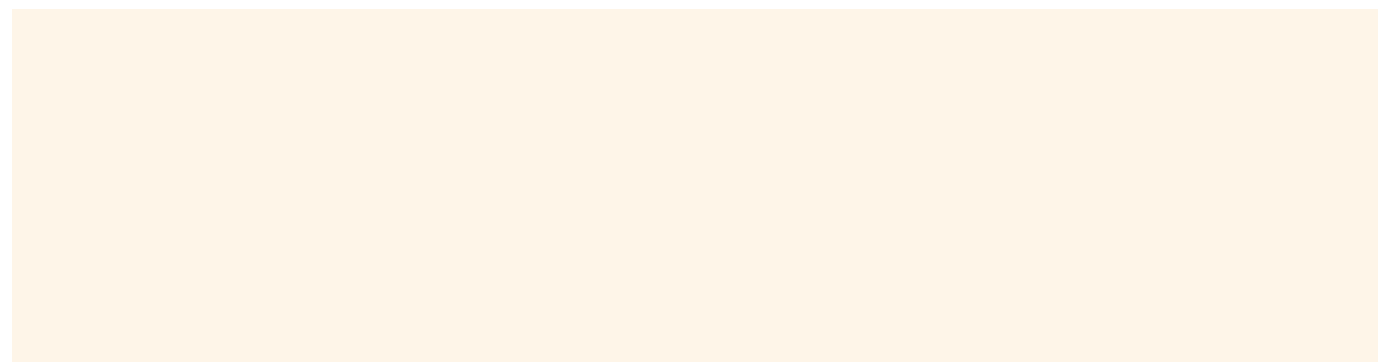
Describe the clients, communities, organizations and people you serve. If you aspire to reach other markets, write them here.



HOW YOU WORK

YOUR VALUE PROPOSITION

Describe how you are able to help the clients, communities, organizations, and people you serve. How do you solve your customers' problems? What is unique about your work?



WHY YOU SERVE

THE HIDDEN BENEFITS

Describe the emotional, intangible benefits you create for your clients.

Pick your top 3 from above:

BRAND WORDS

YOUR BRAND PERSONALITY

Circle all the words below that you identify with your brand.

ADORABLE ADVENTUROUS APPEALING ARTISTIC ATHLETIC ATTRACTIVE AUTHENTIC BOLD. BREATHTAKING
BRIGHT BUSY CALM CAPABLE CARING CASUAL CHARMING CHEERFUL CHIC CLASSIC CLEVER
COLLABORATIVE COLORFUL COMFORTABLE CONSERVATIVE CONTEMPORARY CONVENIENT COOL
CREATIVE CUSTOM CUTTING-EDGE DARING DASHING DAZZLING DELICATE DRIVEN DELIGHTFUL
DETAILED DRAMATIC DRY DYNAMIC EARTHY ECCENTRIC EFFICIENT ELEGANT ELEVATED ENCHANTING
ENDEARING ENERGETIC ETHEREAL EXCELLENT EXCITING EXUBERANT FABULOUS FAMILIAR FANCY
FANTASTIC FASHIONABLE FESTIVE FIERCE FLIRTY FORMAL FRESH FRIENDLY FUN FUNCTIONAL
FUTURISTIC GLAMOROUS GRACEFUL HIP HISTORIC HONORABLE IMPRESSIVE INDUSTRIAL INFORMAL
INNOVATIVE INSPIRING INTENSE INVITING LOW-MAINTENANCE LIVELY LUSH MAJESTIC MODERN NATURAL
NAUTICAL NOISY NO-NONSENSE NOSTALGIC NOVEL OLD ONE-OF-A-KIND ORGANIC PASSIONATE PLAYFUL
PLEASANT POWERFUL PROFESSIONAL QUAIN T QUIRKY RADIANT REBELLIOUS RELAXING RELIABLE RETRO
REVOLUTIONARY RITZY ROMANTIC ROYAL RUSTIC SCHOLARLY SECURE SERIOUS SILLY SINCERE SLEEK
SMART SOOTHING SOPHISTICATED STABLE STRIKING STRONG STUNNING STYLISH SWANKY TASTEFUL
TRANQUIL TRUSTWORTHY UNCONVENTIONAL UNIQUE UPBEAT URBAN VERSATILE VINTAGE WHIMSICAL
WILD WISTFUL YOUTHFUL

Now narrow your choices to 5 words:

Five empty rectangular boxes for selecting 5 words, arranged in two rows: three boxes in the top row and two boxes in the bottom row.

BRAND STATEMENT

PUT IT ALL TOGETHER

Now that we you who you are and what you do, it's time to create a branding statement. This is like your company mission statement, only more specific to your offerings. No more painfully trying to describe what it is that you do; your branding statement will do it quickly and accurately.

EXAMPLE

A SAMPLE STATEMENT

AT Ignition72 **WE HELP** clients who are trying to make the world a better place **TO** conquer the web **BY** providing training, robust tools, solid websites, and designs that blow their minds .

YOUR STATEMENT

YOUR MESSAGE

SCRATCH PAD

AT

Your company

WE HELP

Community/Organization/Clients You Serve

TO

What You Do To Help Others (Maximum of 3)

BY

How You Help Others

BRANDING

SOME CHARACTER TRAITS

How does your brand's image fall between these opposing characteristics? What attributes and/or emotions do you want associated with your brand? Circle what you feel applies best.

MASCULINE	FEMININE
SIMPLE	INTRICATE
GREY	COLORFUL
CONSERVATIVE	EXTRAVAGANT
APPROACHABLE	AUTHORITATIVE
NECESSITY	LUXURY
FUN	SERIOUS
PROFESSIONAL	CASUAL
MODERN	CLASSIC
SPORTY	ELEGANT
EXTREME	SAFE

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WAS THIS HELPFUL?

TAKE THE NEXT STEP

Whether its a new logo, identity system, or website/app, contact our team to learn more about how to make the most of exploring your brand and personality.



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