EazWorld

WORKSHEET

Brand Identity Worksheet

Write down who you are, who you serve and how you sound, so your logo, website and social media all tell the same story.

1. Purpose

Mission: what do you do, for whom, and why? (one sentence)

Vision: what will be different in five years because of your business?

Three values you will not compromise on

2. Your ideal customer

Describe one real or typical customer. Give them a name: it makes decisions easier ("Would Ama like this?").

Name, age, job and where they live

What do they want to achieve?

What frustrates or worries them?

Where do they spend time online? (WhatsApp, TikTok, Instagram, LinkedIn…)

What makes them trust a business?

3. Brand personality and voice

Circle where your brand sits on each scale:

1	2	3	4	5	
Formal					Friendly
Serious					Playful
Traditional					Modern
Affordable					Premium
Calm					Bold

Three words that describe how you sound

Words and phrases you always use / never use

4. Positioning

Competitor 1: what they do well, and where they fall short

Competitor 2: what they do well, and where they fall short

Competitor 3: what they do well, and where they fall short

Now complete this sentence:

For [customer] who [need], [business] is the [category] that [main benefit], because [proof].

5. Visual identity

Primary colour (name and HEX code, e.g. #F59E0B) and what it should make people feel

Secondary and accent colours

Heading font and body font

Photo style (bright and natural, dark and dramatic, people-focused…)

Where the logo must work: signboard, WhatsApp profile picture, receipts, vehicle, uniform

> **Tip** Check your colours are readable: dark text on light backgrounds, and test your logo very small, as a WhatsApp profile picture.

6. Tagline

A good tagline is short (two to six words), easy to say and true. Write ten, then cross out until one is left.

Tagline ideas

Final tagline

Want EazWorld to do this for you?

We help businesses in Accra and across Ghana with web design, SEO, branding and digital marketing. See our services at **eazworldgh.com/services** or talk to us at **eazworldgh.com/contact**.