



# Brand Strategy Workbook

Identify your purpose, goals and design elements  
required to develop your perfect brand identity



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# Do you have a logo?

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Consider these questions  
and reflect on your current  
branding.

## Is your logo technically problematic?

Do you often have a situation when your logo design is illegible, won't scale down or won't adapt to a design situation?

## Would changing your logo make a positive difference?

Does your logo represent who you are today? As our businesses evolve so should our brand identity.

## Does your logo look outdated?

Are the fonts, shapes and colour combinations of your logo making your company look behind the times.



# Brand Purpose

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What is the main purpose of creating a new brand?

What are the main goals to be achieved from developing a new brand?

1

2

3

4

5

6

What are the key points that describe the organisation?

1

2

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What are the unique selling points of the organisation and how can these influence the brand? What are the additional specialty services that the organisation offers?

1

2

3

4

5



# Target Audience

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Who are the primary and secondary target audience groups and how will they recognise, interact and respond to the brand?

**Primary Audience**

**Secondary Audience**

What is the tone of voice that the brand needs to express?





# Colour Palette

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What are your unique colours that will represent your brand?

Which one of these logo formats do you believe would best represent your brand?

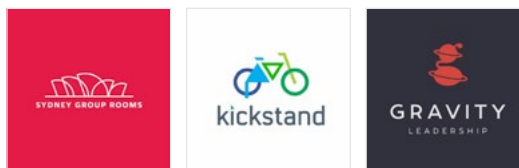
## Emblem

An emblem is the type of logo that includes text inside of a symbol. It's a classic look that gives your logo a traditional quality.



## Brand Mark

A brand mark is an icon or graphic-based design that is usually paired alongside the company name.



## Lettermarks/Monogram

A lettermark is a typography-based logo that's comprised of a few letters, usually a company's initials.



## Wordmark/Logotype

Logotypes are logos which are built entirely of the word or words that make up the company's name.



## Abstract Logo Mark

An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image it's an abstract geometric form that represents your business.



## Combination Mark

A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot.

