



BRAND DEVELOPMENT WORKSHEET

Compliments of your friends at
LONGO DESIGNS & BRANDING

Keep this sheet handy
when starting a new
Brand Development Project!

No.1 Official Brand Name:

No.3 Brand's Core Values:
What does the brand stand for?

No.5 Brand's Personality:
If your brand is a person, it is:

Male or female? _____

Young or old? Middle-aged? _____

Blue collar or high brow? _____

Describe the brand in adjectives:

No.2 What's the Brand's Most Important Attribute?

No.4 Which Archetype is your Brand?

What does your Brand Archetype look like?
(Show visual examples like images, textures, typography, patterns, colors, etc.)