



Brand Identity Worksheet

A Togethr tool · Complete before your project kickoff

This worksheet is for anyone bringing a concept to life — whether you're launching a business, a product, a personal brand, or a side project. Fill it out on your own or with your team. There are no wrong answers. If something is still a "not sure yet," write that down — that's exactly what this is for. Your answers guide everything: naming, visual identity, tone of voice, and design direction.

Business / Project Name

Industry / Type

Date

Prepared by

01 — THE CONCEPT

1. What is this project, product, or business?

Describe it in plain language — what it does, what it sells, or what it offers.

2. What problem does it solve, or what need does it fill?

3. Do you have a name in mind? List any options, even rough or placeholder ideas.

4. Where do you see this in 3 years — small and focused, or scaled and expanded?

02 — YOUR AUDIENCE

5. Who is your ideal customer or client?

Think about age range, lifestyle, values, what they care about, and what frustrates them.

6. What is the primary action you want someone to take when they first encounter your brand?

☐ Make a purchase	☐ Book a call / consult	☐ Sign up / register
☐ Follow on social	☐ Download something	☐ Contact you directly

7. What do your competitors or similar businesses get wrong about serving this audience?

03 — BRAND PERSONALITY

8. If your brand were a person, how would you describe them?

Check all that resonate. Add your own in the lines below.

☐ Trustworthy	☐ Playful	☐ Bold	☐ Sophisticated
☐ Approachable	☐ Innovative	☐ Authoritative	☐ Warm
☐ Calm	☐ Energetic	☐ Rebellious	☐ Professional
☐ Quirky	☐ Minimalist	☐ Luxurious	☐ Grassroots

9. How do you want someone to feel the moment they encounter your brand?

10. What words, tones, or impressions do you want to avoid entirely?

11. Are there any brands — in any industry — that represent the image you're going for?

Competitors, companies you admire, Instagram accounts, storefronts. Briefly explain what resonates.

04 — VISUAL IDENTITY

12. Do you have any existing visual assets to carry forward, or are you starting fresh?

Logos, fonts, colour palettes, photography style — anything you're attached to or want to keep.

13. When you picture your logo, does anything come to mind?

Text only (wordmark), an icon, a combination? Any symbols or imagery tied to your concept?

14. List 3–5 websites, brands, or visual references whose look and feel you love — and briefly say why.

15. Which colour direction feels closest to your brand?

Circle or mark the palette(s) that resonate. Use the lines below for your own colour notes.

Bold & Energetic

High contrast, confident, modern. Great for tech, fitness, entertainment, or startups.



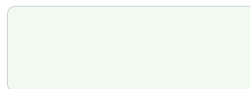
#1A1A2E
Deep Navy



#E63946
Vivid Red



#F4A261
Warm Orange



#F1FAEE
Off White



#457B9D
Steel Blue

Natural & Grounded

Earthy, warm, approachable. Great for wellness, food, sustainability, home, or real estate.



#3D405B
Slate



#81B29A
Sage



#F2CC8F
Sand



#F4F1DE
Cream



#E07A5F
Terracotta

Clean & Professional

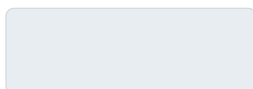
Minimal, sharp, trustworthy. Great for finance, legal, consulting, or corporate services.



#0D1B2A
Charcoal



#1B4FD8
Corporate Blue



#E8EDF2
Light Steel



#FFFFFF
White



#64748B
Slate Gray

Soft & Approachable

Friendly, light, inviting. Great for lifestyle, education, community, beauty, or childcare.



#5E548E
Soft Purple



#E9C46A
Warm Yellow



#F4A261
Peach



#2A9D8F
Teal



#F8F4FF
Lavender Mist

Dark & Luxurious

Premium, sophisticated, editorial. Great for fashion, hospitality, or high-end services.



#1C1C1C
Near Black



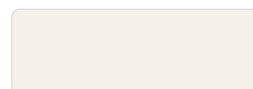
#C9A84C
Gold



#8B5E83
Plum



#2D2D2D
Dark Gray



#F5F0E8
Warm Ivory

Your own colour notes or specific colours in mind:

05 — TYPOGRAPHY

16. Explore fonts for free before filling this in.

Google Fonts is a free library of hundreds of typefaces — browse by style, preview pairings, and download for free. Most work great for both web and print.

fonts.google.com

Browse the pairings below — grouped by style — and check any that feel like your brand.

BOLD / EDGY

Bebas Neue

MAKE NOISE.

IBM Plex Sans

Built for the ones who go first.

Best for: Streetwear, gyms, music, gaming, creative agencies

☐ This feels like me

Black Han Sans

DISRUPT.

Space Grotesk

No rules. All impact.

Best for: Tech startups, entertainment, sneakers, streetwear

☐ This feels like me

ELEGANT

Playfair Display

Timeless.

Source Sans Pro

Crafted with intention and care.

Best for: Fashion, luxury goods, legal, weddings, publishing

☐ This feels like me

Cormorant Garamond

Understated luxury.

Jost

Where refinement meets restraint.

Best for: Boutique hotels, jewellery, high-end beauty, art

☐ This feels like me

CORPORATE

Montserrat

Built to perform.

Lato

Reliable, sharp, and results-driven.

Best for: Finance, consulting, SaaS, real estate, law firms

☐ This feels like me

DM Sans

Clear & confident.

Inter

Designed for teams that mean business.

Best for: Tech companies, agencies, B2B services, HR

☐ This feels like me

PLAYFUL

Fredoka

Let's do this!

Nunito

Friendly, warm, and totally you.

Best for: Kids brands, wellness, community, education, food

☐ This feels like me

Paytone One

Hello, world.

Quicksand

Big energy. Bigger heart.

Best for: Lifestyle brands, apps, subscriptions, social media

☐ This feels like me

MODERN / MINIMAL

Syne

Less, but better.

Inter

Stripped back. Intentional. Precise.

Best for: Architecture, product design, tech, photography

☐ This feels like me

Outfit

Clean lines.

Plus Jakarta Sans

Modern simplicity that speaks for itself.

Best for: Interior design, fintech, SaaS, portfolios

☐ This feels like me

WARM & APPROACHABLE

Poppins

Come as you are.

Open Sans

Approachable, clear, and easy to love.

Best for: Health, retail, personal brands, services, coaches

☐ This feels like me

Raleway

Made with heart.

Merriweather

Stories worth telling, warmly.

Best for: Nonprofits, food, artisan goods, wellness, blogs

☐ This feels like me

17. Write your font choices here.

Use a pairing from above, something you found on Google Fonts, or a font you already own. If you're not sure yet, leave it blank and we'll work through it together.

Headline font (used for titles, headings, and bold statements)

Body font (used for paragraphs, descriptions, and supporting text)

Accent font (optional — for pull quotes, captions, or special details)

Additional notes on typography — sizes, weights, or overall feel:

18. How would you describe the tone of your brand's writing?

☐ Conversational

☐ Professional

☐ Witty / Humorous

☐ Inspirational

☐ Direct / No-nonsense

☐ Warm & Nurturing

☐ Educational

☐ Bold & Provocative

19. Write a rough version of your tagline or brand statement — even if it's messy.

Don't overthink it. What do you do, for who, and why does it matter?

20. What is something you would never want your brand to say or stand for?

07 — FINAL THOUGHTS

21. Is there anything about how you've been branded or perceived in the past that you want to leave behind?

22. Anything else you want your brand partner to know before the work begins?

Once complete, send this back to your Togethr contact. We'll use your answers to build your project scope and initial creative direction. · Togethr — Brand Identity Worksheet

Notes

Use this space freely — ideas, questions, things to look up, or anything that comes up during the process.

Brand name ideas

Competitors & brands to reference

Questions to ask my brand partner

General notes
