

**1st  
Edition**

# *Business* Branding Planner

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# Table Of Contents

## Day 1

About .....	1
Values .....	2

## Day 2

Brand Concept .....	3
---------------------	---

## Day 3

Brand Visuals .....	4
---------------------	---

## Day 4

Target Market .....	5
Personal Brand .....	6

## Day 5

Mood Board .....	7
Comp Brands .....	8
Color Codes .....	9
Feedback (Optional) .....	10

## Day 6

..... <i>Take a Break</i> .....	11
---------------------------------	----

## Day 7

..... <i>Review &amp; Revise</i> .....	12
--	----



# About My Brand

Business Name:

---

Industry Type:

---



What does my business Do/Provide

Origin Story/History

Business Goal/Vision



# Values

## My Brand

### Mission Statement

### Company Values

### Brand Pillars:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Concept

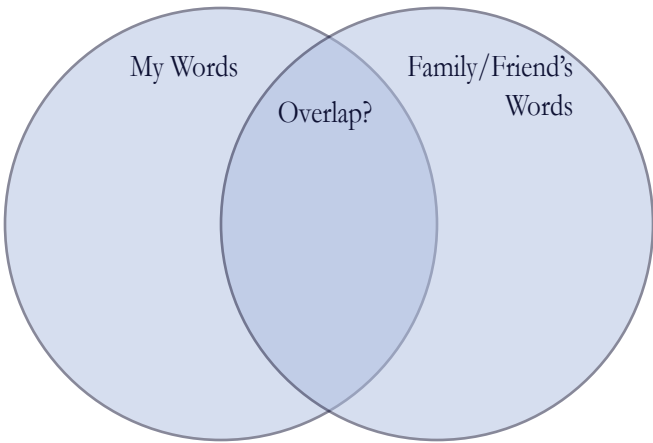
## My Brand

What should people to Think & Feel

3-5 Words

### Brand Words:

Ask 5 Friends/Family members what words they would use to describe your business. List them below.



Final selection of Brand Words (3-5)

### Brand Voice:



Tough Love

Witty/Cheeky



Professional

Matter of Fact



Your BFF

Conversational

Other: \_\_\_\_\_



# Visuals

## My Brand

### Color Psychology

Colors that correspond to my brand words  
(Ex. Red: Passion ; Blue: Stability)


### Typography

Search your preferred software catalog and find the following fonts that align with my brand words

Decorative

Serif

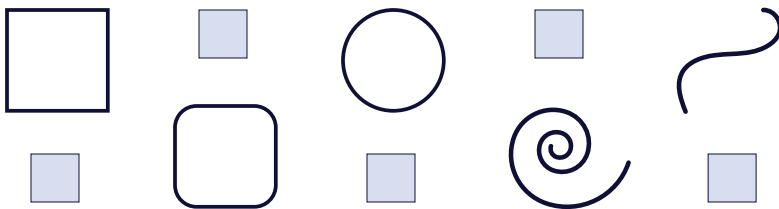
San Serif (1)

San Serif (2)

Script

### Graphic Style

Styles of linework and/or shapes that best align with brand.  
(Ex. Hard Angles: Traditional ; Curves: Whimsical)



### Brand Avatar/Persona TV/Movie/Book/Anime etc Character that represents my ideal client.

Name:

Media Title:

Traits: \_\_\_\_\_

Career: \_\_\_\_\_

Hobbies: \_\_\_\_\_

Tastes: \_\_\_\_\_

Needs: \_\_\_\_\_

Values: \_\_\_\_\_



# Market

## My Brand

Day 4

### Target Market & Values?

Ex 1. Gen Z → Innovation, Freedom, Diversity, Independence

Ex 2. Boomers → Stability, Structure, Traditionalists, Strong Work Ethic



### Where is this Target market?

Ex. Gen Alpha/Gen Z → 1) Tik Tok 2) Twitter 3) Instagram (Social Media Priority)

Ex. Boomers → 1) Word of Mouth 2) Facebook 3) Newspaper

### Should my Business & Personal Brand be separate?

**Guiding Questions:** Is my brand/business an extension of me? Is my pre-existing core personal following my target market?

#### Separation Strategy

Pros:

Cons:

#### Combination Strategy

Pros:

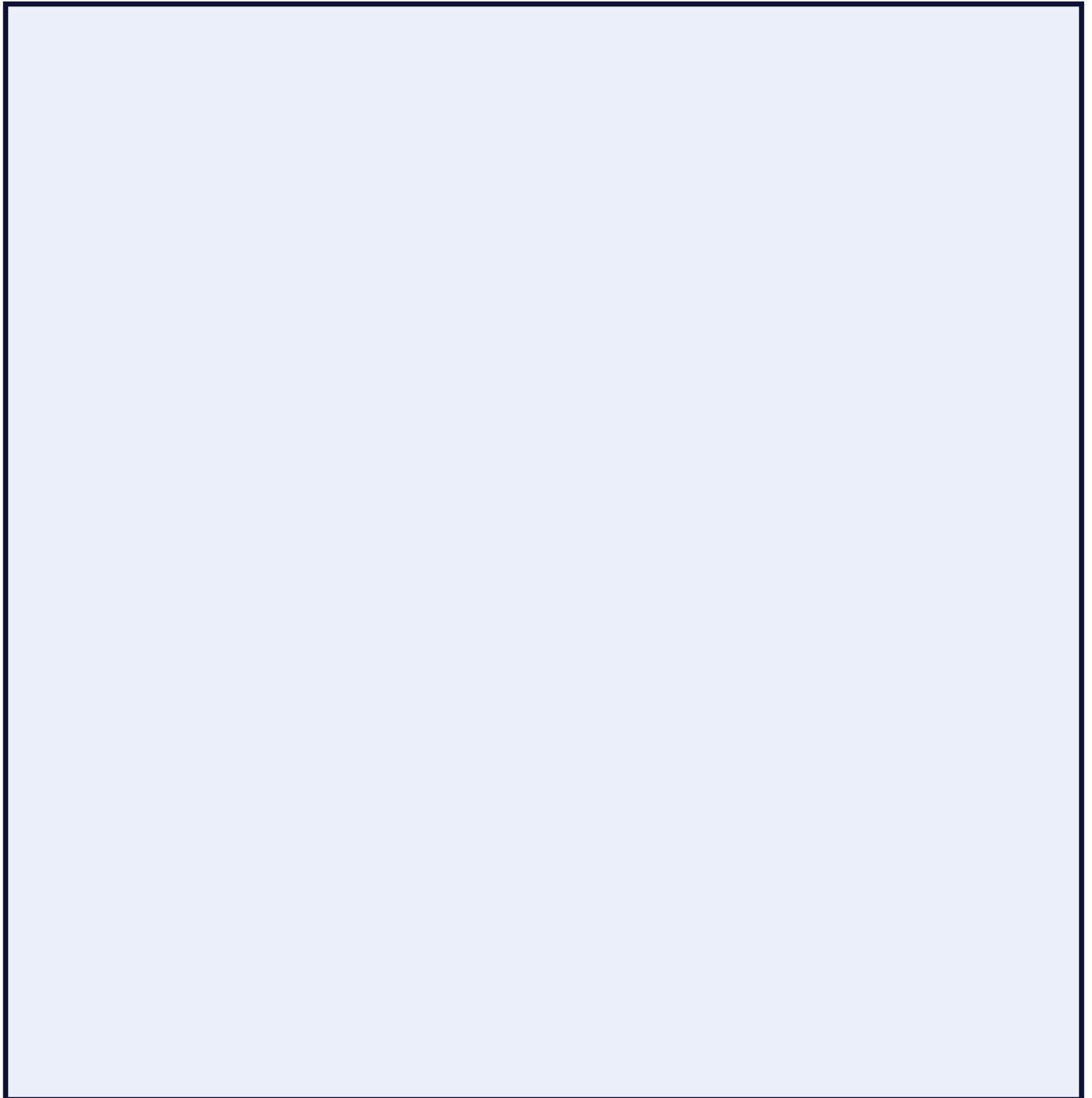
Cons:



# Inspira

My Brand

## Digital Mood/Inspo Board





# Camps

## My Brand

	Comparative Brand #1	Comparative Brand #2	Comparative Brand #3
<b>Name</b>	_____	_____	_____
<b>Service</b>			
<b>Values</b>			
<b>Brand</b>			
<b>Market</b>			
<b>Colors</b>			
<b>\$</b>			



# Colors

## My Brand

**Instructions:** Place chosen brand colors as swatches and list their HEX Codes below. Label each color as either a Primary, Secodnary, Tertiary or Accent color. Use the boxes below to choose a neutral pairing color. Ex. Browns, Gres, etc.?

--	--	--	--	--	--

# _____	# _____	# _____	# _____	# _____	# _____
P/S/T/A	P/S/T/A	P/S/T/A	P/S/T/A	P/S/T/A	P/S/T/A

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# Feedback

## My Brand

### Feedback #1

#### Instructions:

Review this Business/Individual's branding planner and give feedback within 2 days for Day 7 activity.

### Feedback # 2

#### Questions to keep in Mind:

- Does the tone/mood feel cohesive?
- Can you visual the brand?
- Can you hear my brand's voice?
- What do my brand colors/fonts make you feel?

### Feedback # 3

### Feedback # 4



Day 6

# Take a Break

## My Brand



Day 7

*Review & Revise*  
My Brand

