

Brand Identity Mini-Workbook

Title: Build Your Brand Foundation

This workbook helps you craft your business identity by defining your core purpose, values, visuals, and tone of voice — all essential to establishing a strong online presence.

Section 1: Your Brand's Mission Statement

Prompt:

What's the reason your business exists beyond making money? Who do you serve and how do you help them?

Example: "At Sweet Roots Skincare, we help Caribbean women with sensitive skin feel confident by offering gentle, locally sourced skincare made with love and science."

- Write your mission in one short paragraph (2–3 sentences):

Section 2: Your Brand Voice & Tagline

1. Choose Your Brand Personality (pick 2–3):

- ☐ Friendly
- ☐ Professional
- ☐ Bold
- ☐ Minimalist
- ☐ Quirky
- ☐ Luxurious
- ☐ Youthful
- ☐ Empowering
- ☐ Earthy/Natural
- ☐ High-Tech
- ☐ Community-focused

2. Draft Your Tagline:

Your tagline is a short phrase that expresses your promise, vibe, or value.

Examples:

- “Made for your glow.”
- “Sustainable goods. Caribbean roots.”
- “Shop bold. Live free.”

Try writing 2–3 tagline options below:

- 1.
- 2.
- 3.

Section 3: Your Visual Identity – Colors & Fonts

Color Palette Activity:

Visit <https://coolors.co> or use the **Brand Kit** section in [Canva](#) to explore 3–5 brand colors that reflect your personality.

- ☒ Paste a screenshot or list your hex codes:
 - Primary:
 - Secondary:
 - Accent 1:
 - Accent 2:
 - Neutral:

Font Choices:

- Headline font:
- Body font:
- Bonus: Look for these in Canva to keep your graphics consistent.

Section 4: Visual Examples

- Add inspiration images for your brand's look. These can include:
 - Packaging styles you like
 - Social media posts you admire
 - Moodboard screenshots

Upload or paste 2–3 inspiration images here (or add screenshots from Canva Mood Boards on Pinterest).

Final Thought Starter:

What 3 words do you want people to associate with your brand after interacting with it online?"

1.

2.

3.