

BRAND LOOK & FEEL WORKSHEET

**BRAND #1: \_\_\_shopIndi\_\_\_\_\_\_\_\_\_\_**

**How would you describe the brand's personality?**

***Rebellious, artistic, different and fun***

**Is there a quote or slogan that represents the brand's tone of voice?**

***Independent artists stuff found here***

**How would you describe the brand's mood?**

***Rebellious and energetic***

**BONUS: What visual elements are communicating the brand's look and feel?**

*Art sketches*

*Color purple and vibrant colors*

*Images*

*Simplicity of grid image selection*

**BRAND #2: \_\_\_Funbrain\_\_\_\_\_\_\_\_\_\_**

**How would you describe the brand's personality?**

***Fun and kid friendly***

**Is there a quote or slogan that represents the brand's tone of voice?**

***Play here to learn here.***

**How would you describe the brand's mood?**

***Fun***

**BONUS: What visual elements are communicating the brand's look and feel?**

***Primary colors, big fonts, one or two word descriptions***

**BRAND #3: \_\_USAA\_\_\_\_\_\_\_\_\_\_\_**

**How would you describe the brand's personality?**

***Stable financial family friendly banking***

**Is there a quote or slogan that represents the brand's tone of voice?**

***Family friendly financial services with a focus on you.***

**How would you describe the brand's mood?**

***Confident, competent, friendly and easy to use.***

**BONUS: What visual elements are communicating the brand's look and feel?**

***Blue color area, family smiling images, handful of links to financial information. Dynamic hero images changing to what they do.***