

BRAND STRATEGY TEMPLATE

Use this simple template to consolidate the identity of your brand. Use it as a brainstorming tool, summary template, or reference document. Add your own categories to tailor it to your business.

Company Mission	
Brand Positioning Statement	
Unique Selling Proposition	
Reasons to Believe	
Brand Personality	
Brand Promise	
Brand Voice & Tone	
Taglines	

Disclaimer: These templates are intended as a tool and for reference only. We strive to offer information that is up to date and correct. We make no representation, express or implied, about the completeness, accuracy, reliability, or suitability. Source: smartsheet.com.
FabShop News magazine, Issue 153.

VISUAL BRAND IDENTITY CHECKLIST

Here are sample questions to help ensure your brand's visual identity is consistent and aligns with your brand personality and strategy. Consider each section independently — but view the list as a whole. Make adjustments to create a sense of consistency in all your visual content.

GENERAL

- ☐ Does your visual identity reflect your brand personality?
- ☐ Are your brand visuals geared toward your target audience?
- ☐ Do your images communicate a cohesive story?

LOGO

- ☐ Is your logo unique and easily recognizable?
- ☐ Does your logo work well at small sizes?
- ☐ Is the logo effective for online and print use?

ICONOGRAPHY

- ☐ Are your icons clear, even at small sizes?
- ☐ Are icons relevant and used sparingly?

ILLUSTRATION

- ☐ Are illustrations simple?

COLORS

- ☐ Does your color palette take marketing psychology into consideration?
- ☐ Do you have a strategy for how to use colors on your website?
- ☐ Is your color scheme consistent across all marketing materials and channels?

TYPOGRAPHY

- ☐ Do your typographical choices work with your logo and reflect the feel of your brand?
- ☐ Have you limited your choices to 2-3 fonts?
- ☐ Are your font choices legible both in print and on screens?

ORGANIZATION

- ☐ Do you have a hierarchy for how to use visual elements on your website?
- ☐ Does your visual content guide viewers intuitively?

OTHER



BRAND PERCEPTION SURVEY

Create a survey to gauge or test brand awareness and perception. Here are example survey questions. Edit the questions to reflect the brand characteristics and general questions you want to include to measure the brand perception of your business.

How familiar are you with our brand?

NOT
AT ALL

☐

VERY
LITTLE

☐

SOMEWHAT

☐

FAMILIAR

☐

VERY
FAMILIAR

☐

How likely are you to recommend us to friends or family?

1

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐

8

☐

9

☐

10

☐

How did you find out about us?

☐

Family or Friend

☐

Magazine, Blog,
or Other Media

☐

Other (please specify)

☐

Online Search

☐

Social Media

What level of trust do you have in our brand?

1

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐

8

☐

9

☐

10

☐

Which words best describe our brand?

Choose up to 3:

☐

Innovative

☐

Playful

☐

Rebellious

☐

Authoritative

☐

Unique

☐

Refined

☐

Unconventional

☐

Classic

☐

Casual

☐

Elite

☐

Friendly

In the time since you first became aware of us, has your perception of our brand changed?

☐

YES

☐

NO

What brand comes to mind when you think of us (product name)?

Please enter your response below: