

Creating Your Brand Activity Worksheet



Style:

Style is the overarching feel of your brand. Determining the mission, vision, target audience, personality, and core values of the brand gives your direction in other areas of the brand, such as choosing brand colors and creating content.

- 1) Mission – why your company exists
- 2) Vision – where you want your company to go
- 3) Target audience – who are your customers, and why do they need you
- 4) Brand personality/voice – adjectives that describe your brand (see voice section)
- 5) Core values – guiding principles on how your company makes decisions

Directions: Fill out the blanks below

Mission	
Vision	
Target Audience	
Brand Personality (see voice)	
Core Values	

Voice:

Your brand’s voice is the personality it has the majority of the time. This should not be confused with tone, which is the mood of the post. (Voice is big-picture and the accounts; tone is the individual post). Example: An account known for its humor (Voice) would opt for a more serious tone for a press release

Directions: Mark an X on each row below, indicating the lean of your brand toward each personality trait.

Funny						Serious
Casual						Formal
Enthusiastic						Matter-of-fact
Irreverent						Respectful
Authentic						Tailored
Approachable						Aloof
Modern						Classic
Youthful						Mature