

Brand Identity Template

1. Brand Overview

- **Brand Name:**
- **Tagline:**
- **Mission Statement:**
- **Vision:**
- **Core Values:**

2. Target Audience

- **Demographics:**
- **Psychographics:**
- **Key Motivations:**
- **Pain Points:**

3. Brand Personality

- **Tone of Voice:**
- **Brand Attributes:**
- **Brand Voice Guidelines:**
 - **Formal/Informal:**
 - **Humorous/Serious:**
 - **Friendly/Authoritative:**

4. Visual Identity

- **Logo:**
 - **Primary Logo:**
 - **Secondary Logo:**
 - **Logo Usage Guidelines:**
- **Color Palette:**
 - **Primary Colors:**
 - **Secondary Colors:**
 - **Color Usage Guidelines:**
- **Typography:**
 - **Primary Fonts:**

- **Secondary Fonts:**
 - **Font Usage Guidelines:**
- **Imagery:**
 - **Style:**
 - **Photography Guidelines:**
 - **Illustration Guidelines:**

5. Brand Messaging

- **Key Messages:**
 - **Elevator Pitch:**
 - **Brand Story:**
 - **Unique Selling Proposition (USP):**
- **Communication Guidelines:**
 - **Internal Communication:**
 - **External Communication:**

6. Application

- **Business Cards:**
- **Letterhead:**
- **Email Signatures:**
- **Social Media Templates:**
- **Packaging:**
- **Merchandise:**

7. Brand Consistency

- **Brand Guardians:**
- **Review Process:**
- **Consistency Checklist:**