

Here's a Budget-Friendly Brand Identity Planner to guide small businesses through creating a brand identity without a large budget:

1. Define Your Brand's Mission

- What are you trying to achieve?
 - Write one or two sentences about your brand's goals beyond making money.
 - Example: "To bring eco-friendly products to everyday households."

2. Outline Your Core Values

- What does your brand stand for?
 - List 3-5 values that guide your brand. (e.g., honesty, creativity, quality).
 - Example: "Honesty, Sustainability, Quality."

3. Describe Your Target Audience

- Who are your ideal customers?
 - Think about their age, interests, and any problems your brand can solve for them.
 - Example: "Young adults who want stylish, eco-friendly products."

4. Create a Brand Personality

- How do you want people to feel when they see your brand?
 - Choose 3-5 adjectives that describe your brand's personality. (e.g., fun, bold, trustworthy).
 - Example: "Friendly, Reliable, and Bold."

5. Choose a Brand Name

- Make it memorable and meaningful.
 - Brainstorm 5-10 names that reflect your brand's personality and values.
 - Keep it simple and easy to remember.

6. Pick a Color Scheme

- What colors best represent your brand?
 - Use free tools like Colors or Adobe Color to explore color combinations.
 - Choose 2-3 main colors that align with your brand values and make your brand recognizable.

7. Design a Basic Logo

- Keep it simple to start.
 - Use free logo makers like Canva or Looka.
 - Focus on clarity – even a simple design or unique font can make an impact.

8. Create Your Brand's Voice

- How does your brand "talk" to people?
 - Choose 3 words to describe how your brand would sound if it were a person. (e.g., friendly, professional, inspiring).
 - Example: "Friendly, Supportive, Straightforward."

9. Develop Your Brand Story

- Share what makes your brand special.
 - Write a few sentences about why you started your brand and what makes it unique.
 - Example: "We started with a passion for sustainability and a dream of making eco-friendly products affordable for everyone."

10. Draft Your Tagline or Slogan

- Keep it short and catchy.
- Think of one sentence that captures your brand's promise or spirit.
- Example: "Eco-friendly for everyday life."

This planner keeps it simple and actionable, helping small business owners create a clear brand identity with minimal cost.