



Key Branding Questions to Ask Yourself Before Creating Your Brand Vision Board

1. Who is my Ideal Customer?
2. What are the problems I help them solve?
3. What kind of personality do I want my business to have?
4. Who is my competition?
5. What my competition's focus? - This will help you think about and answer the next question...
6. How is my business different from the competition?
7. What do I want my customers to think at every touchpoint?
8. How do I want my customers to feel at every touchpoint?
9. Think of a touchpoint as the places where past, present and future customers connect with your business. This includes things like your website, email signature, business card, social platforms and any other marketing material.
10. What colors will help me create a brand that gives customers the feeling I want them to experience when they come in contact with a touchpoint? (Primary, secondary, tertiary and support)
11. What is the story I want to create about my 'brand'?
12. How does/will my logo represent/communicate my brand?
13. What is my motto/tagline for my brand?
14. What font(s) will I use?
15. What is the voice of my brand?
16. What visuals will I use to illustrate my brand?