

GAINING CLARITY ABOUT THE KIND OF BRAND YOU WANT TO CREATE

Take your time answering
the following questions.

The words you use and the way you
articulate your answers will create a real
sensitivity of the brand you want to create.

Talking through these questions with your
team or people who know you and your
business will be a great start.

Have a conversation and the
emotive words will flow!

YOUUDANdesign
Clarity Through Creativity

LET'S START WITH THE BASICS

1. What is your Business name?
2. In which industry does your business operate in?
3. What does your business **do**?
4. Describe your business in once sentence:
5. Describe your business in two words:
6. If your business **was a person** how would you describe them?
7. What **problem** you are solving?
8. **Why** do you do what you do?



*Prefer pen and paper?
Print this PDF & make notes here*



HISTORY

1. What are the key milestones in the history of your business?
2. What is the story behind your business and business name?

FUTURE

1. Write about your big plans for the future.

*To know where you're going
we must know where you've been.*

Use this space to make notes or doodle

VALUES

1. What are your personal values?

(if you are in a team what are the values you have in common?)

2. What are your top 2 business values?

3. What behaviour supports these values?



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YOUR AUDIENCE

Think about your perfect customer:

1. Male or female?
2. Age?
3. What is their socio-economic status?
4. What are the specific personality traits or characteristics unique to them?
5. What are the biggest needs/ wants of your customers?
6. What benefit do you provide that they cannot get from elsewhere?
7. How did they find out about your business?
8. How do you want your customers to feel when they interact with your business?
9. Do they have anything else in common?
10. Do you have a secondary audience to consider?

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YOUR OUTREACH

1. Does your website give an accurate first impression about your business?
2. Does your website communicate your values from a visual point of view?
3. Do new visitors to your website understand *what* you do, from the home page of your website?
4. Do new visitors to your website understand *why* you do what you do, from the home page of your website?
5. What does your logo symbolise?
6. Is your brand/visual identity recognised by your audience?
7. Is your brand/visual identity consistent throughout the touch-points of your business?
8. Do you have brand guidelines?

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COMPETITION

1. Who do you consider to be your local competition?
2. Who do you consider to be your competition nationally or online?
3. Who do you see as competitors long term as you grow?
4. How do you want your competitors to view your business?

"Competition is always a good thing. It forces us to do our best. A monopoly renders people complacent and satisfied with mediocrity." - Nancy Percy

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VISION

1. What is your vision statement?

(describing the desired future position of the company).

2. What is your business mission?

(defines the company's business, its objectives and its approach to reach those objectives).

3. Do you have a Purpose statement?

(declarative sentence which summarises the impact on customers)

Summary:

Vision = Where You Want To Be in the Future

Mission = What You Do Now

Purpose = Why You Do What You Do

"If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you." - Steve Jobs

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Hello, I'm Kim

The best brand identities are dynamic.
Not just growing with your business
– but driving it forward.

I hope these questions have inspired some
creative thinking & started
some cogs turning.

If you'd like to discuss how you can inspire
more trust with your audience by creating a
visual identity with more personality, book a
call by clicking the button here.



HAVE SOME UNANSWERED QUESTIONS?

[Book A Call With Me](#)

[Or send an Email](#)

A little more info about YOUUDAN*design*

I work in partnership with purpose-driven businesses to help them gain ownership of their messaging and clarity over their strategy. In an **exercise of exploration and imagination, we go beyond design to build a dynamic brand identity** that reflects their aspirations, grows with their ambitions and connects with their audience.

Three steps to designing a visual identity that will stand out – and stand the test of time.

The approach I take is deliberately logical and deeply personal. Because I believe effective communication starts with you and your audience. So I'll get to know your business and your customers, helping you to gain clarity over your messaging and your market.

With a better understanding of your unique proposition, we can start getting creative. Translating your core values into visuals with impact. That repeatedly, consistently connect with your target audience and support your strategic objectives.

"Build a brand, not a business"

- Sir John Hegarty





We use hexagons in our visual identity as a nod to the honeycomb building structures of bees.

It helps us communicate our love of collaboration, building relationships, working as a team & creating something worthwhile.

YOUDANdesign.com
kim@kimyoudan.com

