

B R A N D I N G

*A guide to get to know you + your business on the way
to creating a noteworthy brand identity.*

M O V E M E N T M A R K E T I N G

H E L L O

Your brand is what identifies your business. *But* a good brand is creates a memorable experience that will set you apart from the crowd. It will help you attract your ideal client, tell the story of your business, and give your business a true identity.

Whether you are here for a new business website design, or a redesign- now is the perfect time to get clarity on your brand.

At Movement Marketing, we strive to not only give you an identity, but also infuse you + your personality into your website, brand and business. This worksheet will help us get to know you and your business to develop a clear vision of your new website.

If you have any questions, please feel free to reach out to brandi@movementmktg.com .

LET'S GET STARTED.

A handwritten signature in black ink that reads "Brandi Bowman". The script is fluid and cursive, with the first letters of "Brandi" and "Bowman" being capitalized and prominent.

BRANDI BOWMAN | MOVEMENT MARKETING

Y O U R V I S I O N

+

Y O U R V O I C E

+

Y O U R V I S U A L S

=

Y O U R B R A N D

MOVEMENT MARKETING

who YOU are

Understanding your vision + who you are will create magnetic authenticity to attract your ideal client.

WHY DID YOU START YOUR BUSINESS?

WHAT IS YOUR FAVORITE PART OF YOUR BUSINESS?

who YOU are

Understanding your vision + who you are will create magnetic authenticity to attract your ideal client.

WHAT MAKES YOUR BUSINESS UNIQUE?

WHAT MAKES YOU (AS A PERSON) UNIQUE?



who YOU are

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DESCRIBE YOUR BUSINESS AS A PHYSICAL LOCATION:

What feelings does it evoke? Warm, cool, inviting, modern, minimalistic, etc?

Are the walls white? Is there bright pops of color throughout?

A large, empty rectangular box with a thin black border, intended for the user to describe their business as a physical location.

who YOU are

Circle all the words you identify with.

ADORABLE ADVENTUROUS APPEALING ARTISTIC ATHLETIC ATTRACTIVE AUTHENTIC BOLD BREATH TAKING
BRIGHT BUSY CALMING CAPABLE CARING CASUAL CHARMING CHEERFUL CHIC CLASSIC CLEAN
CLEVER COLLABORATIVE COLORFUL COMFORTABLE CONSERVATIVE CONTEMPORARY CONVENIENT COOL
COZY CREATIVE CUSTOM CUTTING EDGE DARING DASHING DAZZLING DELICATE DRIVEN DELIGHTFUL
DETAILED DRAMATIC DYNAMIC EARTHY ECCENTRIC EFFICIENT EFFORTLESS ELEGANT ELEVATED
ENCHANTING ENDEARING ENERGETIC EXCITING EXUBERANT FABULOUS FAMILIAR FANCY FANTASTIC
FASHIONABLE FEMININE FESTIVE FIERCE FLIRTY FORMAL FRESH FRIENDLY FUN FUNCTIONAL GLAMOROUS
GRACEFUL HIP HISTORIC HONORABLE IMPRESSIVE INDUSTRIAL INNOVATIVE INSPIRING INTENSE INVITING
LIVELY LUSH MAJESTIC MASCULINE MINIMAL MODERN NATURAL NAUTICAL NOISY NOSTALGIC
OLD-FASHIONED ONE-OF-A-KIND ORGANIC PASSIONATE PLAYFUL POLISHED POWERFUL PROFESSIONAL
QUAINT RADIANT REBELLIOUS RELAXING RELIABLE RETRO REVOLUTIONARY RITZY ROMANTIC ROYAL
RUSTIC SECURE SERIOUS SEXY SILLY SINCERE SLEEK SMART SOOTHING SOPHISTICATED STABLE STRIKING
STRONG STUNNING STYLISH SWANKY TASTEFUL TAILORED TIMELESS TRANQUIL TRENDY TRUSTWORTHY
UNCONVENTIONAL UNIQUE UPBEAT URBAN VERSATILE VINTAGE WHIMSICAL WILD YOUTHFUL

MOVEMENT MARKETING

who YOU are

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NOW CHOOSE YOUR TOP 5 WORDS:

A large, empty rectangular box with a black border, intended for the user to write their top 5 words.

YOUR DREAM
CLIENTS ARE
WAITING TO WORK
WITH YOU.

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who YOUR IDEAL CLIENT is

Let's figure out WHO your ideal client is & how to speak to him/her successfully.

WHAT DO THEY LOOK LIKE? WHERE DO THEY LIVE? FAMILY/RELATIONSHIP STATUS? AGE?

WHAT DO THEY DO FOR A LIVING?

HOW DO THEY SPEND THEIR FREE TIME?

who YOUR IDEAL CLIENT is

Let's figure out WHO your ideal client is & how to speak to him/her successfully.

WHERE DO THEY SHOP?

WHAT ARE THEIR VALUES?

WHAT DO YOU HAVE IN COMMON OR HOW CAN YOU RELATE?

who YOUR IDEAL CLIENT is

Let's figure out WHO your ideal client is & how to speak to him/her successfully.

WHAT PLATFORMS CAN THEY BE REACHED ON? (INSTAGRAM, PINTEREST, FACEBOOK, ETC?)

WHAT DO THEY *NEED*?

WHAT ARE THEIR PRIORITIES?

finding your niche

It's better to be someone's cup of vodka, than everyone's cup of tea.

Niche by definition is denoting or relating to products, services, or interests that appeal to a small, specialized section of the population.

Example: Movement Marketing's niche includes small business owners who have big aspirations + goals for their business, know the value of an online presence, and prioritize time management and efficiency.

DESCRIBE YOUR NICHE:

A large, empty rectangular box with a black border, intended for the user to describe their niche.

IT'S NOT JUST
A BRAND,
IT'S A STYLE.

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BRAND STATEMENT

A brand statement will combine who you are, who your ideal clients are and how your business will service them!

Example: At Movement Marketing, we take a personal approach to website design + other boutique marketing services to create noteworthy branding for small businesses owners with big-dreams by creating a platform for success.

YOUR BRAND STATEMENT:

A large, empty rectangular box with a black border, intended for the user to write their brand statement. The box is centered on the page and occupies most of the lower half of the document.

DESIGN TO
COMMUNICATE,
NOT JUST TO
DECORATE.

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COLORS + THEMES

Circle all that apply.

DO YOU PREFER

WHITE/BLACK | NEUTRALS | BRIGHT: COOL TONES | BRIGHT: WARM TONES
purple, blue, green | *pink, red, orange*

FOR A THEME:

MINIMALISTIC | FEMININE | TROPICAL | NAUTICAL

LUXURIOUS /EXPENSIVE | CLEAN + SIMPLE | HIGH FASHION | ATHLETIC/SPORTY

OTHER: PLEASE EXPLAIN

COLORS + THEMES

Circle all that apply.

WHAT COLOR FAMILIES DO YOU WISH TO INCLUDE?

WHAT PATTERNS OR DO YOU LIKE? STRIPES, POLKA DOTS, ETC.

DO YOU HAVE EXISTING BRAND COLORS? IF YES, PLEASE IDENTIFY BY NUMBER

FONTS

Choose 1st choice + 2nd choice

serif

CLASSIC | SOPHISTICATED | STYLISH | EXPENSIVE

sans serif

MODERN | CLEAN | CHIC | SIMPLE

script

CREATIVE | FEMININE | DELICATE | ELEGANT

slab serif

CONFIDENT | BOLD | FRIENDLY | CLASSIC

FONTS

Circle your favorite!

REGULAR

NATURAL + LEGIBLE

CONDENSED

MODERN + PLAYFUL

EXTENDED

SMOOTH + MATURE

FONTS

Circle your favorite from each side!

LOW CONTRAST

MINIMALISTIC | SIMPLE | CHIC

HIGH CONTRAST

CREATIVE | UNIQUE | ELEGANT

lowercase

INFORMAL + PLAYFUL

UPPERCASE

BOLD + MATURE

FONTS

Circle your favorite!

Light

DELICATE + SOFT

MEDIUM

CLEAN + CRISP

Bold

POWERFUL + STRONG

YOUR DREAM IS MEANT

TO

thrive.