

# Brand Design worksheet



## TAGLINE

Summarize your product, service, ministry, etc. in a short, simple sentence or statement. Besides your company name, your tagline will quickly let people know what you're about.

---

---

## STYLE

How would you describe your style? Be as specific as possible.

- Timeless, Polished, Sophisticated, Chic, Glam
- Eclectic, Unconventional, Whimsical, Unique
- Soft, Pretty, Feminine
- Bold, Striking, Edgy, Ultramodern, Dramatic
- Industrial, Masculine
- Modern, Contemporary, Sleek, Minimal
- Country, Rustic, Handmade, Farmhouse
- Traditional, Classic, Simple
- Other: \_\_\_\_\_  
\_\_\_\_\_

## COLOR PALETTE

List colors you are drawn to:

---

---

---

---

Circle your color preferences:

Feminine Masculine Neutral Bright Subdued  
Watercolor Pastel Sassy/Bold White with Accents

Warm (red, orange, yellow)  
Neutral (black, white, tan, gray)  
Cool (shades of green, blue, or purple)

Other: \_\_\_\_\_

# Brand Design worksheet



## ART ELEMENT

Describe a symbol or picture that might represent the work you're doing.

---

---

---

---

## NOTES

Write down any other brand or design notes that come to mind, or anything else that might be helpful to your designer.

---

---

---

---

---

---

---

---