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| Word Doc Header-01.png |
| UpBound Logo_Primary-FLAT-WHT.png |
| Logo & Brand Planner |
| |  | | --- | | **Business Name**  Business Contact, Position  MONTH 20XX |   ***The Purpose of this Workbook:***  *This workbook is designed to set out all the details relating to your core brand, ensuring that your message & voice are consistent across all print, digital and in-person interactions. It also helps us identify key attributes of your brand that should be represented in your logo.*  *If you already have a clear understanding of “who” your business is, this workbook will allow you to organise this information in such a way that other service providers - like UpBound - can stay true to your message in everything we do for you.*  *If you don’t have a clear idea of your brand, this workbook will help you fill in all the blanks and gain a deeper understanding of the personality behind your business. You might have a picture in your mind of what this looks like - let us help you put it into words and make it official.*  ***Let’s get started.*** |
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## Step 1: Covering the Basics

#### Your business details

First, let’s document all the primary details of your business that everyone needs to know. Leave fields that are not applicable to you blank:

|  |  |
| --- | --- |
| Business Name: |  |
| Industry/Field: |  |
| Website URL: |  |
| Contact Phone: |  |
| Physical Address: |  |
| Mailing Address: |  |
| General Enquiries email address: |  |
| ABN/ACN: |  |
| Any Licence Numbers: |  |
| Any other important details relating to contacting your business, or legally performing your services: |  |

#### Do you have an existing logo you’re updating?

|  |  |
| --- | --- |
| Yes: | No: |
| Please paste an example of your existing logo here |  |

## Step 2: Digging Deeper

#### Some warm-fuzzy stuff.

Let’s dig a bit deeper. These next few questions are about determining what makes you unique as a business. This will go on to influence not only your logo design, but how your marketing is structured and the kind of customers you target. It is super important to have a laser focus on exactly who you are, so potential customers can in turn see exactly what dealing with you will be like.

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| Why are you in business? What made you take this direction? Was it built on an existing passion? Did you notice your industry was lacking something you could bring to the table, or maybe you were sick of ‘the way things have always been done’? |
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| What are your 3-5 Core Values & Beliefs? What is important to your as a business owner? What are your non-negotiables in delivering your product/service to your clients? | |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

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| What is your USP? A USP is your **Unique Selling Point**. Imagine you had 30 seconds to explain your business to someone in order to convince them of its true value. What would you say? Be as concise as possible, and remember: this isn’t about covering all your bases, and being everything to everyone. This is 1-2 sentences that sum up the essence of your business. |
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| What is your brand personality? If your brand was a person, what would they be like? Would they be exciting & loud, or quiet & professional? It can help to imagine an actual person - maybe someone you know - to help imagine their character traits. Think of 5-7 words - these will influence both the visual and text elements used to advertise your brand. | |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |
| 6. |  |
| 7. |  |

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## Step 3: Narrowing Down Your Look & Feel

#### What are some existing logos you already like?

This exercise helps us see common elements in logos you already like. They don’t have to be from your industry - use examples that have really stuck with you, and tell us what it is you like about them. (You can copy and paste from Google images or Pinterest by right clicking the image, selecting copy, and pasting into the fields below):

|  |  |  |
| --- | --- | --- |
|  | Logo Example: | Why I like this Logo: |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

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| Are there particular colours that are relevant to your business or industry? |
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| Are there any colours or themes that SHOULD BE AVOIDED? This may be because they have negative connotations, have been overused, or you simply dislike. |
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| Who are your main competitors? We want to ensure your logo is distinctly different from theirs, and make sure there is no accidental overlap | |
| 1. |  |
| 2. |  |
| 3. |  |

### Congratulations - You did it!

#### You’ve organised your thoughts into a clear framework and created a solid gameplan for your logo & brand identity.

You’re now ready to work with your graphic designer on crafting a logo that accurately represents your unique business.