



STRONG BRANDS begin with smart design

Visual Brand Assessment

People are visual by nature. Stretch your thinking and see your brand in a new light

Your Problem

You are about to start a branding initiative and need to understand how you can improve the brand.

Your Solution

Effective design carries your message and sparks an emotional response to your brand. This assessment will take your current visuals and find ways to take your branding to the next level with images working for your brand!

Key Benefits of Assessing Your Brand

- Identify strengths and weaknesses
- Provides intelligent recommendations
- Opportunity to identify the nature and purpose of your organization
- Sparks new ideas for growth of organization

Your Brand Name

Your Tagline

Your Name

FirstLast

Email

Phone

Website

Describe your brand and what you sell/promote.

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Who is your target audience?

What are 3 words that you would like to describe the look and feel of your brand?

Where do you market your brand online? Facebook, Twitter, etc. Please list URLs.

What questions or concerns do you have about your current visual branding?

What do you like about your current visual branding?

Please have a copy of your logo for review at your consultation.

Great brands begin at the intersection of your business aspirations and your customers' needs. This is a time of questions, research, dialogue and insights. An opportunity to identify the nature and purpose of your organization and imagine the possibilities.

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