

Brand Worksheet

Audience

List the top 5 characteristics of your audience

- 1.
- 2.
- 3.
- 4.
- 5.

Platforms

Think about what platforms you want to use, where you will use your brand/logo and how you will be updating members and observers.

- | | |
|---|---|
| <input type="checkbox"/> SU Webpage | <input type="checkbox"/> TikTok |
| <input type="checkbox"/> External Website | <input type="checkbox"/> Stash |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Equipment |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Email List |
| <input type="checkbox"/> Snapchat | <input type="checkbox"/> Branded assets |

Inspiration

Write down examples of websites or social media pages which of content you like:

- 1.
- 2.
- 3.
- 4.
- 5.





Tone of Voice

Key words to think about how you would like to sound:

- | | |
|--------------|---------------|
| Informative | Casual |
| Friendly | Authoritative |
| Funny | Provocative |
| Professional | Passionate |
| Edgy | Empathetic |

Visual Identity

Colours

- | | | | | |
|---|-------|-------|--------|--------------|
|  | R:240 | G: 88 | B: 105 | HEX: #f05869 |
|  | R: | G: | B: | HEX: |
|  | R: | G: | B: | HEX: |
|  | R: | G: | B: | HEX: |

Design & Imagery

What kind of content do you want to share?

Photography

- Content types- action shots, group photos
- Style- daylight bright shots, black & whited, drone shots
- Capturing- photographer, student members, committee, online search

Other assets:

- ☐ Icons
- ☐ Illustrations
- ☐ Shapes
- ☐ Patterns
- ☐ Emojis

Fonts

Primary Font

Supporting Font

Supporting Font
