Your brand is not what you say it is. It’s what they *remember* it as. Use this worksheet to align all three areas and strengthen your brand’s foundation.

## Business Statements

Business statements are pillars in a purpose-driven framework that will provide context as you work to achieve your objectives. Each statement should contain between 6 and 20 words. To ensure that your statements are sincere and authentic, choose each word carefully.

Consider these definitions as you do the following exercises:

**Values** ground you … it describes what you value most.

**Purpose** guides you … it describes what you do.

**Vision** inspires you … it describes why you do what you do.

**Mission** drives you … it describes how you will serve your purpose.

## Identify Your Core Values

The purpose of identifying your core values is to ensure that decision-making and problem solving is based on non-negotiable standards. Below is a table with inspiring words but if you need others, Google “small business core values”. First select 10 values from the list below by placing an x in the first column:

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| **1** | **2** | **3** | **Values** | **1** | **2** | **3** | **Values** | **1** | **2** | **3** | **Values** |
|  |  |  | Accessibility |  |  |  | Faith |  |  |  | Loyalty |
|  |  |  | Achievement |  |  |  | Family |  |  |  | Passion |
|  |  |  | Authenticity |  |  |  | Friendship |  |  |  | Peace |
|  |  |  | Challenge |  |  |  | Fulfillment |  |  |  | Reliability |
|  |  |  | Collaboration |  |  |  | Fun |  |  |  | Resilience |
|  |  |  | Competitiveness |  |  |  | Gratitude |  |  |  | Respect |
|  |  |  | Community |  |  |  | Happiness |  |  |  | Service |
|  |  |  | Connection |  |  |  | Harmony |  |  |  | Simplicity |
|  |  |  | Contribution |  |  |  | Honesty |  |  |  | Stewardship |
|  |  |  | Courage |  |  |  | Humility |  |  |  | Strength |
|  |  |  | Creativity |  |  |  | Independence |  |  |  | Success |
|  |  |  | Dignity |  |  |  | Impact |  |  |  | Tradition |
|  |  |  | Discovery |  |  |  | Innovation |  |  |  | Trust |
|  |  |  | Education |  |  |  | Integrity |  |  |  | Wealth |
|  |  |  | Excellence |  |  |  | Leadership |  |  |  | Wholeness |

Narrow the list down to 7 (place an x in the 2nd column), then to 5 (place an x in the 3rd column).

Then, enter your values below and describe why they are important to you.

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| **Value** | **Why it’s important** |
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## Compose Your Purpose Statement

A purpose statement should describe why you do what you do and for what reason.

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Example: Etsy, “To reimagine commerce in ways that build a more fulfilling and lasting world.”

## Compose Your Mission Statement

A mission statement should be a formal but short statement of the purpose of your company and should answer these questions to create the image you would like your business to portray to your customers.

Who we are:

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What we do:

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Who we serve:

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Your mission statement should reflect your short-term goals and long-term aspirations. Enter it here:

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Example: Google, “To organize the world's information and make it universally accessible and useful.”

## Compose Your Vision Statement

The purpose of a vision statement is to document your long-term view. It is typically for internal use and describes your ideal future. The vision statement should answer the following questions:

What do I want my business to look like in 10 years?

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How do I plan to get it there?

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How do I plan to stay there?

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The vision for the next 3-5 year's is:

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Example: YouTube, “To give everyone a voice and show them the world.”

## Brand Identity

Your brand identity is how you define and express your brand—it’s internally focused.

What makes you different from competitors?

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What's your unique edge?

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What’s the story behind your brand name?

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How does that story influence your visual identity?

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Who is your ideal customer?

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Are there any specific colors or fonts you love and how do they align with your ideal customer?

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Where will your logo be used most often (e.g., digital, print, packaging, apparel, signage)?

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Do you need versions of the logo for different uses (full logo, icon-only, wordmark, black & white)?

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Should the logo include your brand name or tagline?

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## Brand Image

Your brand image is how others perceive your brand—it’s externally focused.

How do people currently describe your brand?

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What’s the first impression you want your brand to make?

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What emotions should your brand evoke in your audience?

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If your brand were a person, how would others describe its personality?

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What misconceptions do people have about your brand (if any)?

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## Logo Best Practices

Now that you’ve defined your brand identity—what you stand for, who you serve, and how you want to be perceived—and explored your brand image—how others experience your presence and the emotions you evoke—it’s time to bring it all together visually. Your logo is often the first interaction people have with your brand, so it should reflect your mission, values, and voice with intention. It needs to communicate quickly, resonate emotionally, and remain consistent across every touchpoint. The following best practices will help you design a logo that’s not just attractive, but also strategically aligned with your brand foundation.

1. It should be simple, memorable, and versatile
2. It should look just as good in black and white as it does in full color
3. It should be recognizable both big and small

What type of logo are you drawn to (e.g., wordmark, icon, combination mark, emblem, abstract)?

**Wordmark:** A wordmark is a logo that consists of the brand name in stylized typography, with no graphic symbols.

* Google
* Coca-Cola
* Disney
* Visa

These rely heavily on font style and color to express the brand’s personality.

**Icon / Symbol:** An icon or symbol is a standalone graphic that represents the brand without any text.

* Apple (the apple silhouette)
* Twitter (the bird)
* Nike (the swoosh)

These are often used by brands that are already widely recognizable.

**Combination Mark:** A combination mark merges a wordmark with an icon or symbol, giving flexibility to use them together or separately.

* Adidas (wordmark + three-stripe icon)
* Doritos (name + triangle shape)
* Lacoste (wordmark + crocodile)

**Emblem:** An emblem features the brand name enclosed within a symbol or shape, often circular or shield-like.

* Starbucks
* Harley-Davidson
* BMW

These types allow for unique, ownable visuals that don’t rely on literal imagery.

Do you prefer a modern, classic, playful, elegant, bold, or minimalist style?

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**Step 1: Visual Inspiration**  
Search online for logos or images that reflect the look and feel you want for your brand. Use keywords that describe your ideal style (e.g., "minimalist logo," "vintage typography," "bold tech logo").

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| **Logo** | **Notes** |
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**Step 2: Save & Paste Examples Below**  
Collect 2–5 images that resonate with you and paste them here. For each one, write a brief note about what you like—such as the color palette, font style, icon shape, or overall vibe. These will serve as visual references and concept inspiration for your logo design.

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| **Logo** | **Reasons** |
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## Brand Awareness

**Where can people currently discover your brand?**

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**How do people usually hear about you?**

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**What platforms or channels need more consistent attention?**

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**What actions will you take to increase awareness this month (e.g.,guest appearance, email newsletter, online campaign, Facebook ads, cross-promotion)?**

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**Awareness Goals (Choose one short-term and one long-term):**

**Short-term:**

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**Long-term:**

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