

THE BRAND BLUEPRINT



bloomstruckllc@gmail.com

310.658.7385

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For whatever reason, you need a brand, aka a logo and all the other fun stuff that comes with it, so that you can go conquer your own corner of the world. We can certainly help.

In the following pages, you'll find questions you should be asking yourself as you endeavor to launch a brand. We'll be asking you these questions to gain a sense of direction for our creative juices to flow, but also to begin a dialogue about how you might gain traction and really make the most of the opportunity you have.

The last page is a checklist of the array of brand assets we can create for you. It will be helpful to review and narrow down options so that we can deliver our best work.

Now get started. Your **Brand Blueprint** is waiting.

+ Who, What, Why?

Every business owner or group lead should be able to answer the 'WHO? WHAT? WHY?' Why are you doing this? Why this business? Why does it matter to you? What are you selling? What is your service or product? Who is your target? Who is your competitor?

+ What goals do you have?

What are your short- and long-term goals for your brand? Give us tangible details. It may be more than sales; it may be influence or an award you're aiming for!

+ How will you describe your brand?

There is your company name, but do you have a tagline? What about an elevator pitch? We suggest you have 1-3 sentences to concisely describe what you're up to.

+ How will people find you?

Will we find you on Google? Do you believe referrals and reviews are key?

+ Tell us more about the details...

Choose 2-3 words to describe the 'vibe' of your brand. Do you have a specific color palette in mind? What about a font? If you're feeling super sassy, describe your brand using your senses. Besides its look, what does it taste like? Feel like? Smell like? Sound like?

+ What social media platforms will support you best?

We recommend choosing 2-3 apps to master! Do you have time to manage a schedule of posts?

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The jist of this worksheet is to help you assess and audit the different places your brand lives. Use your own methods to narrow down the list, or here's what we suggest:

1. CROSS OUT any item that does not interest you;
2. CIRCLE the super important ones;
3. Put a STAR next to the ones you'd like to consider.

BRAND BASICS

- business name
- logo
- colors/fonts
- tagline
- positioning statement
- other

PRINT

- business cards
- letterhead / envelopes
- postacrd
- poster
- folder
- brochure or book
- invitation
- promotional items

WEBSITE

- Under Construction page
- landing page
- About page
- Service/Offerings/Products page
- Portfolio or Gallery page
- Contact page
- eCommerce/store
- other

DIGITAL

- eNewsletter template
- eNewsletter distribution
- email signature
- sales/presentation slides
- presentation
- other

SOCIAL MEDIA

- blog
- podcast
- video
- live streaming
- Facebook
- Instagram
- LinkedIn
- other

MEDIA + ADVERTISING

- paid search
- social advertising (Facebook/Instagram)
- programmatic advertising
- outdoor advertising
- radio

PHOTOGRAPHY/VIDEO

- headshots
- product shots
- candid/casual shots
- drone footage
- branding and commercial videography