

# Logo Design Workbook



# Welcome to Branding Workbook.

This Branding Workbook is your opportunity to learn more about your brand, so you can make decisions and designs that can connect with users better and future proof your business. It will help you position yourself, so you can reach the required designs.

*Good luck and enjoy the journey.*

# Your Brand

Answer these questions to build a connect between your brand and target audience.

## Brand name and words associated with it.

Is there any inspiration behind your brand name? If yes, what is it? Are there any design attributes attached to the name?

Sometimes, names may have different meanings in different cultures and countries. In order to future proof your business, you may want to research any negative connotations attached to the name.

## Do you have a brand tagline?

This is not your marketing statement. This can evolve over time and we recommend keeping it open ended.

Example - If you have just started a business of fruit juices, you may be inclined towards using the word 'juice'. Although, in the future you may also get into edibles. This may restrict your brand identity.

## What are the brand beliefs and values?

These are the principles your brand will stand for.

## What are the emotional benefits a user gets by being part of your brand?

Pick top 3 emotional benefits your brand offers.

### Who are you serving?

Describe the user groups you are serving. You may choose to write multiple user groups and communities. Now, narrow down to top 3.

### What is the lifestyle of your finalized target audience?

You may want to create 3 user personas. This will help you build strong marketing propositions

### How are you serving your users and where do you see your brand in next 1 year?

### What are the 3 objectives you would like to achieve in the next 5 years?

This will help you know possibilities in the future and not restrict you from designing a logo which is only valid today.

### On what all media is your logo going to be used on?

Is it print media or is it digital media. It may be both.

Not all colors look good print media, especially gradients.

# Put it all together.

Use the above answers to frame a position statement.

\_\_\_\_\_ **believes** \_\_\_\_\_ .  
Brand name mission or belief (emotional benefit)

**We are helping** \_\_\_\_\_ **by**  
target audience (top 3 segments)

\_\_\_\_\_ **that**  
how are you helping others

\_\_\_\_\_ .  
what benefits does your user get

# Need help?

Visit us : [www.designprocess.biz](http://www.designprocess.biz)

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