

The point of creating a 'Brand Identity' is to create assets that can be used in multiple ways at different touch points throughout the networking and self-promotion process.

The first step on the path to a strong Brand Identity is the creation of a tag line that captures the essence of your brand in text or verbal form. It is the "promise" to your clients of what you will deliver to them and it explains why you do what you do.

How do you choose a tag line? Listen to yourself and think about the conversations you have with your clients / prospects / contacts. Is there a common theme?

The next step is creating a personal logo. This visual icon is strongly supported by the tag line, which is the essence / promise of the brand.

Following are questions to help you get started on your Personal Brand Identity tag line and logo creation process. Please answer to the best of your ability.

Company Name:

Date:

1. Existing Tag Line and Logo, if any:
2. Tell us about yourself / your business?
3. What are your greatest attributes?
4. What industry do you specialize in?
5. What do you do?
6. Why do you do what you do?
7. What differentiates you from your competition? How do you do what you do differently from your competitors?

8. Core values?
9. Main business objective for next 3-5 years?
10. Who of your competitors do you admire?
11. Who are your customers / clients?
 - a. Demographics, Psychological, Physical, Emotional profile.
 - b. Provide as much detail about them as possible.
12. Why do your customers / clients deal with you rather than someone else?
13. What values would you like to communicate in the logo? Please rate on a sliding scale. Mark with an X.

Feminine	_____	Masculine
Young	_____	Mature
Luxury	_____	Economical
Modern	_____	Classic
Playful	_____	Serious
Loud	_____	Quiet
Simple	_____	Complex
Subtle	_____	Obvious

14. What colors do you want to use?

The Meaning Of Color:

	<p>Bright Red—Optimistic, dynamic, energizing, exciting, sexy, intense, stimulating, aggressive, powerful, energetic, dangerous</p> <p>International significance—China = good luck; India = purity; Eastern cultures = signifies joy when combined with white</p>		<p>Light Pink—Love, romance, softness, delicacy, sweetness, friendship, tenderness, fidelity, compassion</p>		<p>Purple—Spirituality, royalty, mystery, wisdom, transformation, independence, enlightenment, respect, wealth</p>		<p>Terra-cotta—Wholesome, earthy, country, welcoming, warmth, stability, fall, harvest</p>
	<p>Burgundy—Vigor, elegance, richness, refinement, leadership, maturity, expensive</p>		<p>Bright Yellow—Cheerfulness, joy, action, optimism, hope, summer, hope, imagination, philosophy, youth,</p> <p>International significance—Asia = sacred, imperial</p>		<p>Navy—Dignity, credibility, strength, authority, conservative, trustworthiness, traditional, quiet, confident, serene</p>		<p>Lavender—Enchantment, nostalgia, delicacy, floral, sweet, fashion</p>
	<p>Blue—Truth, healing, tranquility, stability, peace, harmony, wisdom, trust, calm, confidence, protection, security, loyalty</p> <p>International significance—China = immortality; Hindus = color of Krishna</p>		<p>Fuchsia—Hot, sensual, exciting, bright, fun, energetic, feminine</p>		<p>Beige—Earthy, classic, neutral, warm, soft, bland, melancholy</p>		<p>Teal Blue—Emotional healing, pleasing, rich, protection, unique, expensive</p>
	<p>Green—Nature, envy, healing, fertility, good luck, hope, stability, success, generosity</p> <p>International significance—China & France = negative significance for package goods; India = color of Islam; some tropical countries = danger</p>		<p>Orange—Motivation, fun, happy, energetic, balance, vitality, enthusiasm, generosity, vibrant, creative, organic</p> <p>International significance—Ireland = religious significance [Protestant]</p>		<p>Greenish Yellow—Tart, fruity, acidic, jealousy</p>		<p>Olive Green—Traditional color of peace, camouflage, classic, adventure</p> <p>International significance—Military</p>
	<p>Brown—Stability, masculinity, reliability, comfort, endurance, simplicity, friendship</p> <p>International significance—Colombia = discourages sales; India = the color of mourning</p>		<p>Light Blue—Peace, tranquility, quiet, cool, clean, soft, pure, understanding</p>		<p>Lime—Tart, fruity, acidic, refreshing, lively, revitalizing</p>		<p>Neutral Gray—Neutral, corporate, classic, practical, cool, timeless, quiet, quality</p>

Other International significance—In Korea, pastels = trust

15. Business Card

- What would you like to include on your business card to promote your personal brand identity?
 - Front of card:
 - Name:
 - Title:
 - Address:
 - Phone:
 - Email:
 - Domain:
 - Would you like to include any text or other information on the Back of the business card?

16. Social Media

- Where would you like to promote your personal brand identity on Social Media?
 - Twitter
 - Face Book
 - Pinterest
 - LinkedIn
 - Google+
 - Other