BUILDING YOUR BRAND

1. What name will you use as your brand? (List several examples)_____

2. What are keywords you could incorporate into your URL for your new brand? _____

3. What URLs are available for your brand names? _____

4. Think about design. How will your brand look to the outside world? _____

5. What colors will you use in your branding color palette? _____

6. What fonts and colors will you use to accentuate your brand? _____

7. What will your logo look like? Describe it: _____

8. What is your intended customer experience? Describe it: _____

9. Describe your brand's reputation. What do you want customers to know you for? _____

What is your intended brand positioning? _____