

Brand Clarity Worksheet

for powerfully authentic brands

your brand's core.

What does your brand stand for?

List 3-5 core values that represent your business.

What is your brand's mission? (A short statement about why your brand exists.)

What is your brand's vision? (What impact do you want to make in the future?)

your brand personality.

If your brand were a person, how would you describe them?

Choose 3-5 adjectives that reflect your brand's personality (e.g., bold, elegant, playful, trustworthy).

What kind of emotions do you want your audience to feel when interacting with your brand?



your target audience.

Who are you trying to reach?

Describe your ideal customer (age, profession, lifestyle, interests, challenges, needs).

What problem does your brand solve for them?

How do you want them to perceive your brand?

your brand messaging.

What do you want to say, and how?

Write a short tagline or brand statement (one or two sentences that summarize your brand's essence). Remember the problem you solve and what makes you different.

How do you want to communicate with your audience? (Casual, professional, inspiring, humorous?) Remember your brand adjectives and the emotions you hope the audience feels.

Bonus: Find our reel about using AI to write in your brand voice on Facebook or Instagram @sienabranding

your next steps.

Now what?

Review your answers from this worksheet and review your brand. Look at everything from your website and social media to packaging, menus, and order forms. Ask yourself, "Do my words, actions, and visuals reflect my answers on the worksheet?" "Are my messages and visuals consistent on each of these platforms/materials?" A clear brand identity will help you attract the right audience, create cohesive marketing materials, and grow a business that feels true to you.

Need expert guidance? Siena Branding Co. can help you refine your brand identity and bring your brand vision to life.

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