## **BRANDING WORKSHEET**

BRAND FEELING ——	BRAND ST	YLE/LOOK ——	BRAND VALUE(S)
1 - 2 KEYWORDS	1 - 2 KEY\	VORDS	1 - 2 KEYWORDS
	<b>1MUNICATE YOUR</b> .g. colors, fonts, patter	BRAND KEYWORD	OS VISUALLY —————
(0	.g. 601013, 101163, patter	113, 160113, 51053, 666.)	
WAYS TO COMMUNICATE THROUGH WRITING & SPI	BRAND ————————————————————————————————————	WAYS TO	COMMUNICATE BRAND ———OUGH BEHAVIOUR
WAYS TO COMMUNICATE THROUGH WRITING & SPI (e.g. keywords, style of writing, t	EAKING	THR	COMMUNICATE BRAND OUGH BEHAVIOUR le, demeanor, body language, etc.)
THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR
THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR
THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR
THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR
THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR
THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR
THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR
THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR
THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR
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THROUGH WRITING & SPI	EAKING	THR	OUGH BEHAVIOUR

