

# *Startup Success*

## BRANDING GUIDE *FOUNDATIONS*

# Startup Success

MODULE 2 // Visual Branding

## Visual Brand Foundations

Who do you want your brand to attract?

Short description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What core desire(s) do all your potential customers have in common?

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

What interests do your customers share?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Visual Brand Foundations

A few more details about the audience you're designing your brand to appeal to...

Age? \_\_\_\_\_

Gender? \_\_\_\_\_

Other details:

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