

BRANDING WORKSHEET:

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Business name:

Business tagline:

Business description/motto/mission statement:

Three branding words:

Who is your demographic? i.e. gender, age, profession, hobbies:

Colors:

Fonts:

Graphics/artwork/images:

Website:

Production Process:

Craft show display/merchandising:

Packaging:

Marketing Materials:

Who are your main competitors?

Stores I want to get into/[Wholesale Accounts](#):

Craft shows I want to do:

Online Presence:

Facebook:

Twitter:

Instagram:

Pinterest:

HERE'S AN EXAMPLE OF A BUSINESS AND HOW THEY WOULD BUILD THEIR BRANDING PLATFORM KEEPING ALL OF THESE TIPS IN MIND:

Business Name: Rescarves

Business Tagline: Recycled sweater scarfs

Business Description: Upcycled scarfs created one at a time in California from recycled sweaters.

Three Branding Words: Eco-friendly, handmade, modern

Who is your demographic? ie: gender, age, profession, hobbies:

Mostly women (from 15-65 years of age) who have both a sense of fashion and a deep connection to social responsibility. They have disposable income but a deep passion about responsibly spending their money.

Colors: Mostly neutrals with splashes of bright sunny colors

Fonts: Clean and simple

Graphics/artwork/images: [Natural images like](#) trees, leaves and flowers juxtaposed with geometric shapes like circles, arrows and triangles.

Website: Focus on simplicity with lots of white space, special section for tips on recycling hard to recycle items and resources for being eco-conscious

Production Process: Source the sweaters locally, production staff located in California, paid above minimum wage, recycle all scraps from production at local recycling plant, transportation is a hybrid or bicycle

Craft show display/merchandising: Use mainly repurposed, vintage and antique items for displays and props

Packaging: Use post consumer or recycled paper bags, create tags out of magazine or newspaper pages

Marketing materials: Printed on recycled paper with soy ink but mainly does online marketing

Who are your main competitors: Big stores like Anthropologie and Urban Outfitters and smaller brands like Taxi CDC and ReFab.

Wholesale Accounts: Focus on independent boutiques that carry eco-friendly goods

Online Presence: Show your production process, shout out to other upcycled makers, tips and news related to recycling and being eco-conscious, your writing tone is casual and friendly but professional