

BRANDING ANALYSIS WORKSHEET

Pick 3-5 brands and answer the questions below about each brand.

1. Name of brand?
2. What do they sell/do?
3. What are 3-5 words you would use to describe this brand?
4. Who are their customers/readers?
5. How does their brand make you feel?
6. What colors, shapes, patterns, and visual elements do they use?
7. Describe their voice.
8. How would you describe this brand to someone who has never heard of them?

