

About:	Created for the Quick Sprout post on creating memorable brands , this template will help you provide answers about your company. This document is what designers will refer to when they start their work so keep it simple and clear, everyone needs to understand the direction.
How to use:	Mouse over 'File' in the top left and choose 'Make a copy' to make your own copy of this file. Customize this template to suit the needs of your company.

Company name

1. Company summary	
About page link:	
Company overview and a brief history:	
Brief story about the company name:	
Company values & beliefs:	

2. What is your market position and unique selling point?

Provide an evaluation of the service/product relative to what your competitors are doing:

3. List of your closest competition

Competitor 1:

Competitor 2:

Competitor 3:

Competitor 4:

4. Current company climate

Target market / target audience:

Factors that may influence the brand direction:

5. If your brand were a person, what would the personality be?

How would she look, act and talk:

6. What is the vision for the brand that you want to create?

List the customer benefits you want your brand associated with:

7. Are there any requirements, considerations or avoidances?

Outline any further details and requirements that may help the designer understand your goals better:

Brought to you by Quick Sprout

Recommended brand posts:

- [The Complete Guide to Building Your Personal Brand](#)
- [How to Build Brand Awareness for Your Business](#)
- [How to Build a Million Dollar Business From Your Personal Brand](#)
- [6 Branding Approaches They Forgot to Teach You in Business School](#)