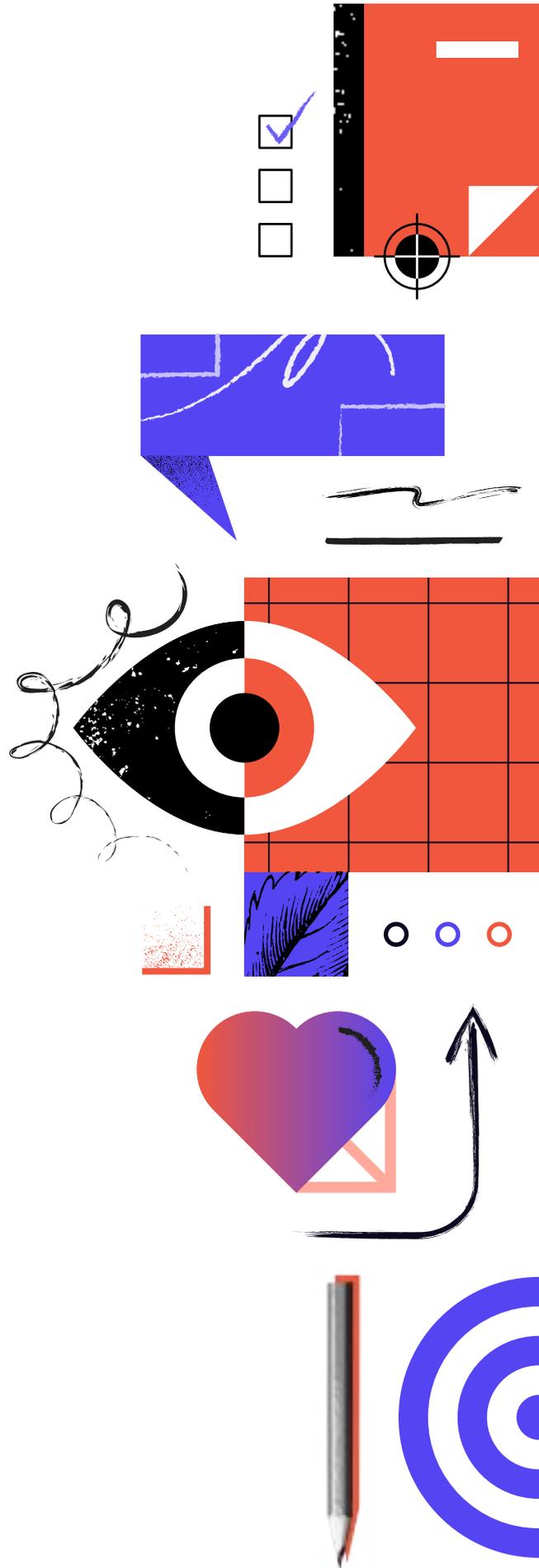




COLUMN
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Brand Identity Toolkit



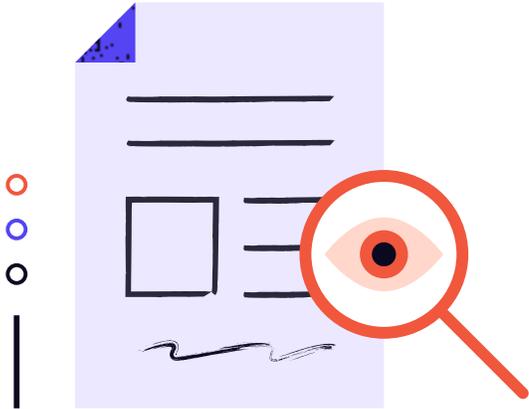
*Warning: Completing the toolkit within a browser will not allow you to save your work.
Download the PDF, and save it as you go.

Table of Contents

Welcome to your ultimate brand identity toolkit. These templates, exercises, and checklist make it easy to design a beautiful brand identity that outshines your competition, connects with customers, and communicates who you really are.

Before you dive in, read our [Guide to Build a Brand Identity](#) to get detailed step-by-step instructions to use these tools and build your brand the right way.

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Brand Audit Template

Answer these questions to assess your current brand and craft a fresh brand identity that will support your goals.

For more guidance, see our [Guide to Complete a Brand Audit](#).

Core Identity

This details the foundational elements of your brand.

Business name

What you do Briefly describe your business.

Brand heart Outline your purpose, vision, mission, and values.

Audience Who are your target personas?

Competition Who are your top 3-5 competitors?

Key differentiators What makes you different/better than your competition?

Brand personality How do you describe your brand?

Verbal Identity

This is how you speak about your brand.

Tagline How do you sum up what you do in a single sentence?

Value proposition What unique value do customers get from purchasing your product/service?

Key messaging What are your main selling points or messaging pillars?

Voice How do you speak in your content?

Visual Identity

If you already have a visual identity, audit your existing identity and document what does or doesn't work about each element.

Logo

Color palette

Typography

Other Photography, illustration, etc.

Does your current identity...

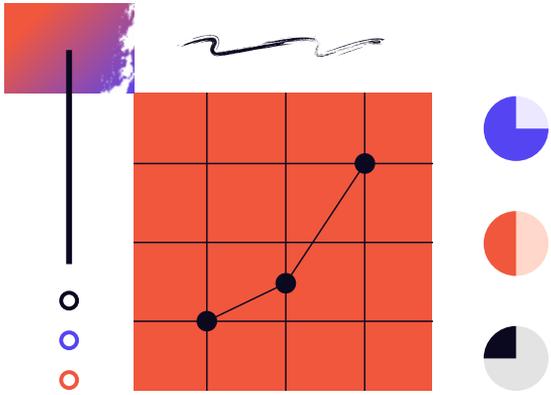
Reflect your personality?

Align with/communicate your values?

Differentiate your brand?

What are your biggest opportunities to improve?

Identify the things you would like your new visual identity to communicate.



Competitor Brand Audit Template

Use this template to audit your competitors' brand identities and identify opportunities to differentiate your own identity.

For more guidance, see our [Guide to Complete a Brand Audit](#).

To complete this exercise, you'll audit the brand identities of your top 3-5 competitors. Review one competitor at a time and document your findings as you go. To get a sense of each brand's identity, take a look at their website, social media profiles, etc.

	Competitor 1 _____	Competitor 2 _____	Competitor 3 _____
Logo: What shapes/imagery do they use? Do they use a word mark, logo mark, or both?			
Typography: What dominant typefaces do they use (serif vs. sans serif)? What weights do they use (light, regular, bold)?			
Color palette: What dominant colors do they use? Are they similar to other competitors?			
Photography: Are they using stock photography or custom photography?			
Illustration: What style do they use? Are humans depicted in their illustration style?			
Brand story: Do you "get" their personality, positioning, etc. through their visual presentation?			
Copy: What's the tone (humorous, witty, serious, lighthearted)?			

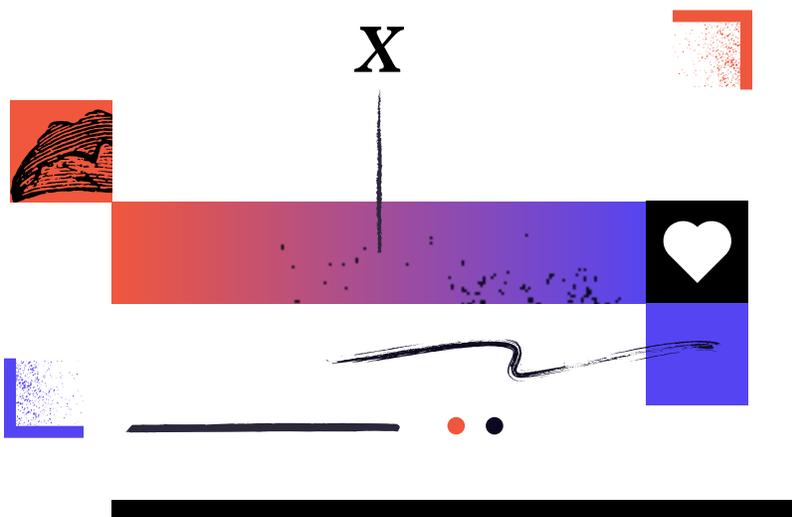
	Competitor 4 _____	Competitor 5 _____	
Logo: What shapes/imagery do they use? Do they use a word mark, logo mark, or both?			
Typography: What dominant typefaces do they use (serif vs. sans serif)? What weights do they use (light, regular, bold)?			
Color palette: What dominant colors do they use? Are they similar to other competitors?			
Photography: Are they using stock photography or custom photography?			
Illustration: What style do they use? Are humans depicted in their illustration style?			
Brand story: Do you “get” their personality, positioning, etc. through their visual presentation?			
Copy: What’s the tone (humorous, witty, serious, lighthearted)?			

Key Takeaways

Based on your audit, document the insights that will help you design a strong and unique identity to compete.

What common visual themes did you observe?

What are your biggest opportunities to differentiate?



Brand Attributes Spectrum Exercise

Use this exercise to identify the core attributes you want your brand identity to communicate.

For more guidance, see our [Guide to Build a Brand Identity](#).

Step 1

Gather your brand team.

It's best to do this with everyone in the same room (virtually or in person).

Step 2

Use this template or copy this chart onto a white board or shared document.

Have each participant add an X where they think your brand falls on each spectrum below.

Note: Work off of one shared chart. It's especially helpful if each person uses a different color pen. This way you can "see" your groupthink. It will probably look something like this:

Exclusive ———— x ———— x ———— xx ———— Accessible

Exclusive	—————	Accessible
Traditional	—————	Progressive
Corporate	—————	Friendly
Serious	—————	Fun, Playful
Understated	—————	Bold
Simple	—————	Complex
City, Urban	—————	Natural
Familiar	—————	Disruptive
Steady, Stable	—————	Dynamic
Realistic	—————	Idealistic

Step 3

Distill your insights.

Talk through each spectrum, then choose 3-5 attributes that all of your stakeholders are strongly aligned with.

If you don't like the exact words listed on the chart, choose the ones that best describe your brand. These will be the words you'll use to build your visual identity.

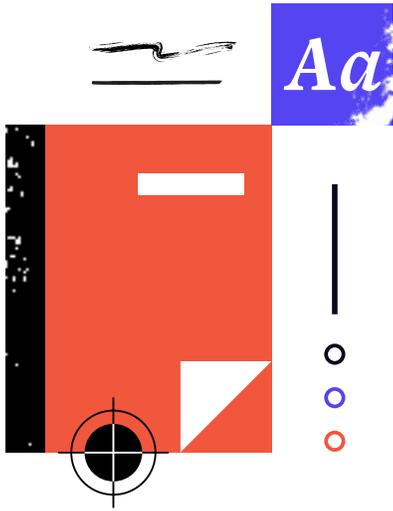
Attribute 1

Attribute 2

Attribute 3

Attribute 4

Attribute 5



Branding Brief Template

Use this branding brief to communicate the key information your team needs to design a beautiful brand identity.

For more guidance, see our [Guide to Build a Brand Identity](#).

Project name

Project overview

Goal

Success metrics

Deliverables Logo, color palette, typography, etc.

Key stakeholders

Target audience

Key attributes to convey in identity

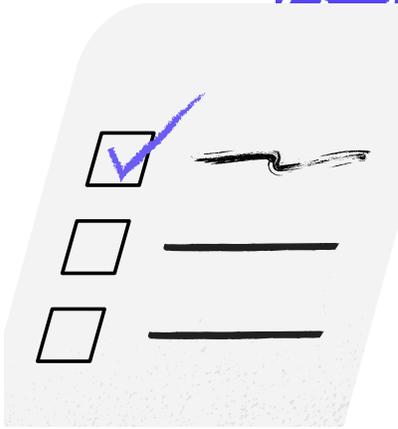
Key messages

Budget

Timeline

Specs

Additional considerations Links to inspiration, reference images, etc.



Brand Identity Checklist

Use this checklist to ensure you've designed a complete and cohesive identity.

For more guidance, see our [Guide to Build a Brand Identity](#).

❑ **Logo:** Design a logo that reflects your brand personality.

- Ensure logo design works for web and print.
- Test that it renders well at small sizes.

❑ **Color Palette:** Curate a simple but flexible palette.

- Choose 1 main color, 2 primary colors, 3-5 complementary colors, and 2 accent colors.

❑ **Typography:** Select type that works as an extension of your logo.

- Identify a primary, secondary, and tertiary typeface.
- Consider mixing serif and sans serif.
- Test for legibility in print and on screen.

❑ **Photography:** Use consistent, cohesive visual styles.

- Ensure imagery is high quality and high resolution.
- Be mindful of inclusive representation.

❑ **Illustration:** Use illustrations to visually enhance, not overwhelm.

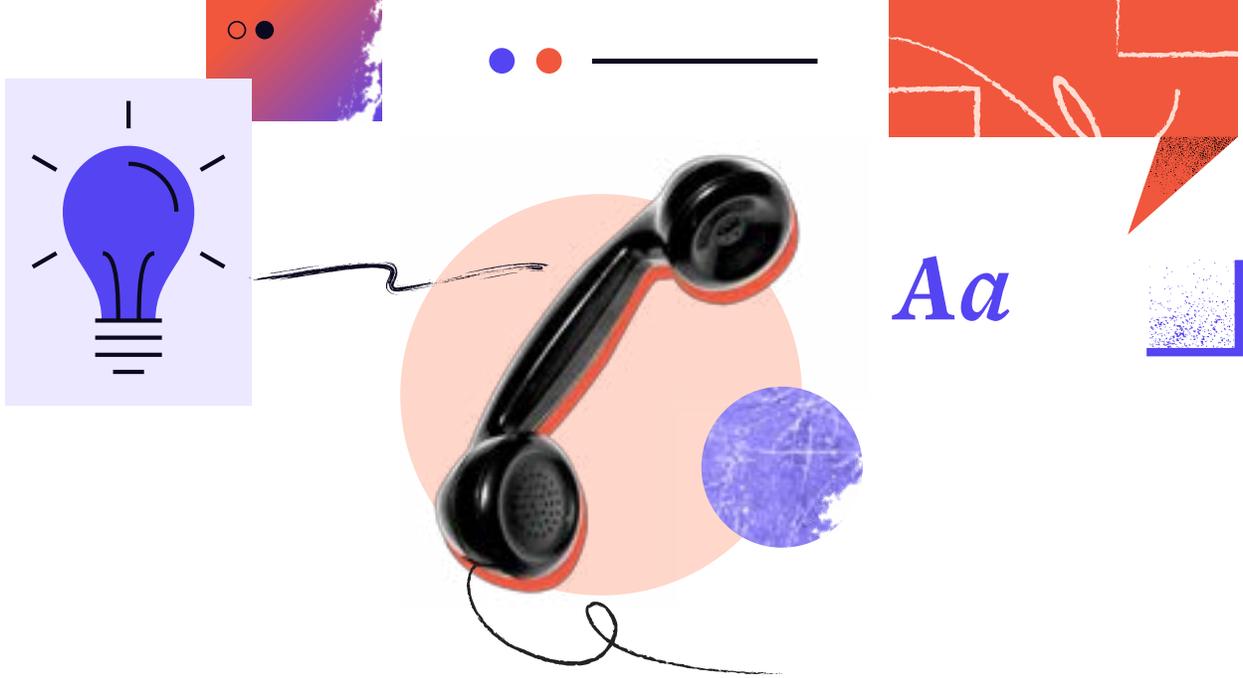
- Choose a single style.
- Keep it simple.

❑ **Iconography:** Focus on simplicity and clarity.

- Double check that icons render clearly at small sizes.
- Make sure the image is relevant to the subject.

❑ **Data Visualization:** Design for comprehension.

- Avoid clashing patterns (use color instead).
- Don't over-illustrate or use 3D charts.
- Order data intuitively (alphabetically, ascending, or descending).



Feeling stuck? We'd love to help.
Find out what it's like to [work with us](#)
on your brand identity, or [chat with us](#).

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COLUMN FIVE

Column Five is a B2B-focused creative agency that helps ambitious
brands find and tell their best stories to drive real results.