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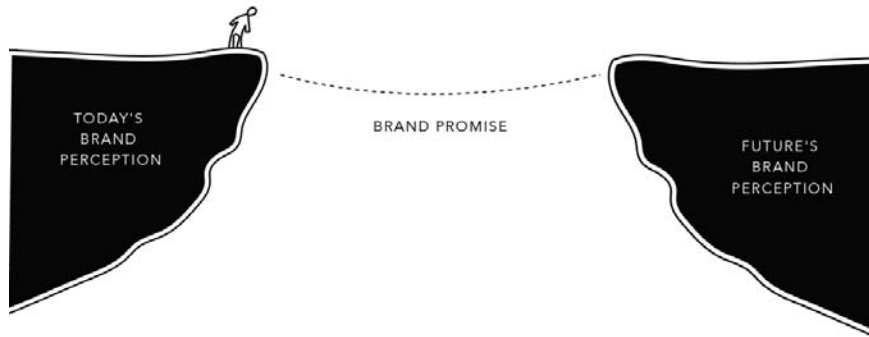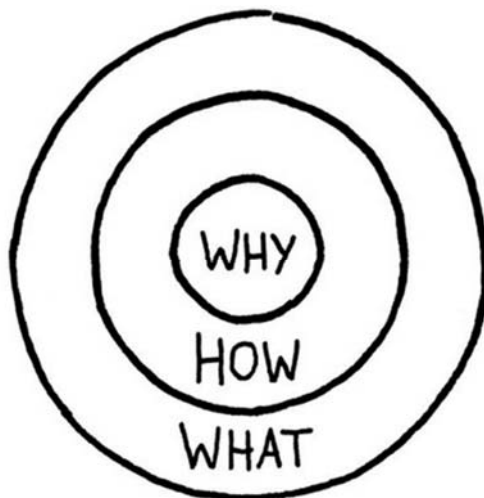hello@linamass.com

BRIEF

BRAND PROMISE:

- How is your brand preceived today [what customers thinks about your brand] ?

- How do you want it to be perceived in the future [what do you want your customers to say in the future]? How you want people to feel, think and talk about your brand?

BRAND VALUES: this TED talk will help to answer

Why = The Purpose
What is your cause? What do you believe?

Apple: We believe in challienging the status quo and doing this differently

How = The Process
Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result
What do you do? The result of Why. Proof.

Apple: We make computers

- **WHY?** Underlying purpose. Why your company exists in the first place?
  HOW? The process. How do you solve your customers' problems?
  WHAT? The result. What services / products company contributes?

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- Unique Value Propositon [The unique value you're offering; what makes you different; your 'secret sauce'] This should summarize why someone should buy your product or invest in your services.

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- Five words that represent your brand: Think about your brand's personality. How would you describe it? Think about how you want your clients would describe you in 5 words.

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- Three messages your brand needs to communicate: Why does your brand matter? These messages should be relevant to your target audience.

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BRAND ATTRIBUTES:

The following questions will dive into the essence and identity of your brand.

- How does your brand's image fall between these opposing characteristics?

Masculine	....+...	Feminine
Simple	....+...	Intricate
Grey	....+...	Colorful
Conservative	....+...	Extravagant
Approachable	....+...	Authoritative
Necessity	....+...	Luxury
Fun	....+...	Serious
Professional	....+...	Casual
Modern	....+...	Classic
Sporty	....+...	Elegant
Extreme	....+...	Safe

- What colors represent your brand?

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- What colors would you *NOT* like to see

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- words would you use to describe your brand's image?

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- What words would you *NOT* want used to describe your brand's image?

- What attributes and/or emotions do you want associated with your brand?

- What attributes and/or emotions do you *NOT* want associated with your brand?

- What is your tagline if applicable. Do you want this in the logo?

TARGET AUDIENCE:

- What Is Your Target Audience? Be specific.

- What Industry Do They Work In?

- Describe your ideal client?

COMPETITORS:

- Who are your main competitors? Please list their websites if possible.

- What are your thoughts about their logos? How do you want your logo to differ from their logos?

Thanks for your time!