

Brand-Building Worksheet & Mood Board Template

PART 1: Brand Identity Worksheet

1. BRAND ESSENCE

- Brand Name: _____
- Tagline/Slogan: _____
- One-Sentence Description: _____

2. CORE VALUES (Select 3-5 words that represent your brand)

- Authenticity
- Boldness
- Innovation
- Simplicity
- Empowerment
- Tradition
- Playfulness
- Elegance
- Spirituality
- Inclusivity
- Other: _____

3. BRAND VOICE & TONE

- How should your brand *sound* to your audience?
 - Friendly
 - Professional
 - Witty
 - Artistic
 - Scholarly
 - Gritty
 - Calm
 - Other: _____
- Sample phrases or tone examples:

4. TARGET AUDIENCE

- Who are they? (demographics, interests, lifestyle):
- What do they value most?
- What problem does your brand solve for them?

5. BRAND POSITIONING

- How is your brand different or unique in your space?
- Who are 2-3 brands you admire and why?
 1. _____ (Reason: _____)

The Creative Shield: The Artist's Guide to Copyrights, Trademarks & Brand Monetization

2. _____ (Reason: _____)

PART 2: Mood Board Builder (Use this as a printable or digital layout guide)

1. COLORS

- Primary Color: _____
- Secondary Color: _____
- Accent Color(s): _____

2. FONTS / TYPOGRAPHY

- Logo font: _____
- Body text font: _____

3. INSPIRATIONAL IMAGES (paste or link below)

- Image 1: _____
- Image 2: _____
- Image 3: _____

4. TEXTURES OR PATTERNS

- e.g., Rough, sleek, matte, floral, techy, etc.:

5. LOGO IDEAS (Sketch or paste samples)

6. SAMPLE BRAND IN USE (Optional)

- Social media layout, business card, merch design ideas:

This worksheet is designed to help artists visualize and articulate their brand before seeking copyright, trademark, or licensing protections. Complete it as part of your Creative Shield journey.

Disclaimer:

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