

CEO BRAND IDENTITY WORKSHEET

Week 3 | CEO Accelerator: Brand vs. Branding vs. Brand Identity

Your brand identity is the visual and emotional fingerprint of your business. Use this worksheet to define your brand's look, tone, and feel — so every design, post, and message builds recognition and trust.

1■■ LOGO
Describe your logo or attach an image. What does it represent? What emotions should it evoke?
2■■ COLOR PALETTE
List your brand colors and their HEX codes. What feelings do these colors communicate?
3■■ FONTS
List your primary and secondary fonts. Where will you use each (logo, website, posts, etc.)?
4■■ BRAND VOICE / TONE
How do you want to sound? (e.g., motivational, professional, friendly, luxury)
5■■ CONSISTENCY
How will you keep your visuals and messaging consistent across platforms?

■ Remember: Branding is what you show the world. Brand identity is what the world feels when they see it. Keep refining your visuals, your message, and your presence — that's how you build brand power. For more business tools and downloads, visit JustCallMeCEO.com

