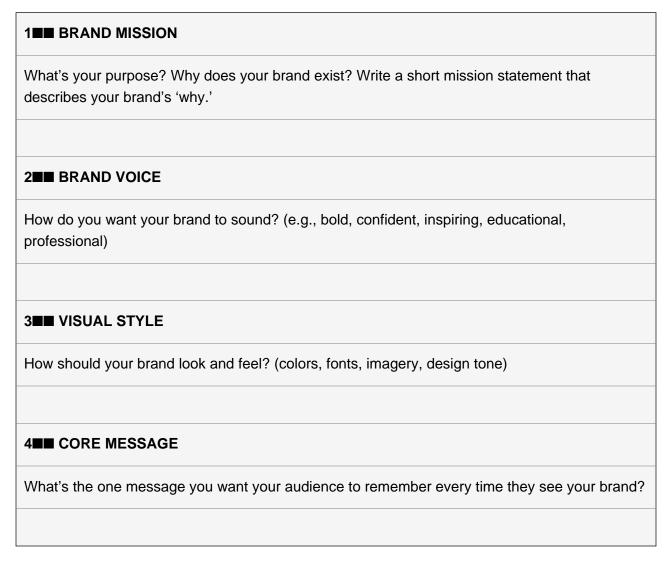
## THE CEO BRAND IDENTITY WORKSHEET

## Define the Foundation of Your Brand | CEO Accelerator

Your brand is more than a logo — it's how people see, hear, and feel your business. Use this worksheet to define the foundation of your brand identity so you can create consistency and connection in everything you do.



■ CEO TIP: A strong brand identity builds trust. Be clear about your mission, consistent in your message, and confident in your visuals — that's how you stand out and scale up. Download more business tools at JustCallMeCEO.com