

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.

1■■■ BRAND MISSION
What's your purpose? Why does your brand exist? Write a short mission statement that describes your brand's 'why.'
2■■■ BRAND VOICE
How do you want your brand to sound? (e.g., bold, confident, inspiring, educational, professional)
3■■■ VISUAL STYLE
How should your brand look and feel? (colors, fonts, imagery, design tone)
4■■■ CORE MESSAGE
What's the one message you want your audience to remember every time they see your brand?

■ **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