



# Brand Guide + Worksheet

# Brand vs. Branding

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A brand is the audience's and/or customers perception of a specific person or company. For example if you are in the process of building a personal brand through YouTube videos in the hoped of receiving a job offer, then your brand in the eyes of a recruiter could be "thought leader in the field of software development." This also applied to the feelings people get when they hear a certain company's name or sees their shop front.

Branding can be defined as the ways in which you establish an image of you and/or your company to others. The purpose of branding is to simplify and help others understand what you offer and how you're different. This branding worksheet bundle includes worksheets for your personal, business, social media, and style brand.

**Ultimately, these two terms converge at the point where a brand is the result of branding.**

If you find this guide + worksheet helpful, please share on social media + tag me so I can share.

Instagram: @a.young.legend

Facebook: @TheAYoungLegend

Twitter: @amaraleggett

LinkedIn: Amara Leggett



Reach out to [Contact@AYoungLegend.com](mailto:Contact@AYoungLegend.com) if you have any questions or just to say hi!

# Personal Branding

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## Headshot

- Dress as you would to a job interview
- Hire a photographer to take a professional photo
- Use the same headshot on every platform
- A color background helps you stand out

## Alias/Stage Name

If you go by something else other than your first and last name, write it here. For example, some people go by their first and middle name, or they have a stage name to go with their brand, like A Young Legend.

## Title

1-5 words that sum up who you are and what you are known for.  
Ex: Entrepreneur; Speaker + Author; CEO of Dual Enrollment Co.

## Bio

2-3 short + concise sentences about what you do in your role.  
Ex: High School + College Graduate at 16. Teen entrepreneur on a mission to help others make the impossible possible through personal branding. Sharing my business journey through free and affordable resources.

## Hashtag

When people feature or post about you, do you have a hashtag that you use?  
Ex: My hashtag is #TheStrategicMind

## Industry



# Business Branding

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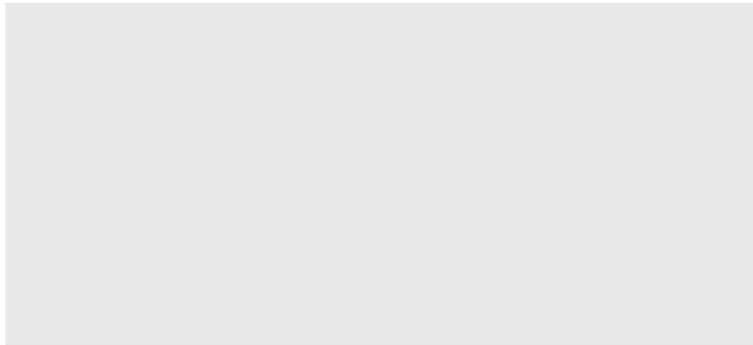
Logo

- Logo Makers: [freelogodesign.org](https://freelogodesign.org), [logomakr.com](https://logomakr.com), [hatchful.shopify.com](https://hatchful.shopify.com), etc.
- Include Brand Style colors and fonts
- Make it timeless, unique, and memorable
- Design it to work at any size and anywhere

## Website

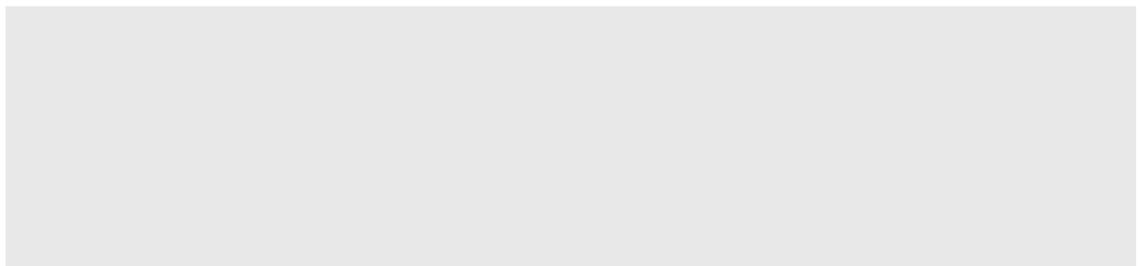


## Mission



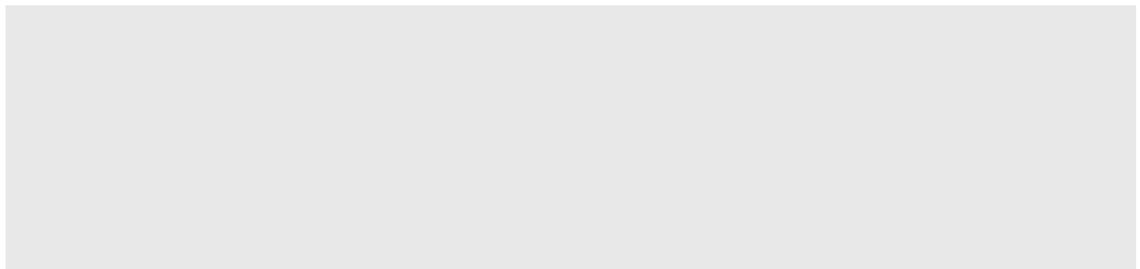
Business objective: What does your business stand for; what value you add.

## Vision



Aspirations + goals; where you want your business to go.

## Values



1-6 promises made to yourself, your organization + consumers.

Ex: Honesty in collaboration, Determination to achieve success, Diversity of thought to produce the best result.

**Deliverables**

The kind of content, products, services, and/or quality you always deliver.  
Ex: Content from collaboration with industry experts.

**Differentiator**

What makes you different from your competition?  
Ex: Dual Enrollment Co. is the only company dedicated to helping you navigate higher education with dual enrollment.

**Products,  
Services,  
or Content**

By listing out what you offer, you will be able to better determine the exact industry you are in, how you can continuously deliver quality, and the cohesiveness of all that you are selling.

**Payment  
Merchants**

**Login  
Information**

Keep for your records the login information to your website builder, website domain host, like GoDaddy, email, etc.

**Tagline /  
Motto**

Is there something that you say often or a line that sums up your brand?  
Ex: My motto is "Every Young Legend started out with a dream to be legendary."

**Email  
Signature**

Design a professional email signature to include your name, title, social media, headshot and call to action.

**FAQs**

**Resource  
Links**

Record the links that you refer to often, like TED Talk, how to video, etc.

**Return Policy  
/ Terms +  
Conditions**

# Social Media Branding

If you have a brand, I recommend setting up your social media to be your name or stage name, or business name. If people stumble on your TED Talk, you want people to be able to find you by the limited information released.

**Instagram**

*Handle*

*Username* *Password*

**Facebook**

*Handle*

*Username* *Password*

**Twitter**

*Handle*

*Username* *Password*

**LinkedIn**

*Account Name*

*Username* *Password*

**Pinterest**

*Account Name*

*Username* *Password*

**YouTube**

*Account Name*

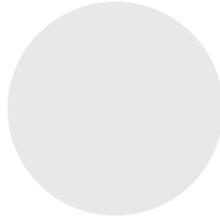
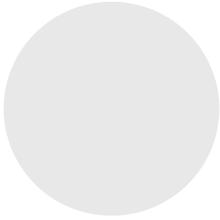
*Username* *Password*

# Brand Style

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**Colors** The best way to build a cohesive brand is to have consistent colors. To achieve this, record the exact hex color code, which are numbers followed by a #, RGB values, and color name. You can find that [here](#).

Ex: White has a hexadecimal of #FFFFFF and rgb of R(255), G(255), B(255).



**Fonts +  
Sizes**

I recommend breaking down this box into Title, Subtitle, Body, Small Text, and Other for any special text you may have for each platform.

