

Clarify Your Brand Identity



PODCAST TITLE / BRAND NAME: _____

What is your brand mission? (*What do you want to achieve?*)

What are the core drivers behind your business?

How do you want others to perceive and talk about your brand?

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What problems does your brand solve?

List 5 key emotions you want your audience to feel when they connect with your brand:

Describe your brand in 3 words:

What makes your brand unique from others in your niche?

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List your brand's 5 core values:

(Use the cheatsheet below to find the 5 perfect values)

List your target audience's 5 core values:

(Use the cheatsheet below to find the 5 perfect values)

Values Cheat Sheet

Acceptance	Common sense	Effectiveness	Grace	Logic	Respect	Support
Accomplishment	Communication	Efficiency	Gratitude	Love	Responsibility	Surprise
Accountability	Community	Empathy	Greatness	Loyalty	Restraint	Sustainability
Accuracy	Compassion	Empower	Growth	Mastery	Results-oriented	Talent
Achievement	Competence	Endurance	Happiness	Maturity	Reverence	Teamwork
Adaptability	Concentration	Energy	Hard work	Meaning	Rigor	Temperance
Alertness	Confidence	Enjoyment	Harmony	Moderation	Risk	Thankful
Altruism	Connection	Enthusiasm	Health	Motivation	Satisfaction	Thorough
Ambition	Consciousness	Equality	Honesty	Openness	Security	Thoughtful
Amusement	Consistency	Ethical	Honor	Optimism	Self-reliance	Timeliness
Assertiveness	Contentment	Excellence	Hope	Order	Selfless	Tolerance
Attentive	Contribution	Experience	Humility	Organization	Sensitivity	Toughness
Awareness	Control	Exploration	Humor	Originality	Serenity	Traditional
Balance	Conviction	Expressive	Imagination	Passion	Service	Tranquility
Beauty	Cooperation	Fairness	Improvement	Patience	Sharing	Transparency
Boldness	Courage	Family	Independence	Peace	Significance	Trust
Bravery	Courtesy	Famous	Individuality	Performance	Silence	Trustworthy
Brilliance	Creation	Fearless	Innovation	Persistence	Simplicity	Truth
Calm	Creativity	Feelings	Inquisitive	Playfulness	Sincerity	Understanding
Candor	Credibility	Ferocious	Insightful	Poise	Skill	Uniqueness
Capable	Curiosity	Fidelity	Inspiring	Potential	Skillfulness	Unity
Careful	Decisiveness	Focus	Integrity	Power	Smart	Valor
Certainty	Dedication	Foresight	Intelligence	Present	Solitude	Victory
Challenge	Dependability	Fortitude	Intensity	Productivity	Spirit	Vigor
Charity	Determination	Freedom	Intuitive	Professionalism	Spirituality	Vision
Cleanliness	Development	Friendship	Joy	Prosperity	Spontaneous	Vitality
Clear	Devotion	Fun	Justice	Purpose	Stability	Wealth
Clever	Dignity	Generosity	Kindness	Quality	Status	Welcoming
Comfort	Discipline	Genius	Knowledge	Realistic	Stewardship	Winning
Commitment	Discovery	Giving	Lawful	Reason	Strength	Wisdom
	Drive	Goodness	Leadership	Recognition	Structure	Wonder
			Learning	Recreation	Success	
			Liberty	Reflective		

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THE PSYCHOLOGY OF COLOR

From the natural world to the artifice of technology, our lives are painted in a kaleidoscope of colors, each with the ability to affect our psyche in predictable ways. The psychology of color is a powerful tool in design and branding alike. We've compiled a list of the 12 most commonly used colors along with emotive guidelines for each. Remember, none of these emotional responses are objectively fixed to any given color. When it comes to the psychology of color, context and culture matter.

RED

POSITIVE	NEGATIVE
Power	Anger
Passion	Danger
Energy	Warning
Fearlessness	Defiance
Strength	Aggression
Excitement	Pain

ORANGE

POSITIVE	NEGATIVE
Courage	Deprivation
Confidence	Frustration
Warmth	Frivolity
Innovation	Immaturity
Friendliness	Ignorance
Energy	Sluggishness

YELLOW

POSITIVE	NEGATIVE
Optimism	Irrationality
Warmth	Fear
Happiness	Caution
Creativity	Anxiety
Intellect	Frustration
Extraversion	Cowardice

GREEN

POSITIVE	NEGATIVE
Health	Boredom
Hope	Stagnation
Freshness	Envy
Nature	Blandness
Growth	Enervation
Prosperity	Sickness

TURQUOISE

POSITIVE	NEGATIVE
Communication	Boastfulness
Clarity	Secrecy
Calmness	Unreliability
Inspiration	Reticence
Self-expression	Fence-sitting
Healing	Aloofness

BLUE

POSITIVE	NEGATIVE
Trust	Coldness
Loyalty	Aloofness
Dependability	Emotionless
Logic	Unfriendliness
Serenity	Uncaring
Security	Unappetizing

PURPLE

POSITIVE	NEGATIVE
Wisdom	Introversion
Luxury	Decadence
Wealth	Suppression
Spirituality	Inferiority
Imaginative	Extravagance
Sophistication	Moodiness

MAGENTA

POSITIVE	NEGATIVE
Imaginative	Outrageousness
Passion	Nonconformity
Transformation	Flippancy
Creative	Impulsiveness
Innovation	Eccentricity
Balance	Ephemerality

BROWN

POSITIVE	NEGATIVE
Seriousness	Humorlessness
Warmth	Heaviness
Earthiness	Unsophisticated
Reliability	Sadness
Support	Dirtiness
Authenticity	Conservativeness

BLACK

POSITIVE	NEGATIVE
Sophistication	Oppression
Security	Coldness
Power	Menace
Elegance	Heaviness
Authority	Evil
Substance	Mourning

GRAY

POSITIVE	NEGATIVE
Timelessness	Unconfident
Neutrality	Dampness
Reliability	Depression
Balance	Hibernation
Intelligence	Lack of energy
Strength	Blandness

WHITE

POSITIVE	NEGATIVE
Cleanliness	Sterility
Clarity	Coldness
Purity	Unfriendliness
Simplicity	Elitism
Sophistication	Isolation
Freshness	Emptiness

Using the Psychology of Color chart above, match your brand's core values and your target audience's core values with the corresponding colors.

Brand Value:	Color:

Listener Value:	Color: