

**CUBICLE
NINJAS**

Logo And Branding Workbook



Hello!

Your brand tells the story of your business. What kind of story is your brand telling?

Whether you're looking to build your brand from scratch or need a logo refresh, the answers to the questions in this workbook will reaffirm our design decisions and help us execute a design that aligns with your unique vision.

Tired of homework? As long as you know this information we're all set. Our expert design team can capture this information by phone or in person if it would be a better fit.

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Your Vision

By establishing a clear and focused vision, we create the foundation to your companies beliefs, its mission, and its connection to your audience.



What's your story?

Tell us how your brand began and how you got here today.

What's your mission?

Why does your brand exist? What drives you to do what you do?

Why are you different?

Why do people choose you over your competition?

How do you see your brand?

This is your brand personality. The traits that define you & inspire how you communicate.

Your Target Market

Identifying your target audience allows to hone in on your messaging, tone & visuals. Understanding the mindset of your core market brings you closer to success.



Demographics

Persona #1

Who are we talking to?

How do you identify your audience?

Age

Gender

Job Title

Location

Anything Else?

What are their goals?

How do you help them achieve these goals?

What do they value?

How does your company provide this value?

What do they fear?

How does your company alleviate this fear?

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Interactions

Persona #1

How should this
persona view
your company?

How will this
persona find
your company?

How will you sell
to this persona?

What is the final
call to action for
this persona?

Your Target Market

Identifying your target audience allows to hone in on your messaging, tone & visuals. Understanding the mindset of your core market brings you closer to success.



Demographics

Persona #2

Who are we talking to?

How do you identify your audience?

Age

Gender

Job Title

Location

Anything Else?

What are their goals?

How do you help them achieve these goals?

What do they value?

How does your company provide this value?

What do they fear?

How does your company alleviate this fear?

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Interactions

Persona #2

How should this
persona view
your company?

How will this
persona find
your company?

How will you sell
to this persona?

What is the final
call to action for
this persona?

Your Target Market

Identifying your target audience allows to hone in on your messaging, tone & visuals. Understanding the mindset of your core market brings you closer to success.



Demographics

Persona #3

Who are we talking to?

How do you identify your audience?

Age

Gender

Job Title

Location

Anything Else?

What are their goals?

How do you help them achieve these goals?

What do they value?

How does your company provide this value?

What do they fear?

How does your company alleviate this fear?

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Your Target Market

Identifying your target audience allows to hone in on your messaging, tone & visuals. Understanding the mindset of your core market brings you closer to success.



Interactions

Persona #3

**How should this
persona view
your company?**

**How will this
persona find
your company?**

**How will you sell
to this persona?**

**What is the final
call to action for
this persona?**

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Your Competition

By understanding your competition, we can gain insight to your market place and find opportunities for success.



Competitor #1

What are their weaknesses?

What are their strengths?

Competitor #2

What are their weaknesses?

What are their strengths?

Competitor #3

What are their weaknesses?

What are their strengths?

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Your Competition

By understanding your competition, we can gain insight to your market place and find opportunities for success.



Competitor #4

**What are their
weaknesses?**

**What are their
strengths?**

Competitor #5

**What are their
weaknesses?**

**What are their
strengths?**

Competitor #6

**What are their
weaknesses?**

**What are their
strengths?**

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How Can We Help?

We believe the creative process is a collaborative one. By understanding your design preferences, we can bring your vision to life more efficiently and successfully.



What are you looking for the ninjas to help you accomplish?

- A.** Create a new brand from scratch.
- B.** Refresh my current brand.
- C.** Slightly tweak my current brand.

Your brand will...

- A.** Stand alone.
- B.** Function as a smaller part of a larger brand.
- C.** Work in tandem with another brand.

Where do you see your brand in a year?

Brand Tone

What characteristics come to mind when defining your brand? These will help distinguish the aesthetic of your logo.



Select which word best describes your brand vision. Choose A or B.

- | | | |
|----------------------|------------|-------------------------|
| A. Corporate | vs. | B. Casual |
| A. Modern | vs. | B. Classic |
| A. Simple | vs. | B. Complex |
| A. Playful | vs. | B. Sophisticated |
| A. Reserved | vs. | B. Bold |
| A. Structured | vs. | B. Organic |
| A. Luxury | vs. | B. Accessible |

Other?
Please Specify

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Brand Mark

Your logo is the defining element for your brand. Let us know what styles interest you so that we can create a mark that is not only appealing, but represents your brand.

When considering these logos, we encourage you to judge them for their aesthetic qualities and not be influenced by the public personas of the companies they represent.



What are you looking for in your logo? Check all that apply.

A. Wordmark



B. Lettermark



C. Brandmark



D. Combination Mark



E. Emblem



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Which responsive logo design most appeals to you?

A.



B.



C.



WARNER BROS.



D.



E.

LACOSTE 


LACOSTE



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Brand Mark

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Which font style
most appeals
to you?

A. Serif

Explore
new ways
to garden.

AMERICAN
RESERVE
CLOTHING®
— SALT CITY NY —

Interiors
Est'd in —
Mont., AL

B. Sans Serif

Growing
design
collaboratively

Hindsight
& All the Things
I Can't See in
Front of Me

LOREM
IPSUM
DOLOR

C. Script

the bohemian
COLLECTION

Garland
COFFEE COMPANY

*Jacksonville
Nuevo Polanco
Montpelier
Buenos Aires*

D. Condensed

handgloves

LIGHT
REG
DEMI

ENJOY THE
MOMENT

E. Slab

**BOTTOM
TEXT**

Package
everything
you love

**Adventurist
Eccentricity
Ultraviolets
Gasification**

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You're Ready!

We've got everything we need now to have an effective conversation about your brand. Understanding your unique goals, audience, and brand vision helps us provide the most helpful creative and technical recommendations throughout the process. Be sure to save this document and refer back to it throughout the design process.

Let's get started!



Are you a current Cubicle Ninjas client?

Please return this complete booklet to your friendly Cubicle Ninjas account or project manager.

New to Cubicle Ninjas?

Please send this completed booklet to Hello@cubicleninjas.com to brainstorm your vision.