

Mini Brand Clarity Workbook



This workbook is designed to help small business owners gain clarity on their brand.

Use the prompts in each section to reflect on your brand's foundation and direction.

1. BRAND VALUES

What does your brand stand for? What principles guide your decisions and how you show up?

- List 3-5 core values that define your brand.

- How do these values show up in your work or customer experience?

- What do you want to be known for?

2. IDEAL AUDIENCE

Who are you here to serve? Understanding your audience helps you speak directly to their needs.

- Describe your ideal client or customer.

- What are they struggling with that you can help solve?

- What do they value most in a brand like yours?

3. TONE OF VOICE

Your tone of voice helps your brand sound consistent and relatable.

- How would you describe your brand's personality in 3 words?

- What tone do you want to avoid?

- How do you want people to feel when they interact with your brand?

4. VISUAL IDENTITY

Your visuals should reflect your values and appeal to your audience.

- What colours, fonts, or styles feel aligned with your brand?

- What visuals do you want to avoid?

- Are there brands you admire visually? What do you like about them?

5. NOTES & IDEAS

Use this space to jot down any insights, ideas, or next steps.