

Brand Identity Comparison Chart

Visuals

What does the brand logo look like? (What color is it? What shape? Does it use words, symbols, or icons?)

What kind of photos or illustrations are used to portray the brand? (Bright, energetic photos or black-and-white photos with a vintage vibe? Soft, watercolor illustrations or colorful cartoons?)

Words

What slogan or tagline is used to communicate what is special about the brand?

What wording is used in ads, social media posts, or store displays?

Packaging

If the brand is a product, how is it packaged? (Does the package use recycled or “green” materials? Is it designed to look like an “old school” product from the past? Or does the package use sleek and simple lines for a more modern feel?)

Brand Environment

Where do customers see the brand represented?

- | | |
|--|---|
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Sponsorship of sporting events |
| <input type="checkbox"/> Print ads | <input type="checkbox"/> Sponsorship of music events |
| <input type="checkbox"/> Product placement in movies | <input type="checkbox"/> Store displays |
| <input type="checkbox"/> TV shows or video games | <input type="checkbox"/> TV commercials |
| <input type="checkbox"/> Radio commercials | <input type="checkbox"/> Website |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Other |

Based on what you've learned, how would you describe the brand's personality if you were talking to a friend?

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Authentic | <input type="checkbox"/> Heartfelt |
| <input type="checkbox"/> Bubbly | <input type="checkbox"/> Homespun |
| <input type="checkbox"/> Cool | <input type="checkbox"/> Inspirational |
| <input type="checkbox"/> Edgy | <input type="checkbox"/> Motivational |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Quirky |
| <input type="checkbox"/> Funny | <input type="checkbox"/> Upbeat |
| <input type="checkbox"/> Genuine | <input type="checkbox"/> Other |

[illegible]