



Welcome to the **Visual Branding Discovery Call !**

This list of prompts is designed to make you aware on the visual style of your brand as is and to become intentional in creating a consistent one.

We want to discover **how each of these areas convey best your message, your brand's values, by remaining strongly related to your brand** - the "Brand Umbrella" concept we will cover in our meeting.

The way you can use this workbook it to print it - or - write simply the answers in a file or in an email - **write the ideas, things, feelings or images** that come to your mind on each topic . If you feel comfortable with it, I would be happy to receive your responses over the email, before our call.

We will go through this list on Tuesday - it may look easy and common, but they represent the pillars of your visual style.

I am looking forward to a wonderful meeting next week!

Alina



1 Who am I?
What is my brand about?

2 How do I serve my soul client?
**Short description of each of your services / products*

3 Which are the top 3-5 values of my brand?
What emotions do I want to convey to my soul client?



4 Who inspires me / represents a role-model?
**Pick 1-2 examples and write their SM link or website*

5 Your location: where do you live: city, countryside,
mountain, seaside, house, apartment, garden

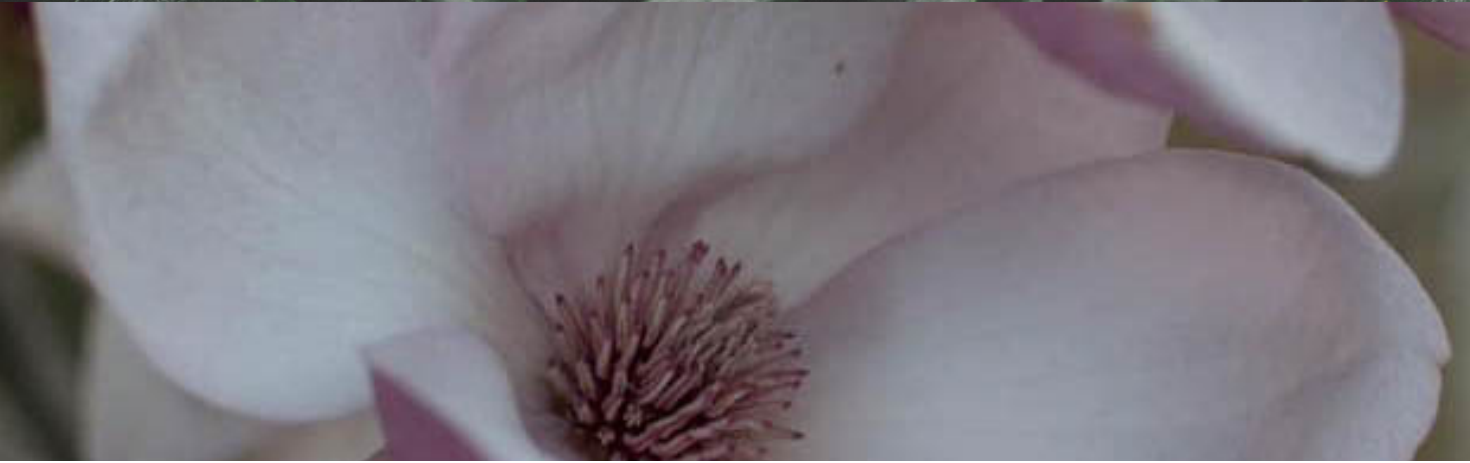
6 What is specific about your location - seasons, weather,
points of interest, nature



7 Your home - what is the general atmosphere in your home? More feminine or masculine energy? (colours, textures, structured furniture, etc)

8 Your working space - what is there: table, desk, props, your backdrop (what we can see behind - walls, windows, curtains, furniture, bed, pillows, carpets, etc)

9 What colours, textures, patterns, fabrics, materials are there? What can be made visible to your soul client?



10 Check your lifestyle - daily schedule, habits, morning and evening routines, weekly activities - write down repetitive actions / activities

11 How is your energy in a day? Are you more creative in the morning, are you night owl?

12 Your clothing style - describe it in 3 words and then extend the list with details on colours, fabrics, textures, patterns.



13 Your accessories - what do you wear most of the time? Think of glasses, earrings, scarfs, hair clips, wristwatch, necklaces and what emotions are related to them?

14 Your appearance, your posture, your hair, if you have makeup, the way you move, you talk, the intensity of your voice, if you have/are aware of your gestures


15 If your brand would be a human, what personality would it have? Pick 3-7 words to describe it!



16 Which are the colours of your brand and what attributes and emotions are related to these colours?

17 In respect of colours and light - close your eyes - what is the overall visual style? Like vivid and saturated or muted,, bright and airy or dark and moody?

18 What is the tone of the voice of your brand when you write captions, copies or in lives?



19 How do you feel about selfies? Do you use them, are you aware of the best postures?

20 Do you use lots of images in your sales pages or for resources you give to your soul client?

21 Do you use a specific family of fonts for them? Do they feel aligned to your brand?



22 What comes easily for you to show up consistently - images you take with your camera or smartphone?

23 Are you using an editing free or paid app?

24 What type of images do you post on social media? Selfies, landscapes, educational, etc - what is your mix of visuals as of today?

NOTES