FARMER STUDIO — RESOURCE

Brand Discovery Worksheet

The questions we use at the start of every brand project to uncover what a business actually stands for — before we touch a logo or colour palette.

BRANDING TEMPLATES STRATEGY

Brand Discovery Worksheet

A brand is not a logo. A brand is the set of associations, feelings, and expectations that form in someone's mind when they encounter your business. The visual identity — the logo, the colours, the typefaces — is the expression of something that has to exist before any of it can be designed.

This worksheet contains the questions we work through with every client before a single visual decision is made. You can use it independently to clarify your own thinking, or share it with a designer at the start of a project.

Part 1: The Foundation

1. Describe your business in one sentence — not what you do, but why it matters.

Avoid: "We are a bakery that makes artisan bread." Try instead: "We make the thing people look forward to at the start of their day."

Your answer:

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2. Who is your ideal customer? Be specific.

Not "anyone who needs our service" — that is not useful. The most effective brands are designed for a specific person. Describe them: age range, values, income level, what they care about, what they read, where they spend time, what they're looking for that they haven't found yet.

Your answer:

3. What do your best customers say about you?

If you have reviews, testimonials, or recurring feedback — what are the words and phrases that appear most often? These are clues about the brand you already have, which may differ from the brand you think you have.

Your answer:

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4. Why does your business exist in a way that no other business does?

Not your USP in the marketing-speak sense — the genuine answer to why the world is different because your business is in it.

Your answer:

Part 2: Positioning

5. Name three competitors or businesses you are often compared to.

Your answer:

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6. For each of those businesses: what do you do differently? What do they do better?

Honest answers here are valuable. A brand that is genuinely differentiated from its competitors has something real to communicate. A brand that isn't differentiated needs to either find differentiation or compete on price — and competing on price is a race you do not want to win.

Your answer:

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7. What is the one thing a customer should remember about your business after a single encounter?

If they can only take one thing away, what should it be?

Your answer:

Part 3: Personality

8. If your brand were a person, how would you describe them?

Use adjectives that feel genuinely true rather than aspirational. "Warm, direct, unpretentious, knowledgeable" is more useful than "innovative, dynamic, world-class."

Your answer:

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9. Complete these sentences:

- We are _____, not _____.
- We are _____, not _____.
- We are _____, not _____.

Examples: "We are considered, not flashy." / "We are local, not generic." / "We are honest, not corporate."

Your answer:

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10. What brands (in any industry) do you admire visually? What do you admire about them?

This is not "we want to look like them." It is a way of identifying visual qualities — restraint, warmth, confidence, detail — that resonate with you. Understanding why helps a designer understand your instincts.

Your answer:

Part 4: Practical Context

11. Where will this brand be used most?

Instagram feed, physical signage, product packaging, a website, business cards, vehicle livery, a shopfront? The primary context shapes visual decisions — a brand designed primarily for packaging makes different choices than a brand designed primarily for digital.

Your answer:

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12. What are the non-negotiables?

Colours you must keep? A logo element that can't change? A typeface you've been using for years? Understanding what can't move tells a designer where the real creative space is.

Your answer:

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13. What does success look like in twelve months?

Not just visual success — business success. What changes if the brand project works? More of the right customers? Higher prices justified? Entry into a new market? The design has to serve these goals.

Your answer:

How to Use This

Work through the questions before your first meeting with a designer or brand consultant. Don't overthink the answers — the instinctive response is usually more useful than the considered one.

If you're stuck on any question, that's useful information too. Uncertainty about who you're for, what makes you different, or why you exist is a signal that the strategy work needs to happen before the design work can.