



HER.BRANDAESTHETIC

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# BRAND IDENTITY DISCOVERY GUIDE

## How to Use This Guide:

Complete thoughtfully, either on your own or with your team. Review your answers often, and revisit them yearly as your brand evolves.



## Your 'Why'

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Write a statement of 1-3 sentences that describes why your brand or business exists.

## Your Audience

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Describe the type of customers or clients you want to attract.

## What You Offer

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Describe your products, services, or experience.

## Brand Personality

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Write down 3-5 adjectives that come to mind when you think about your brand's tone or vibe.

## Voice

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Create a couple of phrases that represent your brand's voice consistently or ones that would never align with it. (This helps define your brand's boundaries and tone.)



## Words + Taglines

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List words, phrases, or short sentences that capture the look, feel, or impact of your work. Repurpose these as captions, taglines, or in marketing materials.

## Sensory Identity

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What sensations would your brand evoke if it were translated into a taste sensation or a particular ambiance? Consider imagery, colors, and surfaces that make your brand visually distinct, as well as sounds or other elements that align with its energy.

## Visual Persona

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In a few sentences, describe your brand as if it were a person or character.  
Who would play them in a movie?

## Reflect + Rise: Defining Your Brand Is Just the Beginning

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What you've done here is not surface-level. It's not just colors, captions, or cute phrases. You've uncovered the soul of your brand—its language, emotion, presence, and purpose.



**Now the question becomes:**  
How will you honor what you've discovered?

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Each section of this guide was designed to hold space for your vision:

- Your **Brand Essence** gave your mission language.
- Your **Ideal Client** reminded you who you're here for.
- Your **Tone and Visuals** offered a mirror to your emotional impact.
- Your **Voice, Values, and Character** turned clarity into identity.
- Your **Signature Statements** gave you the beginning of a brand that speaks before it sells.

*You now have a clearer sense of what your brand looks, feels, and sounds like — but this is only the first layer.*



## What Comes Next?

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In our premium workbook, we guide you deeper into the application of all you've explored:

- How to translate your voice into content and client communication
- How to refine your brand experience from scroll to sale
- How to turn your visuals into a system — from motion to layout to packaging
- How to structure a business that supports your brand, not just displays it
- How to pitch, position, and present your brand like the visionary you are

*This isn't just branding — it's foundation, strategy, and transformation.*



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Before you go, reflect on this:

- What part of your brand are you most proud of after completing this guide?
- What do you now feel ready to express, build, or create?

**Write it down. Let it lead you.**

Then when you're ready to expand upon this, we'll be ready to guide you.

Excited to explore depths with us?

Claim your premium strategy workbook at [www.herba.agency/brandidentityworkbook](http://www.herba.agency/brandidentityworkbook) or scan the QR code below to access it instantly.



All the best,  
HER.BrandAesthetic