

Graphic Identity Worksheet

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My business name _____

My business _____

My competitive edge _____

My primary customers are (check only one in each category):

1. Gender:

- Mostly Male
- Mostly Female
- Approximately half are male and half are female

2. Age:

- Mostly under 21
- Mostly 21-35
- Mostly 35-50
- Mostly 50-65
- Mostly over 65

3. Income Level:

- Mostly Lower-Income
- Mostly Middle-Income
- Mostly Upper-Income

4. Customer familiarity with the benefits of my product or service:

- Most understand what I can do for them.
- Most partially understand what I can do for them.
- Most are not sure what I can do for them.
- Most don't know what I can do for them.

5. Reason for purchase:

- Mostly for personal, family, or home use.
- Mostly for professional or business use.

My image should be (check one - very/somewhat/somewhat/very):

- | | | | | | |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------|
| 1. Personal | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Corporate |
| 2. Simple | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Sophisticated |
| 3. Economical | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Upscale |
| 4. Traditional | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Hip |
| 5. Serious | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Fun |
| 6. Service-based | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Product-based |
| 7. Cool, crisp | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Warm, fuzzy |

My graphic identity will be used on (check all that apply):

- | | | |
|--|--|---|
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Stationery | <input type="checkbox"/> Signs/Posters/Vehicles |
| <input type="checkbox"/> Print Advertising | <input type="checkbox"/> Brochures/Menus | <input type="checkbox"/> Website/Online Marketing |
| <input type="checkbox"/> Faxed Information | <input type="checkbox"/> Business Forms | <input type="checkbox"/> Television Spots |
| <input type="checkbox"/> Product Packaging | <input type="checkbox"/> Promotional Items | <input type="checkbox"/> Multi-lingual Marketing |

Other _____