

BRANDING AUTHORITY ACADEMY

CORE IMPLEMENTATION RESOURCES

PHASE 2

THE BRAND
IDENTITY
BUILDER

PHASE 2 RESOURCE

LWVA

BRAND PERSONALITY

CHOOSE 3-5 WORDS THAT DEFINE YOUR BRAND:

- BOLD**
- LUXURIOUS**
- MODERN**
- APPROACHABLE**
- INNOVATIVE**

CUSTOM:

LWA

COLOR DIRECTION

PRIMARY COLOR

SECONDARY COLOR

ACCENT COLORS

LWA

TYPOGRAPHY

PRIMARY FONT

SECONDARY FONT

LWA

VISUAL INSPIRATION

PASTE OR DESCRIBE VISUALS YOU LOVE:



LWA

SIGNATURE ELEMENTS

LOGO IDEA:

ICON IDEAS:

PHOTOGRAPHY STYLE:

VISUAL THEME: