

Before the logo

12 questions to answer before commissioning any visual identity.

Check every statement that is already true for your business. Where you cannot check the box, clarity is still missing, and that is where brand work should begin.

BUSINESS

- ☐ I can explain in one sentence what my business does and for whom.
- ☐ I know what change I bring to my customer's life, beyond the product I sell.
- ☐ I know whether my positioning is more affordable, mid-range or premium.

AUDIENCE

- ☐ I can describe my ideal customer: who they are, what they need and where to find them.
- ☐ I know what leads that customer to choose a competitor over me.
- ☐ I have talked to real customers about why they buy from me.

DIFFERENTIATOR

- ☐ I can list three things I do differently from my competitors.
- ☐ That difference is true and I can sustain it in practice.

VOICE AND PERSONALITY

- ☐ I can choose three to five words that describe the brand's personality.
- ☐ I know what my brand would never say or do.

USE

- ☐ I know where the brand will show up first: packaging, Instagram, website, storefront or uniform.
- ☐ I have references for what I like and also for what I do not want.

Checked fewer than half?

Start with strategy. That is what the Florescer method does in the Root and Stem stages, before any logo.