



DESIGN
ANGEL

3S BRANDING WORKSHEET

Build a Brand with SOUL, STYLE, and SPARK





Hi there!

I'm Pik, founder of Design Angel, and I'm thrilled you're here.

Whether you're just starting out or looking to refresh your brand, this worksheet is your guide to building a brand that truly stands out, connects with your audience, and supports your business's growth.

As a branding expert dedicated to empowering women entrepreneurs, I created this worksheet based on my **3S framework: SOUL, STYLE, and SPARK.**

It's a step-by-step guide that will help you uncover your brand's purpose, create a powerful visual identity, and develop a focused marketing strategy—all while staying true to who you are.

I'm excited for you to dive in and start building a brand that reflects your mission and makes an impact.

So grab a pen, take a deep breath, and let's get started!



STEP 1

SOUL – Define Your Brand’s Inner Foundation

1. Brand Purpose

Past:
Describe your origin story.
What inspired you to start this business?

Prompt: “I started this business because...”
Your original story:

Future:
Envision the future. What impact do you
want your brand to have in 20 years?

Prompt: “I see a future where...”
Your vision:

Present:
What are you doing now that connects your
past experiences to that future vision?

Example: “Right now, I’m on a mission to...”
Your mission:



STEP 1

SOUL – Define Your Brand’s Inner Foundation

2. Brand Personality

Look

Describe Look:

Talk

Describe Talk:

Behave

Describe Behave:

When you combine a strong purpose with a well-defined personality, you’ve laid the foundation for a brand with SOUL—one that isn’t just a logo, but a living, breathing entity that connects with people.



STEP 2

STYLE – Create a Cohesive Visual Identity

1. Storyboard Creation

Go to **Pinterest** and create a board of images that reflect your brand's look and feel. Collect images not just of logos but also of interior design, fashion, and lifestyle that resonate with your brand personality keywords. Paste as many images as you need here:



STEP 2

STYLE – Create a Cohesive Visual Identity

2. Logo Development

Check [CreativeMarket.com](https://www.creativecommons.com) for font options that match your brand's style. List your top font choices and why they align with your brand's personality:

3. Color Palette

Use [Adobe Color](https://color.adobe.com) to experiment with color palettes. List your two primary colors and their HEX codes:

4. Font Choice

Choose a primary font from [Google Fonts](https://fonts.google.com) and describe why it complements your brand's style:

Font 1: Describe why it fits your brand:	Color 1 (Hex Code): # Describe how it aligns with your brand:	Font Name: Explain how it complements your brand's overall look:
Font 2: Describe why it fits your brand:	Color 2 (Hex Code): # Describe how it aligns with your brand:	
Many big brands rely on font-based logotypes. You can create a fantastic logo yourself by choosing a font that truly reflects your brand's personality.		

By following these steps, you'll create a cohesive and professional-looking brand STYLE that truly reflects your brand's SOUL.



STEP 3

SPARK – Bring Your Brand to Life with Marketing

1. List and Rank Marketing Activities

Brainstorm marketing activities like email marketing, content marketing, PR, SEO, ads, etc. Fill out this table to help prioritize your marketing activities based on ease and impact:

2. Testing Plan

Develop a simple plan for testing your top three activities one at a time, focusing on each for at least a month. Include specific metrics you will track for success:

Marketing Activity	Ease (1-10)	Impact (1-10)	Total Score	Activity	Testing Period	Metric for Success

After filling out the table, select the top three activities with the highest scores.

Your marketing SPARK is the final piece of the puzzle, bringing together your brand's SOUL and STYLE.