



Brand Identity Worksheet

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To create a lasting real estate brand, it's crucial that you set yourself apart from the competition. Your brand name, brand voice, and unique value proposition should be distinct and cohesive, reflecting how you want to show up to your customers.

Starting a brand from scratch can be overwhelming. That's why we've created

this worksheet to guide you through the first steps of constructing your own brand identity.

Here at [Side](#), we help top agents start their own companies — and that includes building out their brand identity and executing on their creative vision. Whether you're working with us or an independent brand strategist, your answers to these questions will help jumpstart the creative process.

Your Brand's Unique Value Proposition



What's your personal, educational, and professional background?

Ex: "Upon graduating from high school, I pursued my passion for cooking by enrolling in culinary school. I worked in numerous restaurants until I decided to open my own restaurant where I worked as a chef for over 8 years."



What skills from your previous experiences can you carry over to your work as a real estate agent?

Ex: "With over 20 years of experience as a chef, I have come to appreciate the value of service in the hospitality industry. I carry this same mindset into the field of real estate."





What is your vision for the future of your brand?

Ex: "I want to expand my team with like-minded agents that prioritize customer service and integrity."



Who is your ideal client?

Ex: First-time home buyers, second home buyers, investors, etc.

Based on the above, describe what sets you apart from all other agents. What makes you and your brand unique?

Ex: "As a local, I have a special understanding of the area and can provide valuable insights to my clients. I also streamline the buying and selling process by offering packaged services that support my clients' unique needs."



Your Brand Name



What do you want your clients to believe and/or feel about your brand?

Ex: "I want my name to feel approachable and friendly. I also want the name to encourage people to ask about the story behind it."



Are there any themes you want to explore during the naming process?
Think keywords, hobbies, personal experiences, etc.

Ex: "I want to explore names that speak to my values of trust and integrity. I'd also like to explore names that allude to my love of fishing, hiking, and outdoors"

Based on the above, use this space to brainstorm name ideas for your brand:



Your Brand's Visual Identity

After establishing your brand identity, it's important to decide on the visual representation of your brand through a logo and website design. When collaborating with a designer, consider the following questions:



Do you want your logo to have an icon or just the name? Think about different types of logos: wordmarks, combination logos, monogram logos, etc.

Wordmark logos are best used for short and distinct names.

Ex: "I want a wordmark logo where my brand name will stand out on it's own with stylized text."



Combination logos are the most common and versatile logo type.

Ex: "I want an icon of a green flamingo that can be used with or without my brand name."

Monogram logos use your brand name's first letter or initials as an icon – this works well with longer names.







What do you want your logo style to be?
Which style will best highlight your brand name?

Modern

Fresh and trendy



Traditional

Classic and timeless



Minimal

Less is more



Ornate

Vintage or detailed



Luxe

Elegant and refined



When designing your visual identity and logo, what colors do you want to use? Think about which color best represents your brand and how it will make your clients feel.

Black and white

Neutral



Ex: "I love the idea of a classic black and white logo that stands the test of time."

Cool-colored

Calming



Ex: "I want my logo to be green so it has an earthy feel."

Warm-colored

Inviting



Ex: "I want my logo to be red so it's bold and stands out on signage."

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