

GOOGLE FONTS SERIES

Before you find your fonts...

3 BRANDING
QUESTIONS TO ASK

design by reese

[DESIGNBYREESE.COM/GOOGLEFONTS](https://designbyreese.com/googlefonts)

3 branding questions to ask

HOW TO USE THIS WORKSHEET

It's important to know who you are, what you stand for, and how you want people to feel (when they encounter your brand) before you select Google fonts for your website and graphics.

Print this worksheet and fill out each of the 3 questions by hand. Invest some time to think about this carefully and **be true to yourself and your customers**. Not only will these questions help you search for the best fonts for your brand, but you can also use them to help you with every aspect of your marketing.

Need to see some examples? You can re-read my Google Fonts series article about "Choosing the Right Tone," where I compare and contrast two major brands: Harley Davidson and Martha Stewart.

You can do this! And when you're done with this worksheet, I'd love to hear your feedback. Did anything in these questions surprise you? Email me at style@designbyreese.com.

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1/ What are your brand values?

Your brand values are what your business (brand) stands for. They're like core beliefs—fundamental values your brand aligns with. They may combine the mission or aim of your business with the values of your market. (the people you serve/sell to).

Values are words like “freedom, adventure, beauty, creativity.” Try to keep your list to around five values.

**1/ BRAINSTORM A LIST
OF POSSIBLE VALUES**

**2/ YOUR CHOSEN
BRAND VALUES**

2/ What is your brand's personality?

Your brand personality is its traits and characteristics if it were a person. Traits like “dreamer” or “imaginative.” Or “pragmatic” and “trustworthy.”

If your brand were at a party, how would it behave?

List 4-7 traits that define your brand's personality.

**1/ BRAINSTORM A LIST
OF POSSIBLE BRAND TRAITS**

**2/ YOUR CHOSEN
BRAND TRAITS**

3/ What emotions do you want people to feel?

When someone visits your website or has an experience with your brand, how do you want them to feel? Calm? Excited? Assured? Curious? The possibilities are endless. Try to narrow it to 4-6 emotions.

**1/ BRAINSTORM A LIST
OF POSSIBLE EMOTIONS YOU
WANT YOUR AUDIENCE (POTEN-
TIAL CUSTOMERS) TO FEEL**

**2/ YOUR CHOSEN
EMOTIONS YOU WANT YOUR
AUDIENCE TO FEEL**

Putting it all together

Look at each of your lists: your chosen values, traits, and emotions. A picture should emerge. An overriding theme may stand out. You may find many of your words point to inspiration. Or perhaps trust. Maybe joy, or honor. Use the box below to help you **find your overall theme**. Use that theme to guide you when it's time to choose your fonts.

1/ MY CHOSEN BRAND VALUES

2/ MY CHOSEN BRAND TRAITS

3/ MY CHOSEN EMOTIONS

WHAT'S THE COMMON THEME AMONG THESE 3 LISTS? WHAT 2-3 WORDS ENCOMPASS YOUR BRAND VALUES, BRAND TRAITS, AND EMOTIONS YOU WANT PEOPLE TO FEEL?

Your extra notes

