

# Brand Libs

## AN IMROMPTU CREATIVE BRIEF FOR A FUTURE BRAND UPDATE

\_\_\_\_\_ is the premier \_\_\_\_\_ in  
MY BUSINESS NAME TYPE OF BUSINESS

\_\_\_\_\_ because \_\_\_\_\_ ,  
OUR AREA OF OPERATION FIRST AND BEST REASON

\_\_\_\_\_, and \_\_\_\_\_.  
SOMETHING ELSE THAT MAKES US UNIQUE A THIRD REASON

We love helping \_\_\_\_\_ with \_\_\_\_\_.  
TYPE OF CLIENT A NEED OR PROBLEM

We like to think of ourselves as \_\_\_\_\_ but not \_\_\_\_\_,  
ADJECTIVE ADJECTIVE

\_\_\_\_\_ but not \_\_\_\_\_, and \_\_\_\_\_ but not  
ADJECTIVE ADJECTIVE ADJECTIVE

\_\_\_\_\_. Our favorite brand colors are \_\_\_\_\_ and  
ADJECTIVE MAIN COLOR

\_\_\_\_\_. Our patronus would probably be (click one):  
SECONDARY COLOR

