

M-jayz Little Brand Clarity Worksheet

A simple 3-step tool to define your brand and design with intention.

1. Define Your Brand Message

Q1. What does your brand stand for?

(Write 1–2 sentences)

Q2. What problem do you solve — and for whom?

(e.g., “I help small businesses look credible online.”)

Q3. If someone only remembered one thing about your brand, what should it be?

Your core brand message in one sentence:

2. Audit Your Visual Assets

Asset	Keep / Fix / Remove	Notes
Logo		
Colors		
Fonts		
Website visuals		
Social media posts		
Pitch decks / slides		
Packaging / Labels		

Are these consistent across all platforms?

☐ Yes ☐ No

Do they reflect your brand personality?

☐ Yes ☐ No

3. Design With Clarity & Confidence

Your chosen brand colors:

- Primary: _____
- Secondary: _____
- Accent: _____

Fonts you'll stick to:

- Heading: _____
- Body: _____

Image or layout style (mood or direction):

- ☐ Clean & Minimal
- ☐ Bold & Playful
- ☐ Elegant & Premium
- ☐ Warm & Friendly
- ☐ Other: _____

Next Step

Use this worksheet any time you rebrand, refresh your visuals, or start a new project.