



KBCreativeNC

Brand Foundation

Where Creativity Meets Innovation

Build a brand that feels
clear, consistent, and memorable.

KBCREATIVENC JOURNAL

VOL. 01

KBCreativeNC Journal • Volume 01

Mindful Creative Support for Businesses, Agencies & Organizations

KBCreativeNC LLC • kbcreativenc.com



Part 1:

Before You Design Anything

Questions like:

- ☐ What problem do I solve?
 - ☐ Who do I serve?
 - ☐ What transformation do I provide?
 - ☐ What makes me different?
 - ☐ What do I want people to feel?
 - ☐ What three words describe my brand?
 - ☐ What does success look like?
-

Part 2:

Brand Personality

Circle all that apply:

- | | |
|----------------|-----------------|
| ● Professional | ● Calm |
| ● Playful | ● Modern |
| ● Luxury | ● Organic |
| ● Minimal | ● Editorial |
| ● Creative | ● Sophisticated |
| ● Friendly | ● Etc. |
| ● Bold | |
-



Part 3:

Visual Identity Checklist

- ☐ Logo
 - ☐ Secondary Logo
 - ☐ Brand Mark
 - ☐ Color Palette
 - ☐ Typography
 - ☐ Photography Style
 - ☐ Icon Style
 - ☐ Social Templates
 - ☐ Brand Patterns
 - ☐ Illustration Style
-

Part 4:

Messaging

Do you have:

- | | |
|--|---|
| ☐ Elevator Pitch | ☐ Tagline |
| ☐ Mission Statement | ☐ Brand Story |
| ☐ Vision | ☐ Call to Action |
| ☐ Core Values | |
-



Part 5:

Consistency Check

Can you answer:

Who are you?

What do you do?

Who do you help?

Why should I trust you?

What should I do next?

If not...

Your brand still has room to grow!