



Artius Brand Identity Development

VETS365 BUSINESS DEVELOPMENT PROGRAM
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Developing a brand definition involves deeply understanding the identity, mission, and values of the brand, as well as the audience it aims to serve. Here are tailored questions you can ask Crayon Eaters Wife 1775 to help shape and define their brand:

Foundational Questions

- 1. What is the story behind the name "Crayon Eaters Wife 1775"?**
 - Why did you choose this name? Does it connect to a personal or historical significance?
 - 2. What inspired you to start this brand?**
 - Is there a specific problem you're trying to solve or a mission you're passionate about?
 - 3. What are your core values?**
 - Which principles or beliefs guide your decisions and interactions with customers?
 - 4. What is the purpose or mission of your brand?**
 - What do you want to achieve in the lives of your customers or community?
 - 5. Who is your ideal audience?**
 - Can you describe your typical customer? Age, gender, lifestyle, profession, needs, or interests?
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Brand Personality and Tone

- 6. If your brand were a person, how would you describe them?**
 - Fun, serious, professional, approachable, etc.?
- 7. What emotions do you want your audience to associate with your brand?**
 - Trust, excitement, nostalgia, empowerment, etc.?
- 8. What makes your brand unique?**

- How do you stand out from competitors?
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Visual Identity

9. Do you have a vision for your brand's visual identity?

- Colors, fonts, symbols, or styles that reflect your values and story?

10. Are there specific visual elements that resonate with your target audience?

- E.g., patriotic themes, military references, family-oriented imagery?
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Messaging and Communication

11. What is the main message you want your brand to convey?

- What's the single most important takeaway for your audience?

12. How do you currently communicate with your audience?

- Social media, email, in-person events, etc.?

13. What kind of tone do you use or want to use in your communication?

- Casual and conversational, formal, inspirational, or humorous?
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Products/Services and Value

14. What products or services do you currently offer (or plan to offer)?

- How do these align with your audience's needs?

15. What value do you believe your brand brings to customers?

- Quality, price, exclusivity, community, etc.?

16. What problems or desires do your products/services address?

Competitive Landscape

17. Who are your main competitors?

- What do they do well? What do they lack?

18. How do you want customers to perceive your brand in comparison to competitors?

- More innovative, more authentic, more relatable?
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Vision for the Future

19. Where do you see your brand in 5-10 years?

- Are you focusing on growth, niche dominance, or legacy building?

20. What would success look like for your brand?

- Revenue, impact, community recognition, etc.?

21. Are there collaborations, partnerships, or community engagements you envision for your brand?

Personal Connection

22. How does this brand connect with your personal identity or life story?

- How much of yourself do you want reflected in the brand?

23. What kind of community or movement do you hope to build around this brand?

Practical Implementation

24. Do you have an existing logo, tagline, or branding assets?

- Would you like to refine these or start from scratch?

25. What challenges or obstacles have you faced (or anticipate) in building this brand?