



**DESIGN
NEKO**

Define your brand in
60 minutes

BrandSprint Kit by **DesignNeko**



Welcome!

This kit is designed to help you define your brand's strategy, voice, and visual direction in under an hour. Ideal for startup founders, creative solopreneurs, or small teams.

01 Brand Core (15 mins)

Brand Name: _____

Tagline: _____

Mission (Why do you exist?): _____

Vision (What future are you building?): _____

Values (Top 3): _____

02 Audience Clarity (10 mins)

Who is your ideal customer? _____

What are their top 3 problems? _____

What transformation do they want? _____

Where do they hang out online? _____

03 Brand Positioning (10 mins)

What do you offer? _____

What makes you different? _____

3 competitors and how you differ: _____

Positioning Statement: _____

04 Voice & Personality (10 mins)

Pick 3 brand personality traits: _____

Tone of voice: _____

Do: _____

Don't: _____

05 Visual Direction (15 mins)

Color Palette (3-5 colors): _____

Fonts you like: _____

Moodboard inspiration (links/screenshots): _____

Logo inspiration: _____

Wrap-up & Next Steps

You now have a draft of your brand strategy and style.

Next step: Brief your designer or work with DesignNeko to bring it to life.

Want **expert** help?

Let's work together on your branding, website, or UI/UX

www.designneko.com