

01 | Brand Identity & Image

Designed for

Date

Version

Brand Identity

How does the corporate organization wants to be seen by customers? In other words, what are the personality traits the corporate organization wants to reflect?
Based on these traits, compose the color profile.

1. _____

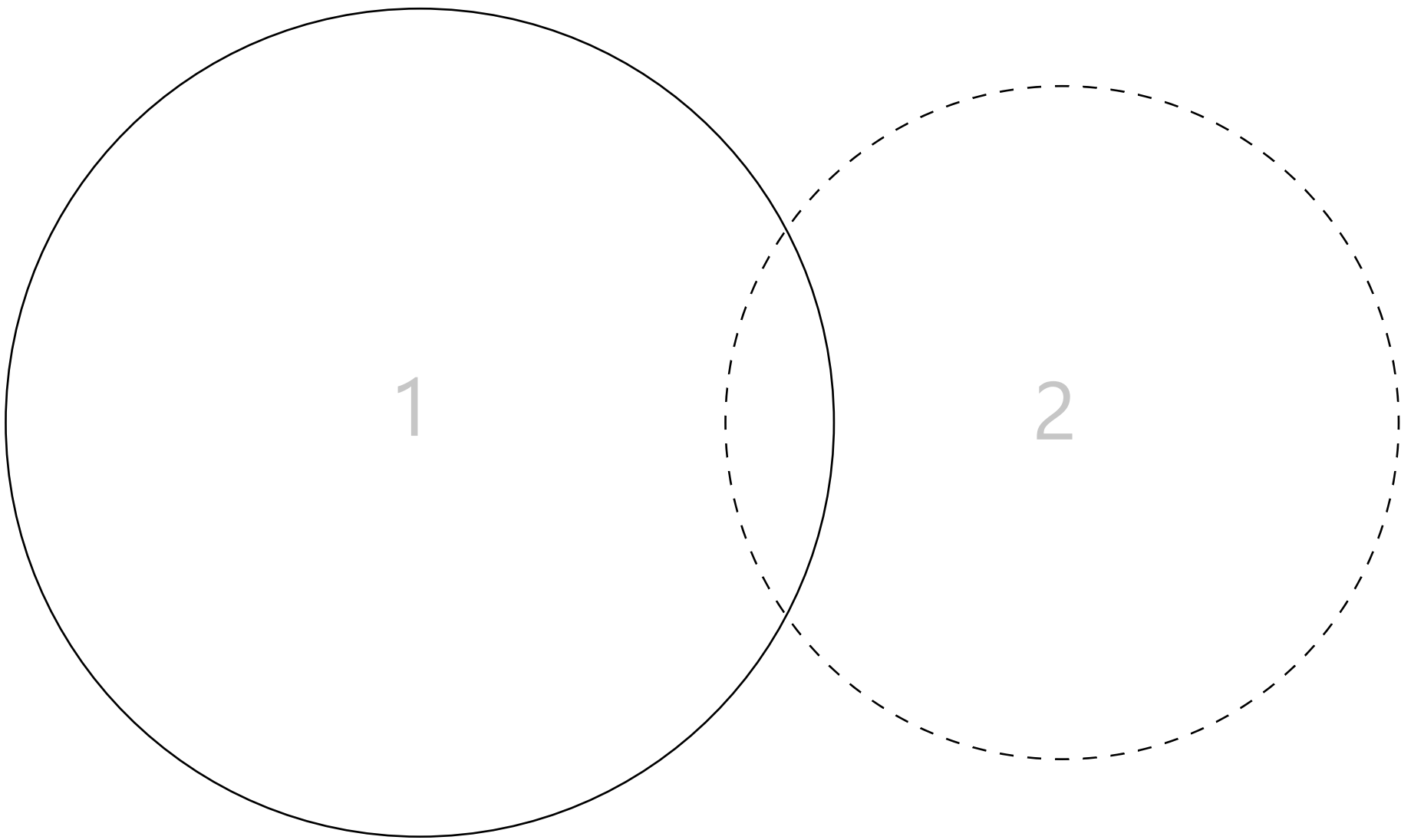
2. _____

3. _____

4. _____

5. _____

6. _____



Brand Image

How is the corporate organization seen by customers? In other words, what personality traits come to mind when people think about the corporate organization?
Based on these traits, compose the color profile.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

