

Fashion Brand Identity Template

1. Brand Name & Logo

Brand Name: _____

Upload or paste your logo here.

2. Brand Vision & Mission

Vision: _____

Mission: _____

3. Brand Story

Write a short narrative that explains the origin of your brand and what makes it unique.

4. Target Audience

Age Range: _____

Gender: _____

Location: _____

Lifestyle: _____

Values: _____

5. Brand Personality & Voice

Describe your brand personality (e.g., bold, minimal, luxury, streetwear).

Tone of Voice: How should your brand sound in communication? (e.g., professional, friendly, inspiring).

6. Colors & Fonts

Primary Colors: _____

Secondary Colors: _____

Fonts: _____

7. Moodboard

Insert images, inspiration, textures, or sketches that represent your brand aesthetic.

8. Brand Values

List 3–5 core values that define your brand (e.g., sustainability, quality, affordability).