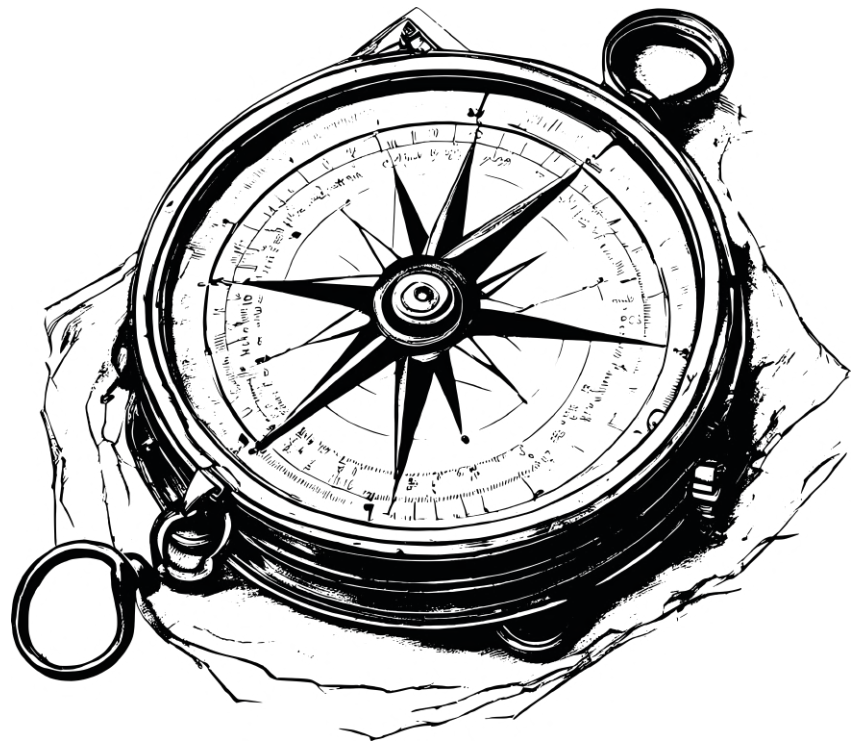


| Free workbook

BRANDING COMPASS

*score your brand's
visual direction in
fifteen minutes*



| www.pilgrimage.design

WELCOME.

It's so exciting that you're here. This is the journey we'll go on in this workbook:

- 1 **INTRO** ●
- 2 **TYPOGRAPHY** ●
- 3 **COLOURS** ●
- 4 **LOGOS** ●
- 5 **EXTRAS** ●
- 6 **SCORE** ●
- 7 **NEXT STEPS** ●

SO... WHO IS THIS FOR?

Startups, entrepreneurs and local businesses...

Charities, churches and social enterprises...

Creators of content, media and art...

Eco projects...

Problem-solvers, world-changers...

...any small brand with big aspirations.

WHAT IS THIS FOR?

To score your brand's use of typography, colours, logos and extras.

To review your brand's visual direction.

To discover if your current branding is fit for purpose.

You'll need fifteen minutes, a printer*, a pen, five of your branded materials (e.g. flyer, pitch deck, social graphics) and a calculator.

* Workbook available to download in colour and black/white at pilgrimagedesign.substack.com

LET'S LOOK AT TYPOGRAPHY.

You're invited to lay out those five branded materials. A leaflet, a couple of social media graphics, a poster... Whatever you've got!

Examine your first material. Each time you spot a new font, note it on next page's left-hand column. Forgotten its name? Make it up!

Put a tally in the central column to say you've counted it.

Once you've done this for the first material, repeat for the second. If you see a font that's already been noted, just add another tally.

Repeat until you've gone through all five branded materials. For this exercise, bold/italic/regular all count towards the same font.

abcdefghijklmnopqrstuvwxyz

*Don't count any fonts
in your brand's logo!*



Font name (or make it up)	Tally of materials using this font	Number of tallies

Time for some points! Write your score inside each mini compass.

Did you know the names of the two tallying highest?

Three points if you knew both, one point for one. If second and third are tied, choose the font taking up most space.



Have the top two been defined as your brand fonts?

Four points available, two per font.



A quick bit of number crunching. Use a calculator if needed!

A) Highest number of tallies + second highest number of tallies =

B) All the numbers of tallies, added together =

C) The answer to **A** divided by the answer to **B** =

D) The answer to **C** multiplied by 100 =

Based on your answer to D, give yourself the correct score below and write it in the mini compass.

This is to review how consistently your brand fonts (or most widely used fonts) are being applied.

Answer to D (rounded up to a whole number)	Points
100	10
90 - 99	9
80 - 89	6
70 - 79	2



Bold

Empathetic

Refined

Dynamic

Established

Elegant

Earthy

Enigmatic

Solid

Now, look at the surrounding word cloud. Underline the eight words that most accurately reflect your brand.

Whimsical

Imaginative

Straightforward

Clear

Hopeful

Assured

Dignified

Encouraging

Inviting

Traditional

Reliable

Gentle

Thoughtful

Sophisticated

Approachable

Harmonious

Delightful

Inventive

Organic

Honest

Choose eight words from the cloud that best describe the 'personalities' of your two most widely used fonts.

First font:

?

Second font:

?

.....		

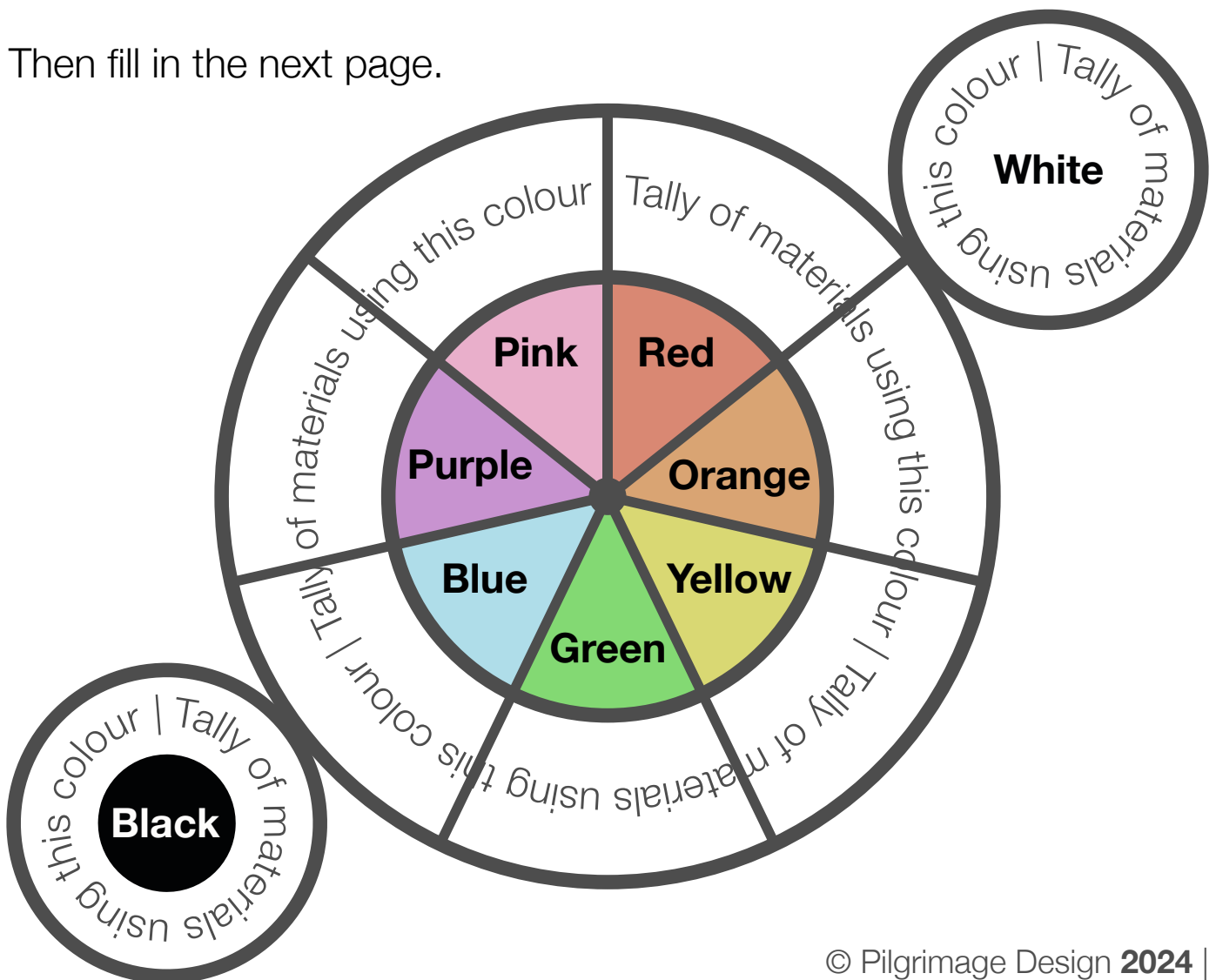
Put ticks in the ? columns for every word that you underlined. Write down the same number of points.



NOW FOR COLOURS.

Take another look at your first branded material. Each time you see a new colour, tally it below. Once you've done this for the first material, repeat for the second, third, fourth and fifth.

Then fill in the next page.



*Include colours featured
in your brand's logo!*



Colour	Number of tallies	Associations
Red		Energetic, passionate, decisive,
Orange		Warm, optimistic, enthusiastic,
Yellow		Confident, joyful, friendly,
Green		Natural, fresh, balanced,
Blue		Successful, dependable, secure,
Purple		Fantastical, mysterious, creative,
Pink		Loving, calm, sensitive,
Black		Formal, suave, prestigious,
White		Pure, innocent, simple,

Have the top two been defined as your brand colours?

Four points available, two per colour.

Is your top colour the exact same hue throughout?

One point if it is. Look carefully!



Another quick consistency check. Write your points below.

E) Highest + second highest + **third highest** number of tallies =

F) All the numbers of tallies, added together =

G) The answer to **E** divided by the answer to **F** =

H) The answer to **G** multiplied by 100 =

Answer to H (rounded up to a whole number)	Points
100	10
90 - 99	9
80 - 89	6
70 - 79	2



Go back to your eight underlined words from the word cloud and add them to the colour associations column.

Choose the rows that you feel are most natural for these words, given the associations that are already listed.

Do the following calculation for your top two colours.

Add your points together at the end, with ten available in total.

I) Number of listed associations that perfectly reflect your brand =

J) Total number of association words for that colour =

K) The answer to **I** divided by the answer to **J** =

L) The answer to **K** multiplied by 100 =

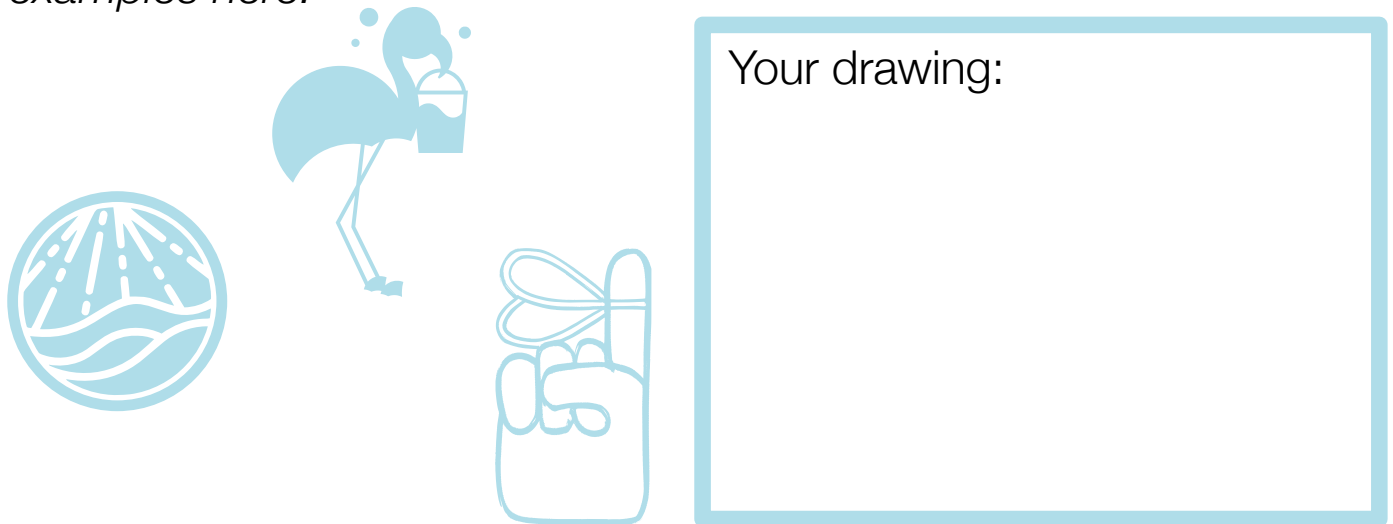
Answer to L (rounded up to a whole number)	Points (allocated for each colour)
100	5
90 - 99	3
80 - 89	2
70 - 79	1



TIME FOR YOUR LOGOS.

Let's check how memorable your logo is. Take thirty seconds to draw your logomark from memory.

Your logomark is a symbolic icon representing your brand, like the examples here:



Now, score your drawing based on how much it resembles your actual logomark. Where do you sit within this range?

No resemblance/no logomark

Almost identical



Stand back one metre from your five branded materials.

For each one, tick the relevant box below to score the logo for its visibility, then write your total.

For social media graphics, include your brand's profile picture in this exercise (how your audience would see the graphic when posted).

Branded material	Logo jumps out quickly and clearly two points	Logo could be more visible one point	Logo is hard to see/ no logo no points
1			
2			
3			
4			
5			



You can put your branded materials to one side now. You won't need them for the rest of this workbook.

Think more broadly about your logo. Let's see how many variations you have, to see if it's fit for purpose.

Does your brand have the following logo variations?

Examples from The Green Abbey provided for reference.

All black

One point



All white

Two points



Perfectly fits in circle

Two points



Perfectly fits in horizontal rectangle

Two points



Just type
One point

the green abbey



Logotype combined with logomark
Two points



the
green
abbey



Favicon (a simplified logomark visible at tiny sizes)
Two points



Animated logo
Three points



LAST BUT NOT LEAST...

Do you have the following branding elements?

Tick whatever you have access to and score yourself.
Seventeen points available.

Branding element (for points, it needs to be already created and saved somewhere)	Points available	?
Your brand's journey: past, present and future	1	
Your brand's philosophy	1	
Your brand's audience, segmented into groups	2	
Patterns that you can use in branded materials	2	
Image style guide for photos and illustrations	3	
Full brand identity guide	8	



LET'S SETTLE THE SCORE.

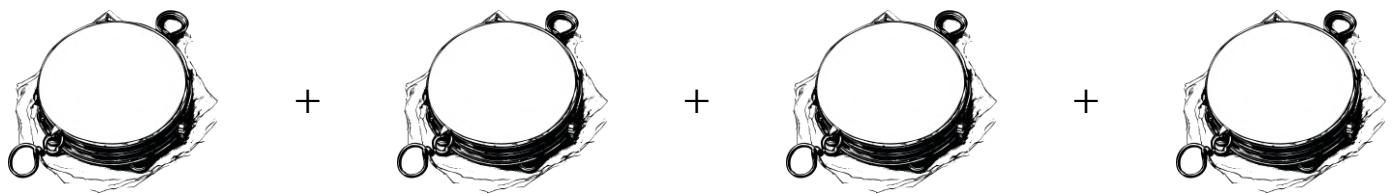
Add together your points, then plot your overall score below:

Typography

Colours

Logos

Extras



100

87.5

12.5

=

75

25

62.5

37.5

50



*Next steps on
the next page!*

Score	Branding level	What it means (and what to do next)
0 - 24	Pathfinding	You're at the start of the journey. This is a fantastic opportunity to learn: about design, branding and how they could serve your mission. I have a newsletter that may help you. I've also compiled some resources for you on the next page.
25 - 54	Base camp	You've laid the groundwork. You'd benefit from delving into branding, perhaps with resources I've found and conversations I've had on my podcast. A branding challenge you're facing is consistency and alignment, which a brand identity would solve.
55 - 94	Ascent	You're on the up. You're in the prime position for a brand identity: enough of the journey behind you, exciting milestones ahead... And an identity will help you connect with your audience on a deeper level, equipping you for the long haul.
95 - 100	Pinnacle	You're leading the way. Your branding is consistent and compelling. Crucially, your visual direction is in line with what your brand stands for. I would love to talk and see what's next for you!

NEWSLETTER

[pilgrimage.design.substack.com](http://pilgrimage.design/substack.com)

PODCAST

www.pilgrimage.design/podcast

RESOURCES

[pilgrimage.design.substack.com/p/resources](http://pilgrimage.design/substack.com/p/resources)

BRAND IDENTITY

www.pilgrimage.design/services

— **Sam Thorogood,**
Pilgrimage Design

