

[BLOG BRANDING 101]

— the drawing board —

This questionnaire is designed to help you define your blog's branding in connection with the DIY blog redesign series on TheFlourishingAbode.com



Blog name:

(the one you currently have, or if you want a new one, now's the time to change it!)

Blog Tagline:

Blog category(ies):

(e.g., technology, craft, food, lifestyle, fashion, news, family, design, entertainment, etc.)

Why do you blog?

Someone has just landed on your blog, and wants to know what it is about.

Describe your blog in 50 words or less:



Describe your target readership in a few sentences.

Gender/age/interest can be a good place to start, but you aren't limited to that. (e.g., young professional men who are into tech gadgets, empty-nest women who enjoy style and beauty tips, young families who live in rural areas and raise animals, people of both genders who like to go hiking, people of any age who are vegan and enjoy baking, etc.)

What emotional response or reaction do you want people to have when they first see your site?

(e.g., laugh out loud, give a relaxed sigh, get inspired, become somber, feel like shopping, mouthwatering hunger, feel introspective, etc.)

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Give a couple style terms for the look you want:

(e.g., art deco, modern, rustic, Victorian, minimalist, Tuscan, urban, boho, techie, kawaii, retro, preppy, steampunk, collage style, old Hollywood glamour, sci fi, Mediterranean, etc.)

Give a couple general adjectives to describe the look you want:

(e.g., vivid, muted, refreshing, bright, odd, natural, mysterious, simple, cute, classy, organic, quiet, bold, colorful, etc.)

What are 2-3 colors you feel resonate with you/your style? Which one resonates the most?

(Describe the colors if you wish, such as "buttery yellow", but also find the shades on a color wheel and write down the number code given for that color – e.g., #FFDB4D)

Give two terms that you do NOT want to describe your blog's design.

(e.g., cluttered, busy, boring, empty, loud, dull, dark, pretentious, trendy, old fashioned, cutesy, all-business, masculine, feminine, flowery, plain, etc.)

Craft a branding design statement:

(From your previous answers, narrow down to a succinct phrase that envelops your design goal. For more info on how to do this, see my blog post at www.TheFlourishingAbode.com/2012/07/diy-blog-design.html)