



IS YOUR
BRAND IDENTITY
HELPING OR HURTING
YOUR BUSINESS?

A QUIZ FOR SMALL BUSINESS OWNERS BY

MAGIC FEATHER
Designs





HEY FRIEND! HAVING DOUBTS ABOUT YOUR BRAND DESIGN HUH... LET'S DO THIS!

Your brand identity can be the first impression potential customers have of your business, so it's essential to make it a good one. A well designed brand identity should stand out, communicate what your business is all about, and of course attract those ideal customers. But if your brand isn't aligned with either you, your business values or audience... well, it could be doing you more harm than good without you even realising - yikes!

Take this quiz to see if your brand identity is setting your biz up for success or (maybe not so 😞) secretly letting you down!



1. Does your brand identity feel cohesive?

- A) Yes, all elements (logo, colours, typography) work together seamlessly.
- B) Some parts fit well, but others feel disjointed.
- C) No, I feel like it is a mix of unrelated pieces.

2. Did you design your brand identity yourself, use a template, or hire a professional?

- A) I hired a professional to create a custom identity.
- B) I used a template.
- C) I designed it all myself from scratch.

3. Did you design your branding with your business values in mind?

- A) Yes, it perfectly reflects my values and what I stand for.
- B) Somewhat, but I think there could be a stronger connection.
- C) No, I didn't really consider my business values when designing.

4. How do you think your brand makes your customers feel?

- A) It evokes exactly the emotions I want it to - excitement, trust, fun, etc.
- B) It sometimes conveys the right emotions but not always.
- C) It's hard to tell what emotions my brand creates.

5. Did you design your branding with your ideal customer in mind, or are you unsure who that is?

- A) Yes, my branding is tailored to attract my ideal clients.
- B) I had an idea of my ideal client, but I'm not sure my branding reflects that.
- C) I'm not clear on who my ideal client is, so I didn't design with them in mind!

6. How do you think your brand identity stands out against competitors in your industry?

- A) I really feel like my brand identity is unique and helps me stand out.
- B) Somewhat, but I think I could be doing more to be different.
- C) I think I blend in with what others in my industry look like.

7. Did you consider colour psychology when choosing your brand colours?

- A) Yes, I carefully selected colours that evoke the right emotions for my audience.
- B) Somewhat, but I wasn't fully sure how to apply colour psychology.
- C) No, I chose colours based on personal preference or trends.





8. Did you choose typography that is clear and sets the right tone for your brand?

- A) Yes, my fonts are easy to read and perfectly match the tone of my brand.
- B) Mostly, but I'm not sure if they fully capture the right vibe.
- C) No, I chose fonts based on looks, and they don't really match my brand or aren't always clear.

9. How easy do you think is it for people to understand what your business does, just by looking at your branding?

- A) Very easy! My branding clearly communicates what I am all about.
- B) Somewhat clear, but it could be more straightforward possibly.
- C) Confusing, people often need an explanation.

10. How consistent is your branding across different platforms (social media, website, printed materials)?

- A) Very consistent! It looks and feels the same everywhere.
- B) Mostly consistent, but there are some variations.
- C) Inconsistent, my branding looks different depending on the platform.

11. Do you have your own ready made templates and/or elements that match the style and feel of your brand design?

- A) Yes, my content is always unique, on-brand and cohesive.
- B) Mostly, I use free templates I edit but sometimes it feels a bit off.
- C) No, I just use a mix of free options that don't match anything at all!

12. Do you often struggle to design extra materials for your biz yourself (e.g. social posts, banners, website elements)?

- A) No, I have guidelines so everything flows easily and aligns with my brand.
- B) Sometimes, and I often spend more time than I'd like to and second guess myself.
- C) Yes, I find it so hard to create things myself.

13. Do you think your brand identity gives your business a strong personality/vibe/aesthetic online?

- A) Yes I love it! It's exactly how I want my business to be seen.
- B) I'm okay with it, but I think it could be stronger/clearer.
- C) I'm not happy with it; it doesn't reflect what I wanted at all.

14. How do you feel about your brand identity?

- A) Very pleased! It's exactly how I envisioned it, I have everything I need and showing off my business feels easy.
- B) I'm okay with it, but I know it could be stronger and probably doing more for my business.
- C) I'm not happy with it; showing off my business feels difficult and disjointed.

15. How has your brand impacted your business growth?

- A) Positively! I know it is always helping me attract more customers and grow.
- B) Neutral, it hasn't made a big difference from what I can tell.
- C) Negatively, I feel like I am never seen by the right people.

ALRIGHT! LET'S CHECK THOSE RESULTS!



YOU SCORED....



MOSTLY A'S:

Mate! Your brand identity is so strong and aligned with you and your business goals! Well done, crack on and keep looking for ways to stay consistent and keeping your branding fresh and seen by the right people.



MOSTLY B'S:

You're on the right track my friend, but there's deffo room for improvement. I hope this quiz has highlighted some problem areas for you and that you are able to have a refresh or re-think that could then help make everything more cohesive and effective.



MOSTLY C'S:

Ohhhh pal, I think your brand may indeed be hurting your business. It's time for a serious rethink to ensure your identity reflects who you are and attracts the right customers. I suggest starting with getting your business foundations super clear first, this will then inform a strong brand identity design.

....SO NOW WHAT?

Hey friend, I'm Jen - the one woman show behind Magic Feather Designs.

I love to work with solo small business owners, encouraging people just like me to not let go of their passions but turn them into profitable businesses. We might enjoy being small in our 'business of one' but we sure as heck still have **big** dreams!

I know that brand design done well should be totally unique to you, rooted in intention, with purpose, always working hard for your business to visually convey your values, mission and personality in one quick swipe. Standing out from the crowd is easy when you stand out for the right reasons! The branding I create gives my clients the tools to stay consistent going forward, it resonates with their ideal audience because it was designed with them in mind. Your branding should elevate your business and show you off as credible, professional and a business that your customers and clients can trust (kind of key for yummy sales, right!).



Jen xx

MY BRAND AND WEB SERVICES

STEP UP:

Perfect if you are a new business or within your first years, and are now ready to make that first investment into your brand design. If you need some starter branding in place **in order to start showing up**, along with a better understanding of your biz foundations, how to **target your ideal customer** and some design **support** from someone who gets it, this is the one for you.

No more second guessing or DIY-ing things as you will gain a purposeful, strategic brand identity that feels so damn aligned it hurts! Designed to last and grow as you continue to **step it up**!

INCLUDING:

- Brand Direction session (2hrs 1:1 Zoom)
- Perfect colour palette and typography pairing.
- Full, versatile logo suite
- Fun brand marks/elements/icons.
- Brand guidelines and brand board.
- Canva upload, organise and support.
- Bonus Freebies: Feed Planner, Set It Up Checklist!

Additional 1 hour 1:1 Zoom afterward to ask me anything brand related!

STAND OUT:

This is literally **the one** for biz owners seriously ready to level up their growing business and **stand the frick out** with professional, purposeful, strategic branding for your whole biz. Time to stop doing it all yourself, save some time to work on the things that generate money, really narrow down that ideal client and get right up there **in their face** with a brand that gives them instant heart eyes and has them saying '**take my money!**'. This package is also great for bold new business owners who want everything done before they launch! **Kapow!**

Clarity ✓ Design ✓ Socials ✓ Marketing ✓ - everything you need for full brand visibility.

INCLUDING:

Everything from Step Up PLUS:

- Templates for Stories, Reels, Feed posts
- Pinterest Templates
- Marketing templates (news-feed size)
- Profile images & highlight covers
- Additional cover images (EG. Etsy, Facebook etc)
- One printed asset (EG. business card)

Bonus Freebies: Feed Planner, Set It Up Checklist, Content Cheat Sheet!

WIX WEB DESIGN:

Exclusive to my brand design clients only, this is perfect for all businesses needing an informational site to direct their customers to, or to host their long form content such as a blog or podcast links.

FULL WEB OFFER :

- Help with account set up
- 5 pages of your choice
- Full, on brand design & mobile optimised
- Up to 3 Automations set up
- Thank you email design for list subscribers
- Basic on page SEO set up
- Domain name set up and social connections
- Additional 1 hour 1:1 Zoom afterward to ask me anything web related!

MINI WEB OFFER :

- 1 page Wix hosted web page
- 5 basic sections;
- Mobile optimised
- x1 Automation set up
- Basic on page SEO set up
- social connections assistance
- Additional 30 minute 1:1 Zoom afterward to ask me anything web related!

additional pages or sections available



THANKS SO MUCH FOR DOWNLOADING THIS QUIZ
- I HOPE YOU FOUND IT SUPER HELPFUL!

GOT QUESTIONS? CONTACT ME...

jen@magicfeatherdesigns.com

HAVE A LITTLE BROWSE OF MY WEBSITE

www.magicfeatherdesigns.com

(see all my packages & visible prices!)

FIND ME ON SOCIALS



@magicfeatherdesigns

READY TO GET BOOKED IN?

Yes!! I am so excited for you! Let's do this! Pop me an email and let me know what you need! I will then tell you my next available slot, send you over your welcome pack that includes your contract, invoice and next steps so we can get this ball rolling!!

Speak soon friend!

Jen xx

