

FREE WORKBOOK



CREATING AN ETHICAL & ALIGNED BRAND

STUDIO WILDLING

Creating An Ethical & Aligned Brand

TASKS

List 3 actions that you can take to be more transparent in your business.

Write down your top 5 brand values and number them in order of importance.

Create your brand manifesto to outline your ethos.

I/we love...

I/we believe...

I/we are committed to...

Creating An Ethical & Aligned Brand

TASKS

Write down 3 causes or organisations that resonate with you.

Now circle the one that aligns most with your business.

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List 5 ways you can be more intentional in your everyday biz operations.

(Think processes, products & services, marketing material, etc.)

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ACTION STEPS

- Add your values to your website's Homepage
- Update your social profile bios to reflect your brand ethos
- Add your brand manifesto to your 'About' page
- Refresh the tone of your client documents and active marketing material
- If you're in a position to do so, commit to making contributions to the cause that aligns with your biz

NOTES

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Thank you!

Studio Wildling is digital design studio that creates heartfelt design for purpose-driven brands.
We're about doing good work for good people and building community over competition.

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