

Company Image

Use this workbook page to brainstorm your ideas as to the image you want to develop for your company.

What are ten words or phrases that describe attributes you want your image to communicate to your customers, vendors, and employees?

Which image group do you see yourself in?

Traditional	Natural	Floral
Creative	Casual	Technological

What colors are you drawn to for your business colors and why?

What other companies have an image similar to the one you want to project?
