



STEPS BEFORE YOU DESIGN

Workbook by Designed by Kelly

Discover the purpose, personality, and goals behind your organization before creating your logo, website, or marketing materials.



WWW.DESIGNEDBYKELLY.ORG



Welcome

START WITH PURPOSE

Whether you run a small business or a nonprofit, every great brand starts with clarity. This workbook will help you think through the same questions we ask every Designed by Kelly client before we begin designing.

Before great design comes great understanding.

Every organization has a story worth telling. Whether you're serving customers, supporting a cause, or building a community, taking time to define your mission will help every future design decision become clearer. Use this workbook to think through your organization before designing your brand.

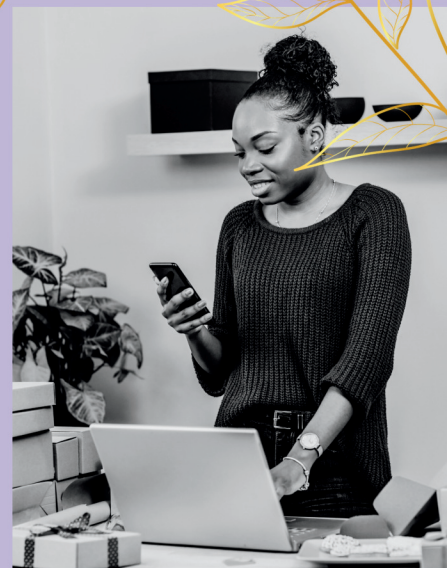
Kelly & Cara

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YOUR BUSINESS/ ORGANIZATION

Every business/organization has a unique story worth telling. Before we design a website, logo, or marketing materials, we take time to understand your mission, your audience, and your goals. Why? Because great design isn't just about looking professional—it's about communicating the right message to the right people. When your visual identity is built on a strong foundation, it becomes more than just attractive—it becomes meaningful, memorable, and effective.

Whether you're a small business serving customers or a nonprofit serving your community, your purpose should guide every design decision you make. The questions in this section will help you define the heart of your organization and provide the clarity needed to build a brand that authentically reflects who you are. The stronger your foundation, the more confidently you can communicate your message and connect with the people you hope to reach.



Step 1

ANSWER THESE THREE QUESTIONS ABOUT YOUR BUSINESS/ORGANIZATION

Describe what your business/organization does in one or two sentences.

Why was your business/organization started?

What makes your business/organization unique?

notes

YOUR MISSION

Every great story has a reason for being told, and every successful business/organization has a purpose that drives everything it does. Your mission is more than a statement on your website—it's the reason you show up each day. It's the problem you're passionate about solving, the people you're called to serve, and the difference you hope to make. When your mission is clear, it becomes the foundation for every conversation, every decision, and every design.

As you work through this section, think beyond what your business/organization does and consider why it matters. What inspired you to begin this journey? What impact do you hope to leave on the people you serve? The answers to these questions help shape a brand that is genuine, purposeful, and memorable. People are drawn to stories with heart, and your mission is where your story truly begins.



Step 2

ANSWER THESE FOUR QUESTIONS ABOUT YOUR MISSION

What problem are you helping solve?

Who benefits from your work?

Why does your organization exist?

What do you hope people remember after working with
or supporting you?

notes

THE PEOPLE YOU SERVE

Every business/organization exists to make a difference in someone else's life. Whether you're serving customers, supporting a cause, helping families, or strengthening your community, the people you serve are at the heart of every decision you make. The better you understand their needs, challenges, and goals, the better you can communicate how your organization can help. A strong brand isn't built by talking about yourself—it's built by showing others that you understand them.

Take a few moments to think about the people you hope to reach. What are they looking for? What challenges are they facing? What questions do they have before they choose your business/organization? When you clearly define your audience, your message becomes more focused, your marketing becomes more effective, and your website and branding begin to speak directly to the people who need what you have to offer. Great brands don't try to reach everyone—they build meaningful connections with the people they serve.



Step 3

ANSWER THESE FOUR QUESTIONS ABOUT YOUR AUDIENCE

Who do you serve? (Age, Gender, Location, Get Specific)

What challenges are they facing?

How does your organization help?

What result do you hope they experience?

notes

YOUR BRAND PERSONALITY

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Step 4

MY ORGANIZATION/BUSINESS SHOULD FEEL...

- ☐ Friendly
- ☐ Professional
- ☐ Trustworthy
- ☐ Creative
- ☐ Modern
- ☐ Warm
- ☐ Established
- ☐ Innovative
- ☐ Community-Focused
- ☐ Faith-Based
- ☐ Fun
- ☐ Bold

notes

YOUR VISUAL IDENTITY

Your visual identity is often the first impression people have of your business/organization. Your logo, fonts, photography, graphics, and overall style work together to tell your story before a single word is read. A thoughtful visual identity helps people recognize your business/ organization, remember your message, and feel confident engaging with you. When every visual element reflects your mission and personality, your brand becomes more consistent, professional, and trustworthy.

One of the most powerful parts of your visual identity is your color palette. Colors do more than make a design look attractive—they communicate emotion and meaning. Blues often suggest trust and stability, greens can represent growth and hope, reds convey energy and passion, while warm neutrals create a welcoming, timeless feel. While there are no strict rules, choosing colors intentionally helps reinforce the message you want people to associate with your business/organization. The best color palette isn't simply your favorite colors; it's one that supports your mission and helps tell your story in a way that resonates with the people you serve.



Step 5

ANSWER THESE FOUR QUESTIONS ABOUT YOUR IDENTITY

What colors do you want to use?

What fonts do you want to use?

Friendly or Corporate?

Other businesses/organizations you admire?

notes

Color Meaning

USE THIS CHART TO HELP YOU CHOOSE COLORS



Bold & Energetic

Often used by restaurants, retail brands, sports organizations, and nonprofits promoting urgent causes to capture attention and inspire action.



Friendly & Enthusiastic

Often used by creative businesses, startups, fitness brands, community organizations, and companies that want to appear approachable and energetic.



Trust & Reliability

Often used by financial institutions, healthcare organizations, technology companies, and professional service businesses to communicate trust and reliability.



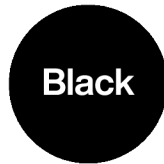
Creative & Imaginative

Often used by arts organizations, educational programs, faith-based ministries, beauty brands, coaches, and businesses that want to communicate creativity, wisdom, and inspiration.



Optimism & Cheerful

Often used by children's organizations, education programs, hospitality businesses, and brands that want to create a friendly, welcoming atmosphere.



Sophisticated & Strong

Often used by luxury brands, law firms, designers, photographers, and businesses seeking a timeless, professional appearance.



Growth & Hope

Often used by nonprofits, environmental organizations, healthcare providers, wellness brands, and agricultural businesses to represent growth, health, and renewal.



Balanced & Professional

Often used by corporate organizations, consultants, technology companies, and businesses looking for a modern, neutral aesthetic.



Reliable & Earthy

Often used by construction companies, coffee shops, handmade businesses, outdoor brands, and organizations that want to convey warmth and authenticity.



Compassionate & Playful

Often used by boutiques, nonprofits, healthcare organizations, beauty brands, and businesses focused on care, encouragement, or creativity.

YOUR GOALS

Every business/organization is working toward something. Whether your goal is to reach more customers, serve more families, increase donations, grow your membership, or simply build greater awareness, having clear goals gives your brand direction. Your website and marketing materials shouldn't just look good—they should help move your organization closer to the future you're working to create. When you know what success looks like, every design decision can support that purpose.

As you complete this section, think about where you want your business/organization to be over the next year. What do you hope to accomplish? What action do you want people to take when they visit your website or interact with your brand? By identifying your priorities now, you'll create a roadmap that helps your brand work with intention. Great design doesn't happen by accident—it helps people take the next step, whether that's making a purchase, scheduling a consultation, volunteering, donating, or simply learning more about your mission.



Step 6

WHAT ARE YOUR BIGGEST GOALS OVER THE NEXT 12 MONTHS?

- ☐ Grow awareness
- ☐ Reach more people
- ☐ Increase inquiries
- ☐ Raise support or donations
- ☐ Recruit volunteers
- ☐ Sell products or services
- ☐ Build trust
- ☐ Improve communication
- ☐ Launch something new

If your website could accomplish ONE thing, what would it be?

notes

YOUR WEBSITE

Your website is often the first place people go to learn about your organization. In just a few moments, visitors decide whether they'll stay, explore, or move on. That's why your website should do more than simply look attractive—it should clearly communicate who you are, what you do, and why it matters. A well-planned website builds trust, answers questions, and guides visitors toward taking the next step, whether that's making a purchase, requesting more information, volunteering, donating, or getting in touch.

Before thinking about colors, layouts, or images, take time to consider what your visitors need most. What information are they looking for? What questions do they have? What action do you hope they'll take before leaving your site? The most effective websites are designed with the visitor in mind, making it easy to navigate, understand your message, and connect with your organization. When your website is built around your audience's needs and your organization's goals, it becomes one of your most valuable tools for sharing your story and growing your impact.



Step 7

ANSWER THESE FOUR QUESTIONS ABOUT YOUR WEBSITE

Who is your website for?

What information do visitors most need?

What questions do people ask you most often?

What action do you want visitors to take?

notes

Step 8

WHAT PAGES DO YOU WANT ON YOUR WEBSITE

Not every organization needs every page. Check the ones that would best help your audience learn about your mission, services, products, or programs.

General Pages

- ☐ Home
- ☐ About Us / Our Story
- ☐ Meet the Team / Staff
- ☐ Our Services
- ☐ Programs
- ☐ Portfolio / Gallery
- ☐ Testimonials / Reviews
- ☐ FAQ
- ☐ Contact Us

Business/Organization Information

- ☐ Mission & Vision
- ☐ Our History
- ☐ Leadership / Board

Members

- ☐ Staff Directory
- ☐ Volunteer Opportunities
- ☐ Partners / Sponsors

Marketing & Resources

- ☐ Blog / News
- ☐ Events Calendar
- ☐ Resources / Downloads
- ☐ Photo Gallery
- ☐ Video Gallery
- ☐ Success Stories / Case Studies
- ☐ Newsletter Signup

Sales & Business

- ☐ Pricing & Packages
- ☐ Book an Appointment
- ☐ Request a Quote
- ☐ Client Portal

Policies & Legal

- ☐ Privacy Policy
- ☐ Accessibility Statement

Nonprofit Features

- ☐ Donate
- ☐ Ways to Give
- ☐ Become a Volunteer
- ☐ Impact Stories
- ☐ Programs & Services
- ☐ Upcoming Events
- ☐ Ministry Opportunities

Churches & Ministries

- ☐ New Here?
- ☐ Ministries
- ☐ Sermons / Messages
- ☐ Watch Live
- ☐ Events
- ☐ Give Online
- ☐ Bible Studies / Classes
- ☐ Staff
- ☐ Missions
- ☐ Prayer Requests

☐ Other: _____





YOU ARE READY TO START THE DESIGN PROCESS

Congratulations! You've just completed the same discovery process we use with every Designed by Kelly client before we begin a branding or website project.

When you take time to understand your mission, audience, and goals first, every design decision becomes easier—and more effective.

Whether you're creating your own brand or looking for a design partner, clarity is always the first step.

Need help bringing your vision to life? We'd love to help.



Schedule your free, no-pressure discovery
call with us today!



Thank You!

**FOR DOWNLOADING
OUR E-BOOK!**

Contact us today!

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