

SPARK Canvas

PROBLEM	SOLUTION	CUSTOMERS	KNOWLEDGE
COMPETITION	ADVANTAGE	COSTS	REVENUE/PRICING

Your Brand Canvas

BUSINESS NAME	LOGO
💡 A great name should be memorable and available	💡 Create your logo for free at canva.com or LogMaker.com
BRAND COLORS	BRAND FONTS
💡 Choose 2-3 colors & test at colors.co	💡 Find free fonts at fonts.google.com
BRAND MESSAGING	MARKETING
💡 Choose a brand voice that your customers will be attracted to	💡 Use helpful tools like canva.com for marketing materials and wix.com, squareup.com & squarespace.com for websites