

THE BRAND IDENTITY BRIEF

Clarify your customer story and define your special sauce so you can build a community of brand evangelists who love what you do.



STATEMENT OF PROBLEM

What is the problem your business solves?

WHAT YOUR CUSTOMERS WANT

What do they want, and what's getting in their way?



BRAND MISSION

A simple statement of what you do.

BRAND ESSENCE

What is the clear, focused, yet abstract idea that sits at the heart of your brand?



POSITIONING STATEMENT

How are you solving the problem different from the competition?
Unlike other companies...

BRAND VISION

A timeless, aspirational statement about the world you see.
We see a world where...



BRAND PROMISE

Indicates vision and what you do for your customers.
No other company makes you feel so ____.

BRAND PILLARS

What's important to you as a brand?



BRAND PERSONALITY

What can your customers expect when working with you?

MESSAGING THEMES

What are the three themes that fit under the big umbrella of your brand's core essence?



BRAND LANGUAGE

Tagline
One-liner

BRAND STORY

The narrative that defines your brand.

