

Brand Essence

Essence is an emotional value in one-two words to describe your brand.

Brand Tag Line

A brief statement that encapsulates your brand story and value proposition.

Brand Personality Characteristics

A brand is like a person. Identify your brand's characteristics.

Brand Purpose

A brief statement that identifies why you are in business.

Brand Mission

Identify how you are going to achieve your purpose.

Brand Vision

Identify a visual representation of what success looks like.

Company Core Values

Identify the core values that your brand holds near and dear.

Brand Story

Everyone and every brand has a story. Describe it below.

Value Proposition

Identify your positioning statement that explains what benefit you provide for who and how you do it different to everyone else.

Our Brand Promise

Identify the one thing that you promise consistently, every time.

Target Audience

Identify your target audience. What audience will your branding be reaching?

Tone Of Voice

Identify guidelines for the tone of voice of your brand, much like a person.

Our Imagery

Identify guidelines for the type of imagery you will use in your brand.