# Brand Strategy At-A-Glance

|  |  |
| --- | --- |
| PURPOSEPurpose statement. | MISSIONMission statement. |
| CORE VALUESValue / Value / Value / Value | VISIONVision statement. |
| ETHOS / PHILOSOPHYEthos statement. | UNIQUE VALUE PROPOSITIONValue statement. |

## BRAND STORY

Enter brand story here. Enter brand story here. Enter brand story here. Enter brand story here. Enter brand story here. Enter brand story here. Enter brand story here. Enter brand story here. Enter brand story here. Enter brand story here. Enter brand story here. Enter brand story here.

## POSITIONING STATEMENT

Positioning statement.

## BRAND STRATEGY

|  |  |
| --- | --- |
| Inspire people to believe | Enter here |
| Cultivate an identity that | Enter here |
| Build a community / tribe of | Enter here |
| Create transformative content that | Enter here |
| Deliver memorable experiences that | Enter here |
| Build a culture that values | Enter here |
| Impact the world by | Enter here |

|  |  |  |
| --- | --- | --- |
| BRAND PROMISEPromise. | BRAND ESSENCESEssenceEssenceEssenceEssence | BRAND PILLARSPillarPillarPillarPillar |

## MOMENTS OF DELIGHT

Moment.

Moment.

Moment.

Moment.

|  |  |  |
| --- | --- | --- |
| VOICEVoice qualityVoice qualityVoice quality | VISUAL STYLEVisual qualityVisual qualityVisual quality | VISUAL BEACONSBeaconBeaconBeacon |

## VISUAL IDENTITY

[Logo]

[Logo alternatives]

[Color palette]

[Patterns]

[Typefaces]