# Brand Strategy At-A-Glance

|  |  |
| --- | --- |
| PURPOSE Purpose statement. | MISSION Mission statement. |
| CORE VALUES Value / Value / Value / Value | VISION Vision statement. |
| ETHOS / PHILOSOPHY Ethos statement. | UNIQUE VALUE PROPOSITION Value 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 PROMISE Promise. | BRAND ESSENCES Essence  Essence  Essence  Essence | BRAND PILLARS Pillar  Pillar  Pillar  Pillar |

## MOMENTS OF DELIGHT

Moment.

Moment.

Moment.

Moment.

|  |  |  |
| --- | --- | --- |
| VOICE Voice quality  Voice quality  Voice quality | VISUAL STYLE Visual quality  Visual quality  Visual quality | VISUAL BEACONS Beacon  Beacon  Beacon |

## VISUAL IDENTITY

[Logo]

[Logo alternatives]

[Color palette]

[Patterns]

[Typefaces]