

# BRAND WITH PURPOSE

## Brand Strategy Guide

### 01.

#### Internal Brand & Brand DNA.

- A. Think about your Brand purpose, brand vision, mission, core values
- B. think about your worldviews, opinions, beliefs & commitments.

### 02.

#### Positioning Strategy

- A. Think about the image & perception you want to create, Know your target audience and market landscape. Differentiation?



**You're Bigger Than That!**

### 03.

#### Communications Framework

- A. Know your brand personality, Tone of voice & communication style.
- B. Craft your brand message & story.

### 04.

#### Visual Identity & Collateral

- A. Decide on color pallets, fonts, image style, logo, website layout.
- B. Decide on your ambience, sound tracks, patterns & illustrations.

### 05.

#### Marketing & Brand Management

- A. Come up with a marketing plan, both offline & online.
- B. Start expressing your brand, monitor and evaluate.