


















Story 		Symbols 		Strategy 	
 <b>Name</b>	Your business or product's name	 <b>Persona</b>	 <b>Typography</b>	 <b>Awareness</b>	The channels, methods and materials you will use to help your target customer become aware of your brand
 <b>Positioning Statement</b>	<p><b>Customer Benefits</b></p> <p><b>For</b> (target customers) <b>Who are dissatisfied with</b> (current alternatives), <b>Our product is a</b> (new product category) <b>That provides</b> (key problem solving capability), <b>Unlike</b> (alternative) <b>We have assembled</b> (key whole product features).</p>	<p><b>Target Customers</b></p> <p><b>Demographics (who):</b> age, gender, location, race, ethnicity, language, education, religion, income, etc.</p> <p><b>Psychographics (why):</b> personality, values, opinions, attitudes, interests, and lifestyles.</p>	 <b>Color Palette</b>	 <b>Sale</b>	The channels, methods and materials in which your brand will present itself at time of sale
 <b>Promise</b>	The bumper sticker for your brand (2-5 words)	 <b>Storyboard</b>	 <b>Logo</b>	 <b>Delivery</b>	How your branding and brand promise will be incorporated at the time of delivery
 <b>Personality</b>	6 Words that describe your brand personality, voice and values	The heart and soul of your brand – the story of how your solution helps your target customer achieve their deepest held aspirations.	 <b>Imagery</b>	 <b>Post-Delivery</b>	The ways in which your customers will interact with and share your brand with others