DEFINITIONS + WORKSHEET



WHO YOU ARE

DEFINES THE CHARACTER OF YOUR BRAND your core values, core purpose, and vision



YOUR BRAND PROMISE TO YOUR CUSTOMERS

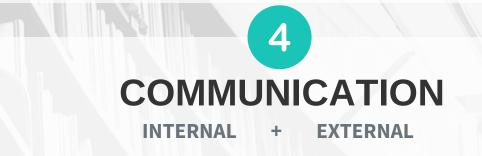
your target audience, competition, differentiation, and brand touch points



BRAND IDENTITY

REFLECTS WHO YOU ARE AND HOW YOU'RE POSITIONED

your brand name, brand design standards, and key touch points



culture + operations

marketing + sales

mConnexions Marketing Agency | mConnexions.com | connect@mconnexions.com