

Strategic Branding

1

WHO YOU ARE

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

2

POSITIONING

YOUR BRAND PROMISE TO YOUR CUSTOMERS
*your target audience, competition,
differentiation, and brand touch points*

3

BRAND IDENTITY

REFLECTS WHO YOU ARE AND HOW YOU'RE POSITIONED
*your brand name, brand design standards,
and key touch points*

4

COMMUNICATION

INTERNAL + EXTERNAL

culture + operations

marketing + sales