

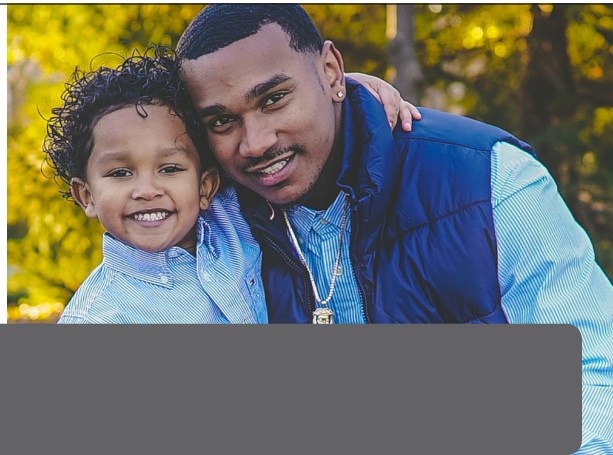
Your Logo Here

DATE

VERSION or FINAL

# Brand Brief Template

This is the foundational document of the brand and should provide shared understanding and focus to all initiatives.



## Purpose

What is your why?

## Attributes

The adjectives that describe your brand.

## Key Services

What do you do, what do you offer?

## Similar Organizations

Competition  
New business models  
Disruptors

## Customer Groups / Key Stakeholders

Also called your audience.

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## Vision

The ability to imagine what others can not see and deliver it.

## Value Statement

Why should your patients and customer groups care? Tap into emotion, it drives behavior.

**Big Idea/  
Brand Essence**

One sentence, the simple truth, the battle cry, the tagline that works now and for future developments.

## Positioning

Includes an in-depth understanding of your consumers' needs and hopes, what differentiates you from your competition and what you will deliver.

## Audience Segments

	Descriptors of your audience segments.



Primary Customer	Name (First & Last) Title	Encapsulate your customer profiles. Who are they, what are they seeking, do they prefer a specific environment, how do they want to feel?
	Name (First & Last) Title	

Secondary Customer	Name (First & Last) Title	
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### Resources on Branding:

*Designing Brand Identity*, By Alina Wheeler

*Creative Strategy and the Business of Design*, By Douglas Davis



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