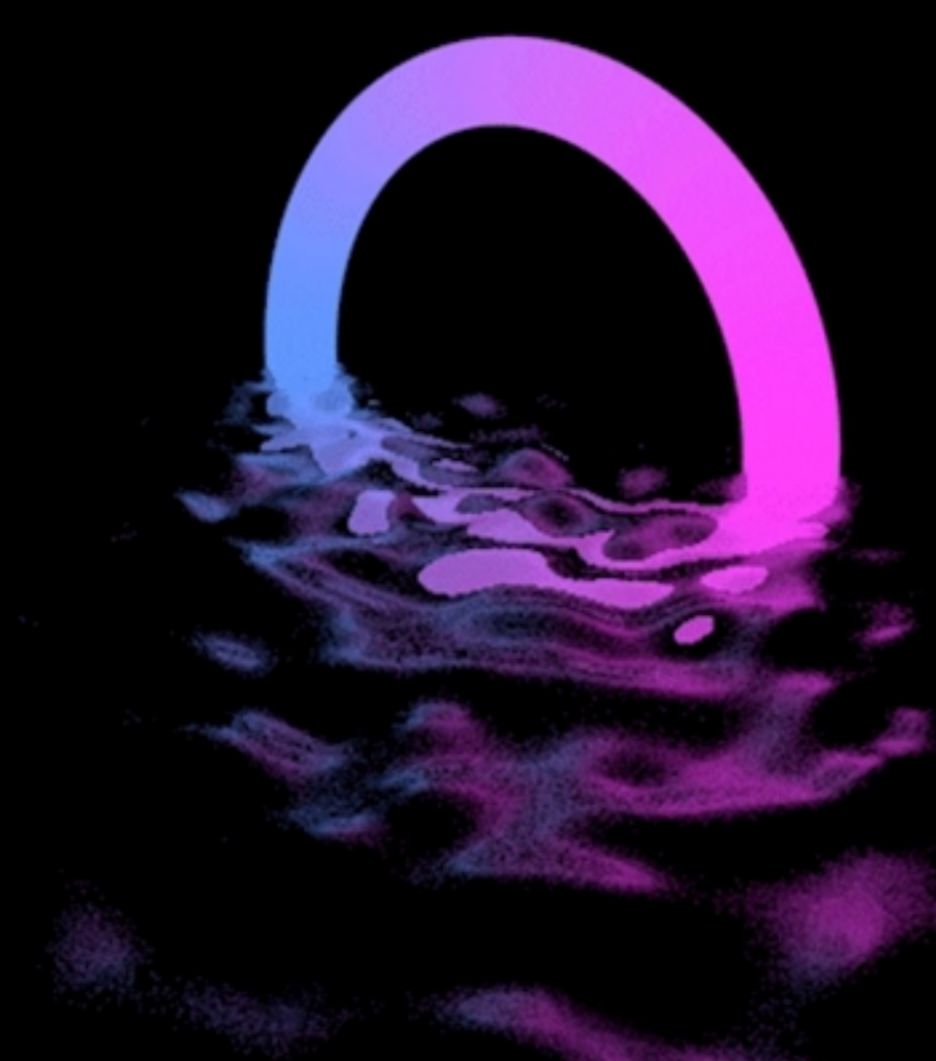




BRAND CANVAS

A QUICK GUIDE TO DEVELOPING YOUR BRAND

**WE ARE
CREATIVE
#ASF**



The Whys

The impact to be created

Success is...



1

The authentic points

The proof points



2

Beliefs + values

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Tone of voice

--	--	--



5

The target audience

	Customer name	Age
	Profession	

Spending capacity:

Where does s/he live?

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What is the primary language of communication?

What are her/his main pain points? Unfulfilled needs?

What are the top 3 things that s/he values in a product or service?



3

The positioning statement

My business

(name)

serves

(target audience)

in order to

(impact)

because / so that

(the why)

We do that by / through

(service/product provided)

in the way that

(key authentic points)

Our motto / tagline is



4

Design direction



6