

## The Essential Elements of a Brand



### BRAND MANIFESTO

Why does your organization exist?

What's the brand's purpose?

Why should people care about your brand?



### PERSONAS

Define the target customer.

What are their motivations, values, preferences and dislikes?

Paint a picture of the customer demographically, behaviorally & ethnographically.



### VALUE PROP

What are the compelling reasons to buy your product or service?

What unique value does your product/ service provide vis-a-vis the competition?

What are the brand's key features and corresponding benefits?



### POSITIONING

Who's the target customer?

What are the brand's differentiating benefits?

What's the brand promise and the reasons to believe in it?



### PERSONALITY

The way the brand thinks, feels and behaves.

How would the brand act if it were a person?



### VOICE & TONE

How should the brand speak to the world?



### VISUAL ID

The visual representation of the brand, including:

- Logo
- Color palette
- Font
- Photo/ graphics

Company Ethos (Mission, Vision & Values)