

Brand Imprint Wireframe

<p>Brand Values 3 to 5 phrases or ideas that the brand holds dear</p> <p>Value 1 Value 2 Value 3 Value 4 Value 5</p>	<p>Brand Philosophy The core philosophical belief that guides your business decisions</p> <p>Brand Mission A simple expression of how your philosophy drives actions in the world</p>	<p>Brand Image “How you LOOK”</p> <table border="0"> <tr> <td>The Image IS</td> <td>The Image IS NOT</td> </tr> <tr> <td>Specific</td> <td>General</td> </tr> <tr> <td>Visual</td> <td>Shallow</td> </tr> <tr> <td>Emotional</td> <td>Trite</td> </tr> <tr> <td>Simple</td> <td>Simplistic</td> </tr> </table> <p>Guidelines for expressing the brand visually</p>	The Image IS	The Image IS NOT	Specific	General	Visual	Shallow	Emotional	Trite	Simple	Simplistic	<p>Brand Voice “How you SOUND”</p> <table border="0"> <tr> <td>The Voice IS</td> <td>The Voice is NOT</td> </tr> <tr> <td>Trustworthy</td> <td>Paternal</td> </tr> <tr> <td>Descriptive</td> <td>Detailed</td> </tr> <tr> <td>Down to earth</td> <td>Flat</td> </tr> <tr> <td>Inspiring</td> <td>Unrealistic</td> </tr> </table> <p>Guidelines for expressing the brand in writing</p>	The Voice IS	The Voice is NOT	Trustworthy	Paternal	Descriptive	Detailed	Down to earth	Flat	Inspiring	Unrealistic
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<p>Image that expresses the essence of the brand</p>	<p>Brand Mantra 3 to 5 words clearly explaining the brand’s competitive advantage in the marketplace</p>	<p>Brand Logo</p>
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Customer Profiles

<p>Customer Archetype 1 Primary and secondary motivation for purchases Demographic Information (Age, profession ect.)</p>	<p>Customer Archetype 2 Primary and secondary motivation for purchases Demographic Information (Age, profession ect.)</p>	<p>Customer Archetype 3 Primary and secondary motivation for purchases Demographic Information (Age, profession ect.)</p>	<p>Customer Archetype 4 Primary and secondary motivation for purchases Demographic Information (Age, profession ect.)</p>
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Image that expresses the essence of the brand

Staff as Tenders of Brand

My competitive advantage is:

The experience my customers will have is:

Brand Values

Value 1

Value 2

Value 3

Looks like this

Is not this

Brand/ values fully embedded

Brand/ values not fully embedded

Brand/ values champions

Name	Value	What they do that's on-brand
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Staff needing brand/ value alignment

Name	Value	What they do that's off-brand
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Brand / values we need to teach

Methods to teach the brand essence, values, behaviors