

# Brand Architecture

Getting Started

# Brand Architecture

Your brand should resonate with employees, existing/prospective customers, industry influencers and investors, and be aligned with the company vision/mission.

## Brand Promise

(guiding principle, internal)

## Company Vision / Mission

(definition of who/what/when/where/why – assumed to be known/understood)

## Brand Character

(brand personality, tone, external)

## Brand Pillars

(key messaging, selling proposition)

Differentiated  
Message 1

Differentiated  
Message 2

Differentiated  
Message 3

## Brand / Marketing Communications

Employees

Customers

Investors /  
Influencers

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