

Brand-Building Template

1. Brand Identity

- **Brand Name:** _____
 - **Tagline:** _____
 - **Logo:** (Describe or attach)
 - **Brand Colors:** _____
 - **Font Style:** _____
 - **Tone of Voice:** (e.g., friendly, professional, casual)
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2. Brand Vision and Mission

- **Vision Statement:** What is the long-term goal of your brand?

 - **Mission Statement:** What are you striving to achieve with your brand?

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3. Target Audience

- **Demographics:** Age, gender, location, occupation

 - **Psychographics:** Interests, values, lifestyle

 - **Pain Points:** What problems are they looking to solve?

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4. Brand Positioning



- **What makes your brand unique?**

 - **Value Proposition:** Why should customers choose your brand over competitors?

 - **Brand Promise:** What do you consistently deliver to your customers?

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5. Brand Messaging

- **Key Messages:** Core messages you want your audience to remember

 - **Taglines/Slogans:** Catchy phrases that summarize your brand

 - **Elevator Pitch:** A quick 30-second overview of what your brand offers

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6. Brand Strategy

- **Short-Term Goals:** What do you want to achieve in the next 6-12 months?

 - **Long-Term Goals:** Where do you see the brand in the next 3-5 years?

 - **Marketing Channels:** Social media, email marketing, SEO, etc.

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7. Competitor Analysis

- **Who are your top competitors?**

- **What are they doing well?**



- **What gaps can your brand fill?**
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8. Brand Assets

- **Website:** (URL)
 - **Social Media Handles:** _____
 - **Content Creation Plan:** Types of content (blog posts, videos, etc.)
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9. Customer Engagement

- **How will you engage your audience?** (e.g., newsletters, social media interactions)
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- **Customer Feedback:** How will you gather and implement feedback?
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10. Performance Metrics

- **How will you measure success?** (e.g., sales, engagement, growth)