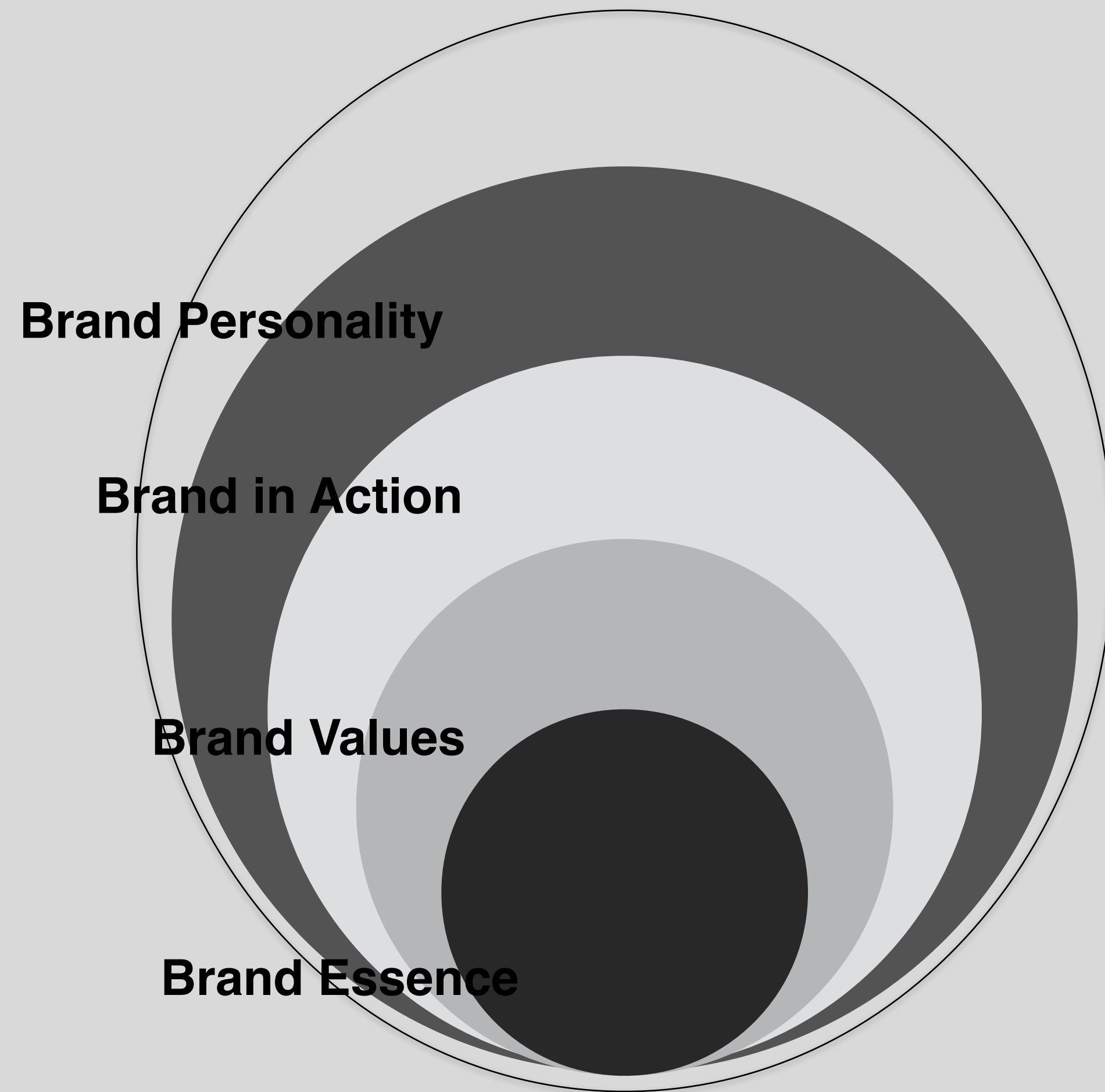



















# Defining your Brand Identity: Brand Wheel

A visual Brand Essence wheel to create stronger & more effective brand strategies



1. What are the main personality traits of your brand? E.g. Dynamic, accesible, urban
2. What does the brand do for me and how does it make me feel? E.g. young, comfortable
4. What are the brand values? E.g. leader, global, fresh, innovative
5. What is the brands essence? E.g. Find one word that describes the brand.

# Brand Canvas

Story 		Symbols 		Strategy 	
 <b>Name</b>	Your business or product's name	 <b>Persona</b>	 <b>Typography</b>	 <b>Awareness</b>	The channels, methods and materials you will use to help your target customer become aware of your brand
 <b>Positioning Statement</b>	<p><b>For</b> (target customers) <b>Who are dissatisfied with</b> (current alternatives),</p> <p><b>Our product is a</b> (new product category) <b>That provides</b> (key problem solving capability), <b>Unlike</b> (alternative)</p> <p><b>We have assembled</b> (key whole product features).</p>	A descriptive summary of your target customer (expanded version of customer segment in Innovator's Canvas)	 <b>Color Palette</b>	 <b>Sale</b>	The channels, methods and materials in which your brand will present itself at time of sale
 <b>Promise</b>	The bumper sticker for your brand (2-5 words)	 <b>Storyboard</b>	 <b>Logo</b>	 <b>Delivery</b>	How your branding and brand promise will be incorporated at the time of delivery
 <b>Personality</b>	6 Words that describe your brand personality, voice and values	The heart and soul of your brand – the story of how your solution helps your target customer achieve their deepest held aspirations.	 <b>Imagery</b>	 <b>Post-Delivery</b>	The ways in which your customers will interact with and share your brand with others

This is a single brand strategy template that helps you create a structured and relevant Brand Positioning Statement, Brand Essence and Brand Personality for your business and to connect these with your company values and image.

What can it do for us?

It captures your brand story on a single page, which can be readily shared internally so all team members are using the same information to describe and promote the brand.

# Brand Touchpoints

In the process of brand creation, there are many aspects to consider. This wheel offers an easy way to ensure you cover each base, in order to communicate your image and identify your brand.

