The Six Principles of Branding

Values

What are 3 unbreakable brand values?

Experiences

What do you want people to experience when they interact with your brand?

Personality

What 3 adjectives would you like people to use to describe your brand?

Visual Identity

What do you want your brand to communicate visually?

Communication

Describe your communication tone.

Consistency

On a scale of 1 to 10 how consistent is your brand?

1 2 3 4 5 6 7 8 9 10

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