

# BRAND FRAMEWORK CANVAS

Designed for:

Date:

Version:

## BIG IDEA

The couple of words you use to sum up the brand.

## PURPOSE

A clear and meaningful articulation of your organisation's reason for being.

## EMOTIONAL BENEFITS

The emotional benefits you customers receive from using your brand. How they feel using you.

## DIFFERENTIATORS

What you do better than the competition. Will often include emotional and functional benefits.

## FUNCTIONAL BENEFITS

The functional benefits your brand delivers your customers.

## AUTHORITY

The brand's history, achievements that make people trust you and feel confident that you will deliver.

## FAMOUS FOR

What you want to be, or already are, famous for.

## BELIEFS

The things your brand is campaigning for that provide a context for communications.

## PERSONALITY

Dictates the tone of communications, ensuring consistency. How you bring the brand to life in the customer's journey; online, in-store, call centres, the physical product or service, etc.

## BRAND PROMISE

The commitments you make to stakeholders (customers, communities, investors, employees, regulators, partners) concerning the experience you will provide.

## TARGETS AND MILESTONES

The metrics you will use to assess your progress toward your vision.

