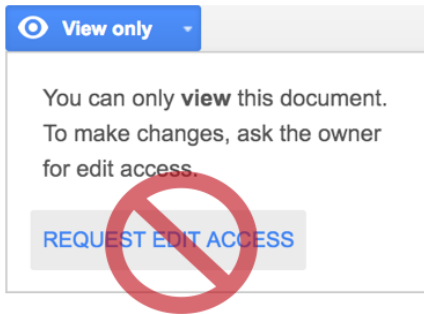


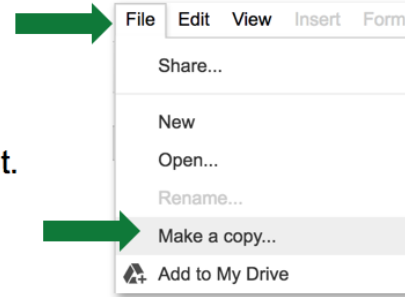


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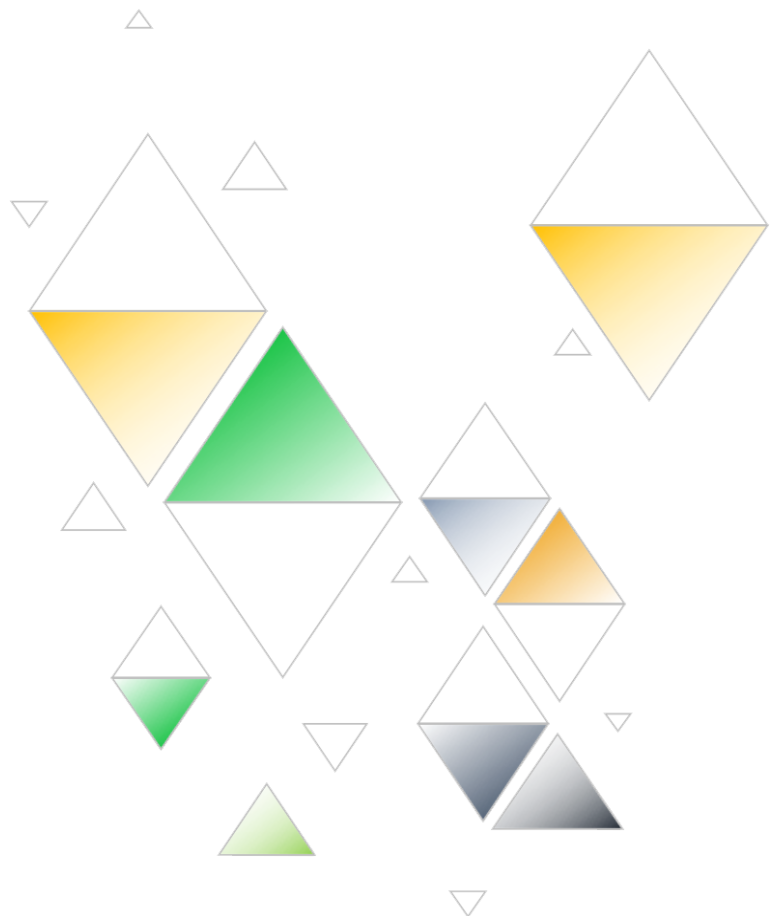
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BRAND NARRATIVE FRAMEWORK TEMPLATE

Template begins on page 2.



BRAND NARRATIVE FRAMEWORK

COMPANY HISTORY

Provide an “about us” overview of your company.

This includes the following:

- Company name
- Why you originally named it that
- When you were established / How long you've been in business
- What you do as a company
- Who your customers are
- The original (and present) size of your company
- What you intend to achieve with your brand and why

PURPOSE, VALUES, & CULTURE

PURPOSE

Why do you do what you do? Describe your reason for being in business. What are the historical reasons? What are the ethical reasons? As a company, what are you passionate about? What is your business doing currently? What's next for it? What do you hope for the company's future?

VALUES

What principles guide your company's actions? What are its cultural cornerstones (e.g., customer commitment, integrity, responsibility, transparency, etc.)?

CULTURE

Describe your company culture. What are the attributes and characteristics of your company? Describe the attitudes and behaviors of your employees. How do they interact with each other and your customers?

WHAT DO WE DO?

Describe the major activities and services that your company performs and/or provides. Include a small subsection for each activity/service. In addition, include the following: a broad introduction to the industry in which your company operates; a description of how you have succeeded in doing what you do; and the challenges you've faced.

WHY DO WE DO WHAT WE DO?

What drives you to do what you do as a company?

(In other words, *Why* do you do it?)

What you do and *how* you do it are relatively easy to describe — but customers relate to *why* you do what you do.

What is your company's primary belief, purpose, or cause? In other words, *Why* does your organization exist? (The answer to this question is the **KEY** to your brand story.)

POSITIONING & STRATEGY

Describe the following: your company's pursuits; its marketplace; your long-term vision and strategy; and how your brand aims to reach its goals.

BRAND ATTRIBUTES

BRAND MESSAGING

What are your company's brand-messaging attributes (e.g., tagline, value proposition, logo, etc.)? How do they support your company's values and reason for being?

MISSION STATEMENT

What is your company's mission statement (i.e., written statement that describes your organization's purpose/overall intention)? How does it support your company's values and reason for being?

VISION

What is your company's vision (future aspiration/goal)? How does it support your company's values and reason for being?

BRAND PERSONALITY

What is your company's brand personality (i.e., the human characteristics associated with your brand name)? How does it support your company's values and reason for being?

STORY-FRIENDLY FACTS & FIGURES

List some story-friendly facts and figures about your company to help support your brand's story.

EXECUTIVE BIOS

Executive Name

EXECUTIVE TITLE

Provide bios (one to three paragraphs) for each of your company's key stakeholders (e.g., CEO, VPs, CMOs, etc.), including their background, their current roles and major contributions within your company, and the ways in which they support your company's values, vision, and goals.

BRAND NARRATIVE DOCUMENT DATA

BRAND NAME	BRAND MANAGER

DOCUMENT CONTROL		
FILE NAME	DOCUMENT ID	
DOCUMENT OWNER	ISSUE DATE	LAST SAVED DATE

VERSION HISTORY			
VERSION	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR

DOCUMENT APPROVALS			
ROLE	NAME	SIGNATURE	DATE



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