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Brand Identity

Brands personify companies. This branding and messaging doc will give your brand a voice that all team members can use consistently and that speaks to your audiences and customers. It will develop a personality for your brand and allow others to bring your brand to life.

Brand Messaging

Name:

Tagline:

Sub Taglines/Service Taglines:

Elevator Pitch: What you do.

I help _____
(who - be specific!)

achieve _____
(what outcome or transformation)

by _____
(your unique method or approach)

Mission:

Brand Vision: Purpose. What is your ultimate goal? Dream big!

Vision Timelines

Define what success looks like at different stages:

10-Year Vision: Define what ultimate success looks like for you a decade from now.

3-Year Vision: Define what ultimate success looks like for you three years from now.

Brand Promise: Articulate your why. Why do you do what you do and why should your customers care? What is the emotional payoff? What do you promise to do for your customers?

My Core Motivation: I want to be a top creator because...

Brand Values: What core beliefs do you hold? These impact everything from who you hire to how you treat

Brand Distinction/Differentiators: What sets you apart from your competitors? What makes you unique? Why does it matter to your audience that you're different from other creators?

- While everyone else is [common approach], I [your approach].

My Impact Statement: The specific change I want to create in my niche is...

My Unique Value: The qualities that genuinely set me apart from others are...

Market Opportunity: The gaps or needs I've identified in my industry are...

Products/Services: What products and services do you offer? If you don't have one yet, think of your content as a product or service.

- Don't just list what you do. Describe the transformation.

Key Messages: Two-three important key messages.

Audiences: Who is your target audience? What are their pain points and how do you solve them?

Develop audiences and pain points of each - characteristics of ideal client...

Brand Voice & Tone: Funny? Sarcastic? What emotions should be communicated through messaging?

If your brand was a person at a party, they would be:

- The _____ one
- The _____ one
- The _____ one

Brand Story: Who you are, who your audience is and how to tell your story to your audience.

Keywords:

Key phrases:

Headline Bank: 10-20 punchy one-liners you can use in content, bios, pitches, and more.

How to create them: Pull from your mission, problem, solution, and differentiators.

Brand Visuals & Design

Logos: All versions that are acceptable (full-color, black and white, with and without tagline – and how they should be used)

Colors: Swatches of your logo colors and complementary brand colors referenced by HEX and PMS numbers.

Fonts: Your logo fonts and any other fonts that can be used on your website, printed materials, etc.