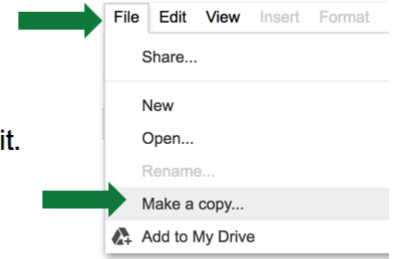


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BRAND BRIEF EXAMPLE TEMPLATE

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BRAND BRIEF EXAMPLE TEMPLATE

BRAND PROFILE

What's the name of your organization?	Positive Charge
Why is it named that?	Our electrical vehicle (EV) customers get a "positive charge" out of using our charging stations
As an organization, who are you?	We are an EV-charging provider whose primary goal is to roll out our product to more locations than any EV-charging provider.
What is your organization's purpose?	Our purpose is to be the world's largest EV-charging provider and reduce the environmental impact of fossil-fuel cars through our services.
What do you do as a company?	We provide EV charging stations at multiple locations across the U.S. and Canada.
Who are your customers?	EV drivers
Where are your customers located?	Throughout the United States, but the vast majority are in the State of California.
How do you want to be perceived in the marketplace?	As the main provider of EV-charging stations, and as a socially and environmentally conscious company trying to make a positive difference in the world.
What's your organization's personality?	Our company is work-hard-play-hard yet easygoing. We're driving primarily by the principal of mutual respect, and we love to see our customers succeed.
Who are your competitors?	The current top-3 EV-charging providers in the U.S.
What distinguishes you from your competitors?	Our EV-charging stations are more cost effective, easier to install, and more environmentally sound than our competitors'.

What is it that makes you better than your competitors?	Our EV-charging stations are readily available, easier to install, and more environmentally sound than the competition.
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BRAND OBJECTIVE

What do you hope to achieve with your brand?	Make us a household name, make a positive impact on the environment, and increase sales
What's the primary image you want your brand to convey?	Security, reliability, and environmental soundness
How can your brand help you achieve your goals?	Instill a sense of trust and environmental responsibility, and in turn increase charging stations across the U.S.
How can your brand help you best your competitors?	Become a recognizable, reliable brand that locations are readily willing to adopt for their EV-charging solutions.
Who is your "target audience"?	Existing - and potential - EV users/drivers.
How do you think that your branding can help reinforce your organization's offerings?	Become a recognizable brand that people know they can trust and want to be a part of.

BRAND NAME

BRAND NAME	POSITIVE CHARGE
CLIENT CONTACT NAME	Jane Wendell
PHONE	555-123-4567
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MAILING ADDRESS	7898 59 th St., Ste Bothell, WA 98011

AUTHOR

DATE

Martha Elk	10/24/2026
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PURPOSE Why?
We want to change the world -- for the better. We want to be the leading free electric vehicle (EV) / electric car-charging network in the world. Having completely free electric car-charging stations in as many locations as possible will result in cleaner air, lower carbon footprint, lower cost of driving in communities, serve as a model for other forms of clean transportation, and help communities achieve climate-change goals.
OPPORTUNITY Ultimate impact?
The product provides a solution to the relative "scarcity" of EV charging stations. With an increase in EV charging stations, EV drivers/users will have more charging options. The prevalence of EV charging stations will also entice non-EV users/drivers to switch to EV vehicles, with the following benefits: - cleaner air - lower carbon footprint - lower cost of driving in communities - serve as a model for other forms of clean transportation - help communities achieve climate-change goals.

TARGET AUDIENCE

BRAND TARGET Who does the brand speak to?
The brand speaks to environmental soundness, environmentally-concerned drivers, and all people who want the convenience and forward-thinking of what the EV market has to offer. The brand speaks to existing - and potential - EV users/drivers.

ATTITUDE

BRAND TONE What traits are we trying to convey?
A sense of a positive future. Environmental friendliness. Reliability. A company that cares, and is willing to go above and beyond to make a positive environmental impact and get our riders/customers where they need to go . . . through EV charging.
BRAND PERSONALITY What characteristics define the brand?

Trustworthiness. Reliability. Social, economic and environmental consciousness. Approachability. Friendliness.

MESSAGE

THE TAKEAWAY | *What is the key idea to be remembered?*

Positive Charge wants you to help us change the world -- for the better.

TAGLINE | *prepared copy, key words, or theme*

"Help us make a positive change in the world - one volt at a time."

FURTHERMORE

Include any additional critical information.

Primarily, we want our audience/customers remember that having completely free electric car-charging stations in as many locations as possible will result in cleaner air, lower carbon footprint, lower cost of driving in communities, serve as a model for other forms of clean transportation, and help communities achieve climate-change goals.

COMMENTS AND APPROVAL

COMMENTS

Ready to present to client, and have Product create branding roadmap for development upon client's approval.

DATE	SIGNATURE

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