



Brand Identify Blueprint

A Template for Designing a Relevant & Differentiated Brand

2021

Brand Identity Blueprint Template

[BRAND]

Rallying Cry

Value Proposition

We are _____
who _____
in order to _____.

Positioning

For _____
[Brand] is the only/best _____
That uniquely offers _____
To achieve _____.

Credibility

Reasons to Believe

Why Create A Brand Identity Blueprint?

The **Brand Identity Blueprint** establishes the forward-looking vision for building consistent and relevant brand meaning across every customer-facing activity. It specifies what the brand should mean in the future, guides how it behaves, and informs what it communicates today to achieve that reputation.

Brand Identity Blueprint

Value Proposition + Positioning + Rallying Cry

Brand Experience

the wow moments that define what it's like to be a customer

Brand Visual Identity

the brand's look and feel

Brand Personality

the brand's voice, tone, and language

Brand Narrative

the stories we tell about ourselves and our customers

Value Proposition

Your **Value Proposition** describes your brand's core reason for being. It applies across all audiences and stakeholders served – customers, employees, partners, etc.



Who Are We?

Our Identity

Examples

- Experts
- Leaders
- Mavericks
- Authorities
- Specialists
- Champions

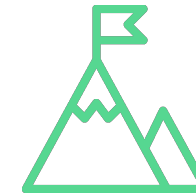


What Do We Do?

Our Actions

Examples

- Create
- Support
- Facilitate
- Nurture
- Investigate
- Solve



Why Do We Do It?

Our Desired Impact

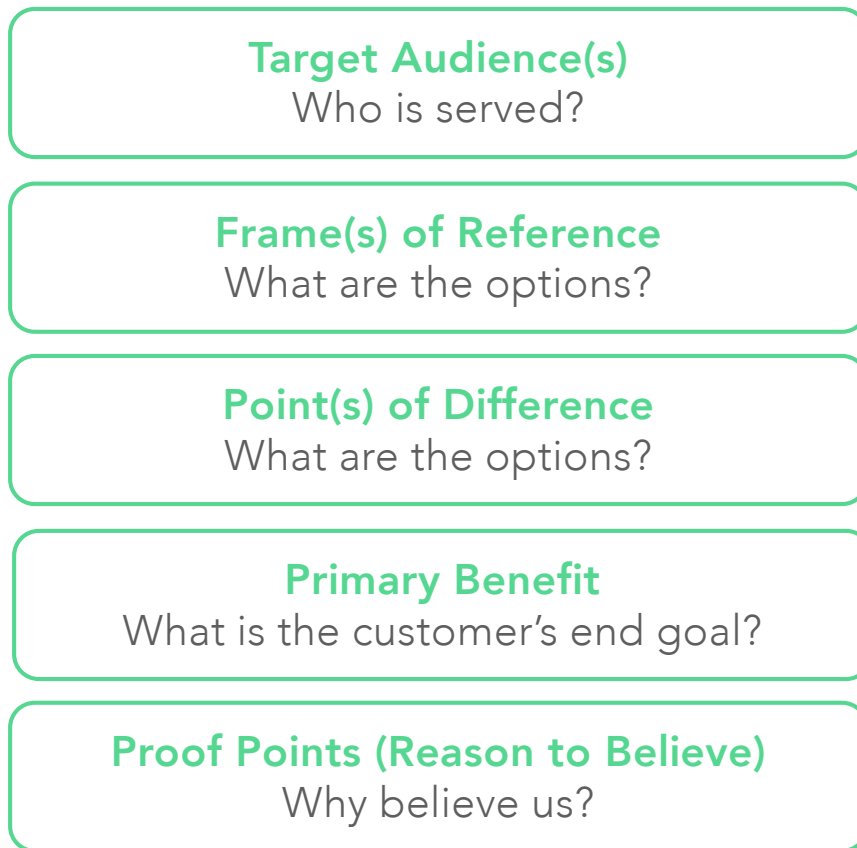
Examples

- Ensure people/companies can
- Because everyone deserves a...
- To help the world...
- To make it easier for...
- To empower
- To challenge.

Positioning

Your **Brand Positioning** specifies the audiences you serve and distills the reasons why they should choose your brand over other options.

Positioning Framework



Basis of Differentiation

WHAT	Solve a problem or address a need in a distinctive way
HOW	Deliver a compelling, end-to-end experience in a unique way
WHY	Link to a higher order vision or mission
WHO	Provide a badge or identity through human-like attitude, behaviors or personality

Credibility

Patents, demonstrations, testimonials, endorsements, proprietary IP or processes, clinical trials, etc.

Rallying Cry

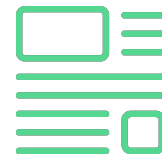
The **Rallying Cry** is a short phrase that summarizes the brand's aspirational identity. It emphasizes the most positive aspects of the future desired brand. It should be memorable and vivid.



Emotional Modifier

Examples

- Fun
- Easy
- Challenging
- Eco-conscious
- Energizing
- Empowering



Descriptive Modifier

Examples

- End-to-End
- Family
- Advanced
- Comprehensive
- Accessible
- State of the Art



Category/Industry

Examples

- Entertainment
- Software solutions
- Meals
- Travel
- Childcare
- Healthcare



Thank you.

Please direct comments or questions to:

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