P.R.A.G.M.A.T.I.C. Branding Overview

Client Name:

Date:

# Purpose

[Insert Purpose Statement]

For other thoughts and notes about our purpose, review our purpose worksheet here: [Insert Purpose Worksheet Link]

# Vision

[Insert Vision Statement]

For other thoughts and notes about our brand’s ambitions, review our vision worksheet here: [Insert Vision Worksheet Link]

# Mission

[Insert Mission Statement]

For other thoughts and notes about our brand’s commitments, review our mission worksheet here: [Insert Mission Worksheet Link]

# Values

[Insert Company Values]

For other thoughts and notes about our brand’s values, review our values worksheet here: [Insert values Worksheet Link]

# Avatar & Audience

[Insert Avatar]

# Competitive Analysis

[Insert Competitive Analysis summary]

For other thoughts and notes about our competition, review our competitive analysis worksheet here: [Insert Purpose Worksheet Link]

# Differentiator

[insert differentiator]

# 

# Positioning Statement

[insert positioning statement]

# Name

[Insert Brand Name]

[Insert domain name]

# Tagline/Slogan

[insert tagline]

# 

# Personality

[insert personality summary]

For more details about our brand voice and personality, see our personality worksheet here: [insert personality worksheet link]

# Themes

[Insert some imagery or patterns that are representative of the brand]

# Brand Story

[insert brand story framework]

# Color Palette

[insert color palette]

# 

# Typography

[insert typography guide]

# 

# Logos

[Insert logo files and guide]

# Audio Brand

[Insert link to audio brand]