This is our brand brief.

Company _____ Prepared on _____ by _____

Here is the strategy.

1 Who we serve first

2 Their problem, in their words

3 What they choose today instead of us

4 What only we can claim, with proof

5 Our positioning line. It passed the swap, proof and stranger tests.

Here is how we sound.

6 Personality and sliders

7 Words we use, and words we avoid

8 One line, before and after

Here is how we look.

9 Name status

10 Visual direction, anchors and never this

Here is the job, so a studio can price it.

11 What we need a studio to make

12 Where it will be used first

13 Deadline

14 Budget range

15 Who decides

16 Contact

Signed by the founder

From the Founder Brand Sprint by iklipse.
iklipseworld.com/services/brand-experiences