

Your Logo Here

DATE

VERSION or FINAL

Brand Brief Template

This is the foundational document of the brand and should provide shared understanding and focus to all initiatives.



Purpose

What is your why?

Attributes

The adjectives that describe your brand.

Key Services

What do you do, what do you offer?

Similar Organizations

Competition
New business models
Disruptors

Customer Groups / Key Stakeholders

Also called your audience.

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Vision

The ability to imagine what others can not see and deliver it.

Value Statement

Why should your patients and customer groups care? Tap into emotion, it drives behavior.

**Big Idea/
Brand Essence**

One sentence, the simple truth, the battle cry, the tagline that works now and for future developments.

Positioning

Includes an in-depth understanding of your consumers' needs and hopes, what differentiates you from your competition and what you will deliver.

Audience Segments

	Descriptors of your audience segments.



Primary Customer	Name (First & Last) Title	Encapsulate your customer profiles. Who are they, what are they seeking, do they prefer a specific environment, how do they want to feel?
	Name (First & Last) Title	

Secondary Customer	Name (First & Last) Title	
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Resources on Branding:

Designing Brand Identity, By Alina Wheeler

Creative Strategy and the Business of Design, By Douglas Davis



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