



1. Brand Vision:

- **Description:** Outline the overarching vision of your brand. What are its main goals?
- **Example:** "To be the leading provider of eco-friendly packaging solutions globally, inspiring sustainable **Employee Branding Template** practices in our industry."

2. Brand Mission:

- **Description:** Clearly state what your company seeks to accomplish daily.
- **Example:** "To innovate and deliver sustainable packaging solutions that reduce environmental impact while maintaining premium quality."

3. Employee Role in Brand Vision and Mission:

- **Description:** Describe how employees contribute to the brand's vision and mission.
- **Example:** "As part of our team, your initiatives and daily tasks should focus on sustainability, innovation, and quality."

4. Core Values:

- **Description:** List the core values that define the behavior and culture within your organization.
- **Examples:** Integrity, Innovation, Sustainability, Teamwork, Customer Centricity.

5. Brand Personality:

- **Description:** Describe the personality of your brand. How should it communicate internally and externally?
- **Example:** Friendly, Professional, Passionate, Authoritative, Educational.



6. Employee Value Proposition (EVP):

- **Description:** Define what employees gain in return for their skills, experiences, and daily engagement.
- **Example:** "We offer a dynamic environment where innovation is at the core, along with competitive salaries, health benefits, and opportunities for personal and professional growth."

7. Communication Guidelines:

- **Description:** Provide guidelines on how employees should communicate both internally and externally.
- **Example:** "Use professional, courteous language in emails. Always advocate for sustainability in customer interactions."

8. Brand Advocacy Expectations:

- **Description:** Explain how employees can serve as brand ambassadors.
- **Example:** "Participate actively in company-hosted webinars, represent our brand values on social media, and engage in community outreach as part of our brand mission."

9. Visual Identity Guidelines:

- **Description:** Include instructions on the use of company logos, colors, fonts, and other design elements.
- **Example:** "Use the company's logo as per the branding manual, ensure consistent use of corporate colors in all presentations."

10. Feedback and Involvement:

- **Description:** Encourage employees to provide feedback on branding efforts and to get involved in branding decisions.

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- **Example:** "Attend quarterly brand meetings, submit ideas for brand improvement, participate in surveys."

11. Training and Resources:

- **Description:** Offer resources and training needed to understand and embody the brand effectively.
- **Example:** "Access to brand training workshops, marketing materials, and direct communication lines with the branding team."

12. Review and Update Schedule:

- **Description:** Specify how often the branding guidelines will be reviewed and updated.
- **Example:** "Annual review of branding guidelines or as needed based on company growth and market evolution."