



Brand Narrative Template

Brand Name:

Brand Mission:

- Clearly state your brand's mission. This should reflect the core purpose and primary goals of your brand.

Brand Values:

- List the key values that define your brand. These values should guide all your business practices and communications.

Brand History:

- Provide a brief overview of your brand's history. Highlight significant milestones, founding stories, and key achievements.

Unique Selling Proposition (USP):

- Clearly articulate what sets your brand apart from competitors. This is the unique value you offer to your customers.

Target Audience:

- Describe your target audience. Include demographics, preferences, needs, and behaviors that your brand addresses.

Brand Personality:

LaAphills

- Define your brand's personality. Is it playful, serious, innovative, traditional, etc.? This should reflect in your tone and style.

Key Messages:

- Identify the main messages you want to convey to your audience. These should align with your mission, values, and USP.

Tone of Voice:

- Describe the tone of voice your brand will use in all communications. This should be consistent across all channels.

Visual Identity:

- Outline the visual elements of your brand, including logo, color palette, typography, and imagery style.

Brand Story:

- Craft a compelling narrative that ties all these elements together. This should be an engaging story that resonates with your audience and reflects your brand's mission, values, and personality.