

FOUNDATIONS OF BRAND STORY

BRAND VISION

The end game.
The reason we exist.



BRAND MISSION

The path to achieving our vision.
What we do. How we want
to change people.



BRAND VALUES

What we believe in.
What we stand for.
What defines us.



BRAND DIFFERENTIATORS

What makes us different to our competitors.
Why our customers should do business
with us instead of them.

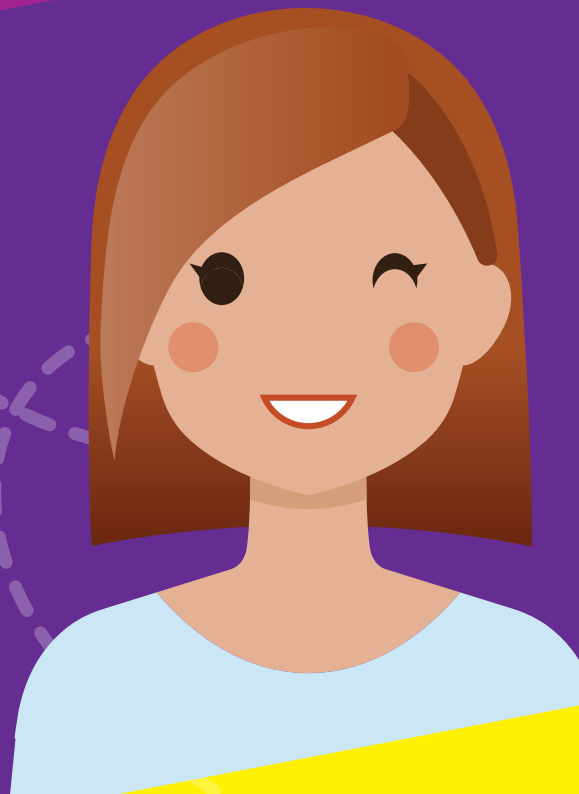


THE TRIBE

The people we serve.
What they care about and
how they see the world.

BRAND PERSONALITY

How we speak and behave. Our tone
of voice. Our personality must be
connected to our values.



THESE ELEMENTS THEN
INFLUENCE OUR

COMMUNICATION

What we say. How we say it. When we say it. Where we say it.
And not just in our marketing, but everywhere.

VISUAL IDENTITY

How we look. Should be underpinned by all other
brand story elements to visually tell our brand story.

ACTIONS

Our daily actions within our business are the way
we live our brand story. Our actions give our
clients stories to tell about us.