

Brand Statement Worksheet

BUSINESS +
STRATEGIC GOALS

Your brand is not what you say it is. It's what they say it is.

MARTY NEUMEIER

'Onlyness' Test

STRATEGIC POSITIONING AND BRAND IDENTITY BUILDER

OUR

YOUR SERVICE OR OFFERING

IS THE ONLY

YOUR BUSINESS CATEGORY OR UNIQUE CLASSIFICATION

THAT

THE BENEFIT OR PROBLEM THAT IS SOLVED



BRAND CHARACTERISTICS EXAMPLES

SAMPLE ATTRIBUTES (SINGLE WORD ADJECTIVES THAT DEFINE THE ESSENCE OF YOUR BRAND

Bold

Helpful

Caring

Happy

Serious

Adventurous

Imaginative

Innovative

Youthful

Confident

Vibrant

Energetic

Quiet

Reliable

Masculine

Feminine

Mature

Innovative

Cooperative

Calm

Luxurious

Elegant

Humorous

Glamorous

Luxury

Warm

Friendly

Healthy

Old-Fashion

High-Tech

Serious

Light-Hearted

Expensive

Practical

Rugged

Leader

Authoritative

Smart

Feisty

Spiritual

Rebellious

Authentic

Diverity

Humility

Creative

Quality

Affordable

Competitive

Savvy

Exclusive

Realistic

Practical

Ethical

Thoughtful

Unique

Compassionate

Trustworthy

Independent

Forward-Thinking

Satisfied

Accountability

Commitment

Fair

Diligent

Solution-Oriented

Perfection

Tenacious

Considerate

Simple

Wisdom

Flexible

Pragmatic

Comfortable

Heartfelt

Optimistic

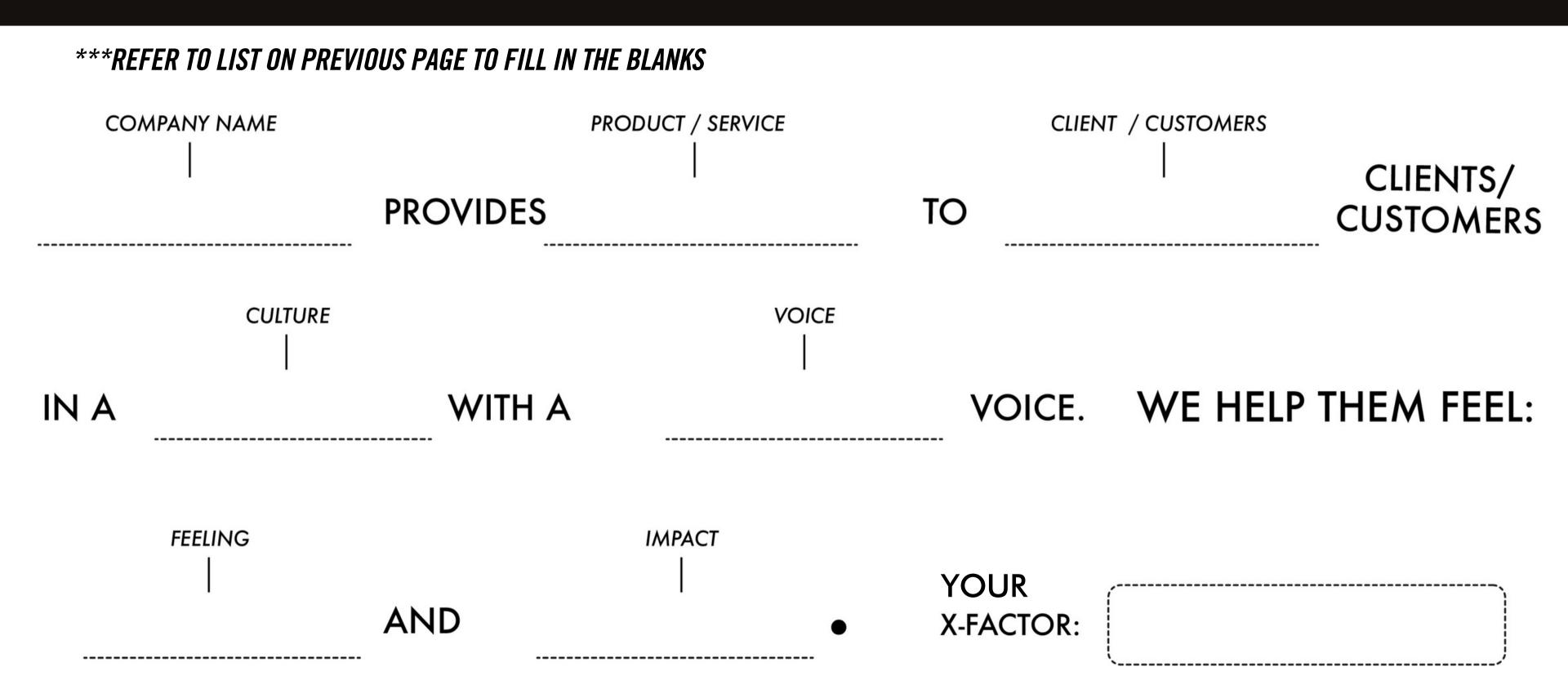


BUILDING YOUR BRAND ATTRIBUTES

ATTRIBUTES (SINGLE WORD ADJECTIVES) THAT DEFINE THE ESSENCE OF YOUR BRAND

CULTURE	CUSTOMERS	VOICE	FEELING	IMACT	X-FACTOR
How would your community describe the company?	How would you describe your customers?	Your Personality. How do you sound?	How others feel after interacting with you?	What tangible impact do you deliver?	How are you different from other company's?
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BUILDING YOUR BRAND STATEMENT





streetstudio

CREATIVE MEETS STRATEGY



ELEVATE YOUR PROJECT WITH BRANDED CREATIVE BY STREET STUDIO









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