



streetstudio

CREATIVE MEETS RESULTS

*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	Feminine	Serious	Quality	Accountability
Helpful	Mature	Light-Hearted	Affordable	Commitment
Caring	Innovative	Expensive	Competitive	Fair
Happy	Cooperative	Practical	Savvy	Diligent
Serious	Calm	Rugged	Exclusive	Solution-Oriented
Adventurous	Luxurious	Leader	Realistic	Perfection
Imaginative	Elegant	Authoritative	Practical	Tenacious
Innovative	Humorous	Smart	Ethical	Considerate
Youthful	Glamorous	Feisty	Thoughtful	Simple
Confident	Luxury	Spiritual	Unique	Wisdom
Vibrant	Warm	Rebellious	Compassionate	Flexible
Energetic	Friendly	Authentic	Trustworthy	Pragmatic
Quiet	Healthy	Diversity	Independent	Comfortable
Reliable	Old-Fashion	Humility	Forward-Thinking	Heartfelt
Masculine	High-Tech	Creative	Satisfied	Optimistic



BUILDING YOUR BRAND ATTRIBUTES

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

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



Let's collaborate!

**ELEVATE YOUR PROJECT WITH
BRANDED CREATIVE BY STREET STUDIO**

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