

# BRAND STRATEGY

*worksheet*  
BLOOM DESIGN & CREATIVE

## PROPOSITION

Who you are and your solution

## WHY

Why you're doing what you're doing

## VISION

What do you want to achieve?

## MISSION

How will you do it?

## VALUES

What keywords describe your brand?

## STRENGTHS

What are your strengths and advantages?

# BRAND STRATEGY

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BLOOM DESIGN & CREATIVE

## POSITIONING

What is your niche or market?

## CUSTOMERS

Who are you serving?

## PERSONALITY

How do you present your brand?

## STONE

What does your brand voice sound like?

## CORE MESSAGE

What do you want customers to know?

## AESTHETIC

What colors, imagery, or icons represent it?