



Your Brand Circle

Personality/ Narrative

Look & Feel - Colors and Images

Values (Non-Negotiables)

WHO
(The Hero of
your Story)



You should have your **WHO** and **WHY** in mind when doing this exercise

More marketing tools

WHO: Everything should focus on your WHO's WHY. Start in the outer circle and write your ideas for

each section. Then start at your WHO' WHY and work back out to make sure everything aligns.

Look and Feel: What are the colors, visuals, images, and overall impression you want to display as part of your brand?

Values: What are the non-negotiables for your brand? What principles guide your brand?

Personality: What is the tone and style of your brand? (Formal, casual, quirky, professional, etc.)