

# Brand Styling Blueprint

## BRAND PHILOSOPHY

Mission \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Values \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Position \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Meaning \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Identity \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## NARRATIVE STATEMENT

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

POSITION & MEANING

DREAM CUSTOMER  
PROFILE

BRAND AESTHETIC MOOD BOARD