

THE SIX BRANDING STATEMENTS

VISION

What the world would look like if everyone had access to your products:

MISSION

How you plan on achieving your vision:

UVP (UNIQUE VALUE PROPOSITION)

The one thing that sets you apart from other business in your field:

BUSINESS OWNER PERSONA

The one quality that makes you an important asset to your company:

PROMISE

What experience will your clients have after receiving your product:

BRAND IDENTITY

The essence of your brand summarized in ideally 3 words or less:

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