

DISCOVER

the BRAND
UNIVERSE

Orient your team with a map of the brand universe.

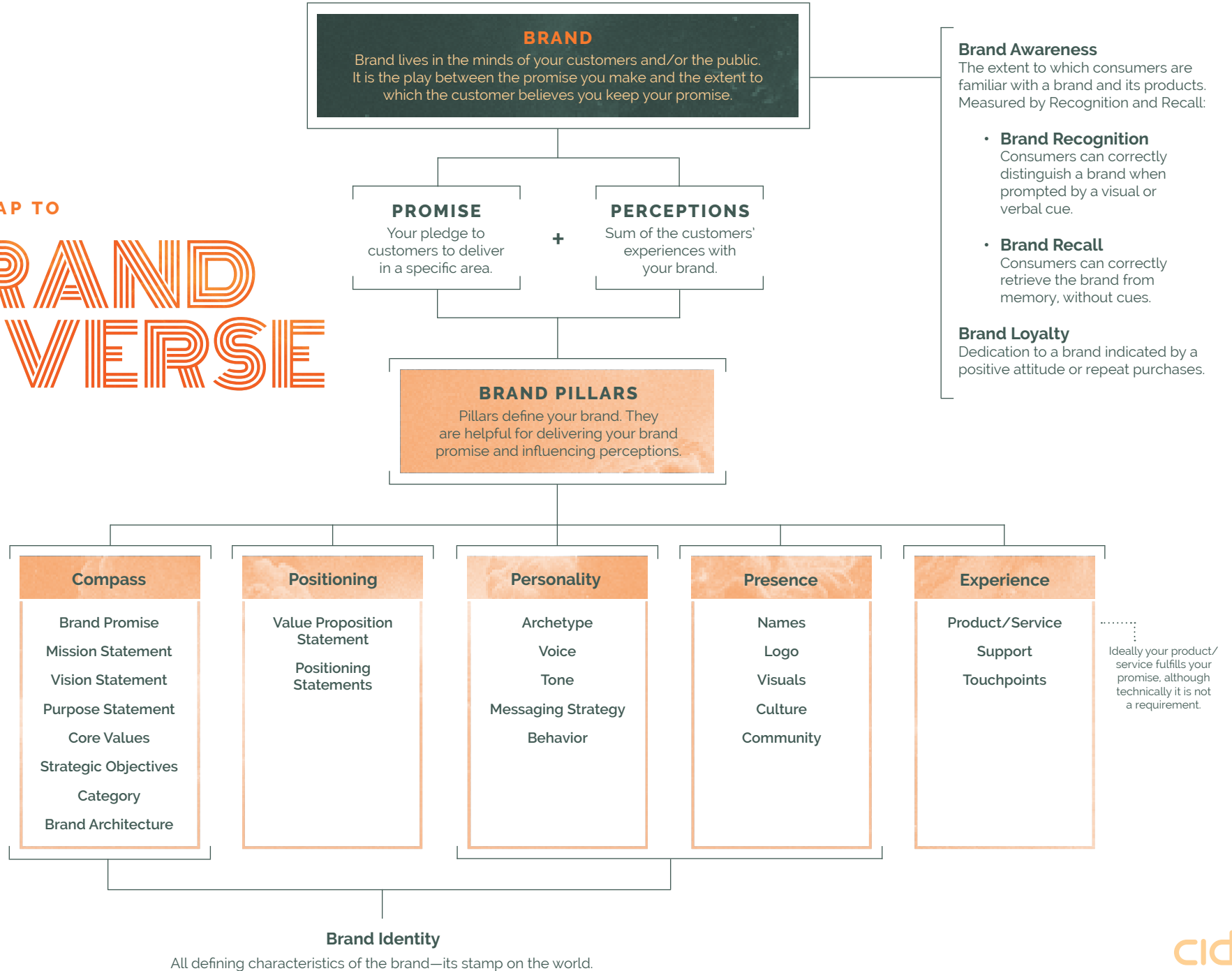
Brand vocabulary definitions can differ from company to company, and even brand expert to brand expert. At best this is confusing. At worst it's detrimental to your brand as team members inadvertently work against each other because they aren't aligned.

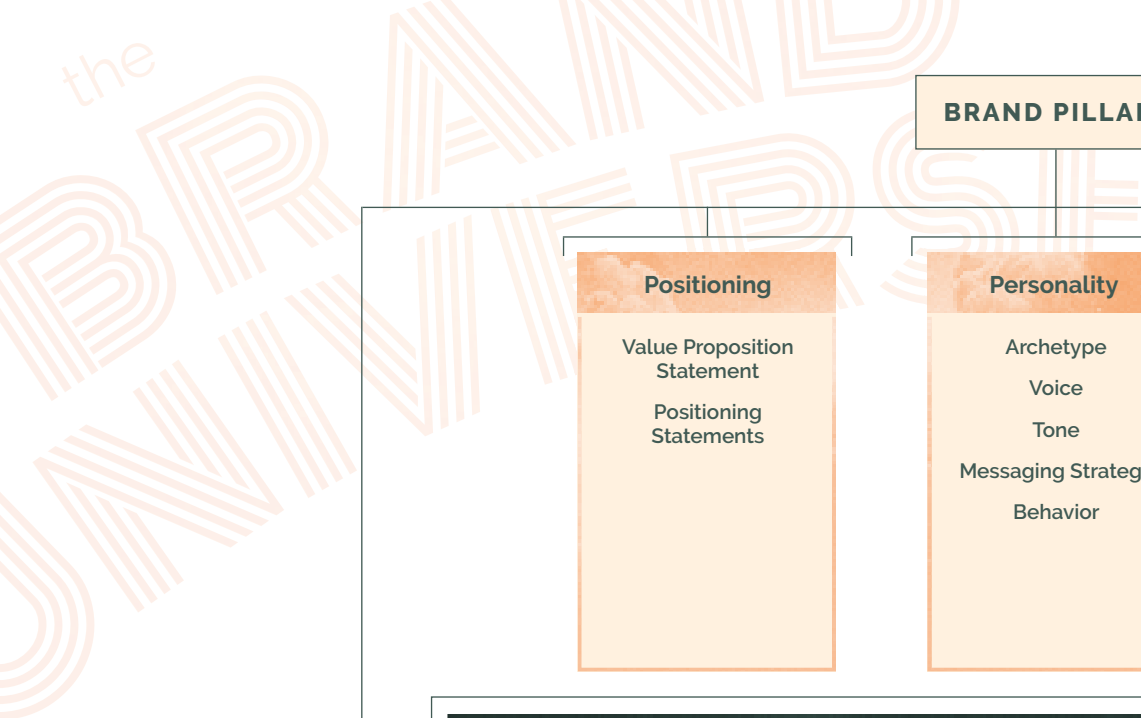
The definitions and structure found in this guide are what we use at CID. Your team can adopt them as-is or we can use them to understand each other's language and ensure we're discussing the same things.



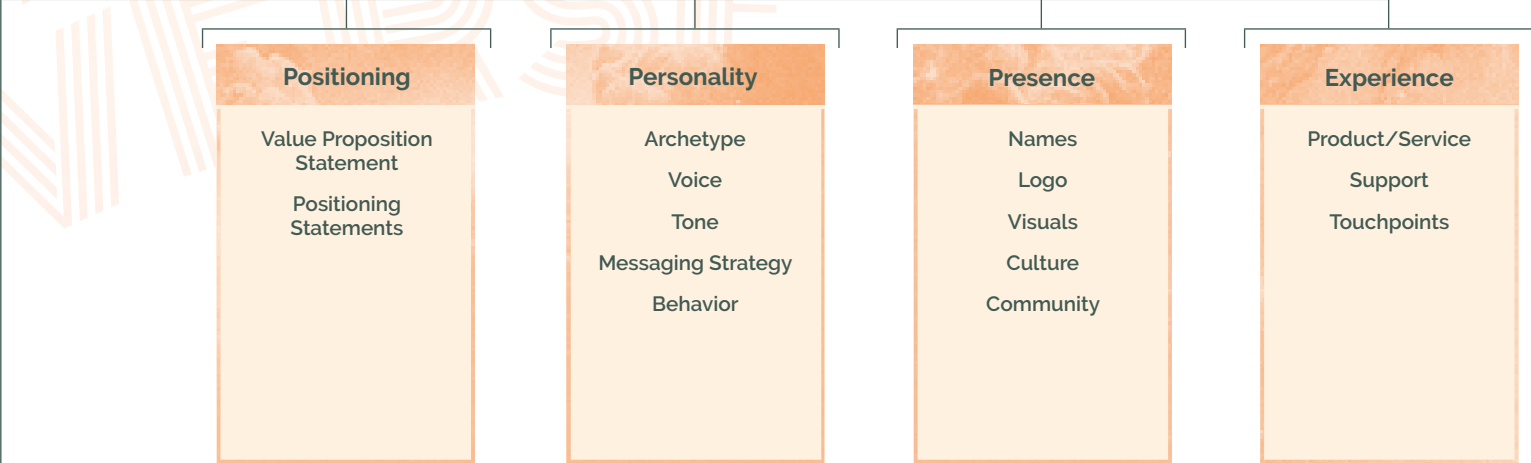
CI DESIGN'S MAP TO

the **BRAND**
UNIVERSE





BRAND PILLARS



COMPASS

This pillar informs and directs all organizational decisions.

Brand Promise What you pledge to deliver to customers.	Core Values Principles on which your company is founded. These are fundamental beliefs that are mostly internal for decision-making purposes.
Mission Statement What you're trying to accomplish and who you do it for.	Category Quickly identifies where your brand lives, who it serves. Broad categories are: corporate, consumer, service, or activist.
Vision Statement What is possible in the future if we fulfill our mission and purpose.	Brand Architecture The hierarchy of brands and sub-brands that live under your corporate umbrella. Like a family tree, it shows how each piece of the company is related to another.
Purpose Statement Why you're trying to accomplish your mission. A core belief that drives why you do what you do and how you do it.	
Strategic Objectives Real-world business goals with tangible milestones.	

BRAND PILLARS

Compass

- Brand Promise
- Mission Statement
- Vision Statement
- Purpose Statement
- Core Values
- Strategic Objectives
- Category
- Brand Architecture

Personality

- Archetype
- Voice
- Tone
- Messaging Strategy
- Behavior

Presence

- Names
- Logo
- Visuals
- Culture
- Community

Experience

- Product/Service
- Support
- Touchpoints

POSITIONING

This pillar focuses on how to differentiate from competitors.

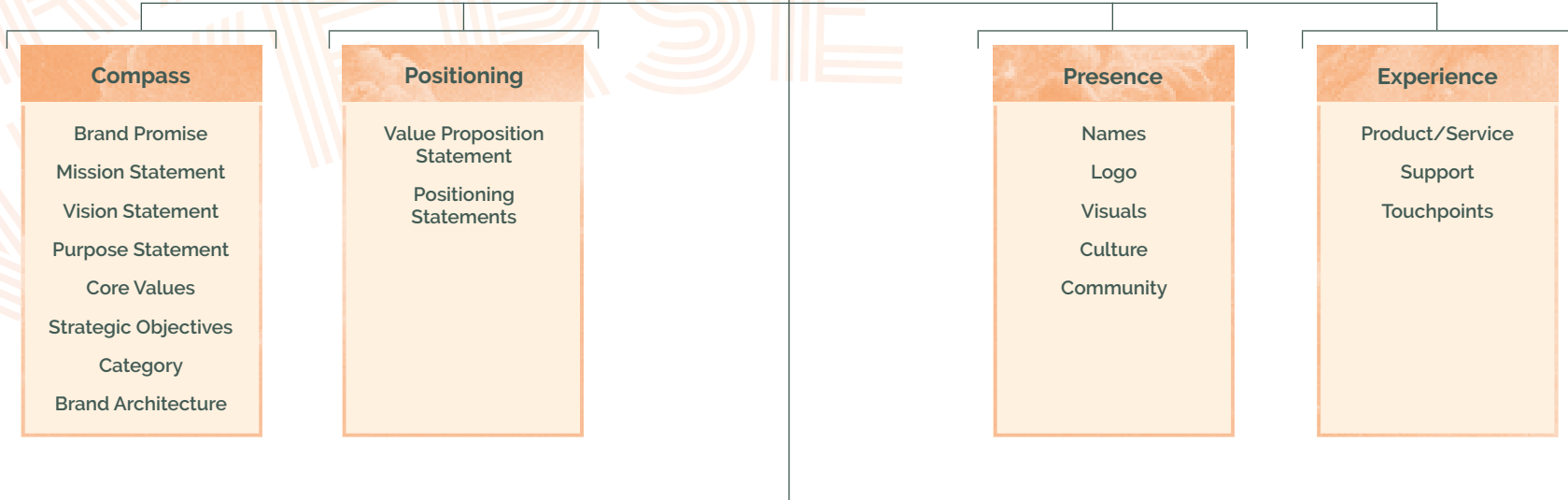
Value Proposition Statement

A simple statement that reflects your brand promise, summarizes the wide range of primary benefits of your product or service to multiple segments, and the price the customer pays for those benefits.

Positioning Statements

These statements are a subset of the value proposition. They include the target audience/persona, product name, category, benefit, and how it is different from your competitors. A positioning statement focuses on only the most relevant benefit and competitive differentiations that are meaningful to the target audience/persona.

BRAND PILLARS



PERSONALITY

Your brand's traits and characteristics that humanize the brand. It should be recognizable immediately, like an old friend.

Archetype

A universally recognizable character type or role that a brand can embody. Useful for internal teams as a mental shortcut.

Voice

The qualities in which the brand communicates. This is consistent across all audiences and channels.

Tone

The way in which the brand's values, beliefs, and perspective are said and conveyed. This changes according to the message, context, audience, and channel.

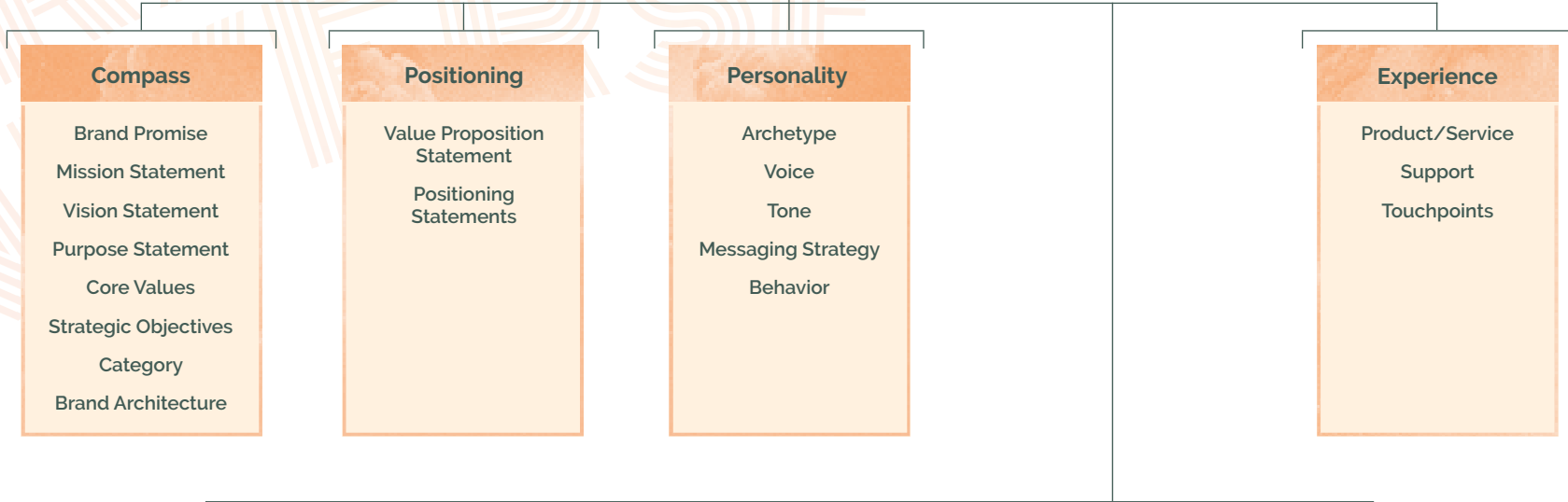
Messaging Strategy

The words and phrases that are used to communicate the value proposition to the target audience, while incorporating your brand voice.

Behavior

The actions your brand takes to reinforce its personality or in some cases, when the time is right, to disrupt it.

BRAND PILLARS



PRESENCE

Coordinated system that communicates and represents the brand compass, positioning, and personality pillars.

Names

Can be the name of a product, a service, or a range of products/services and are often trademarked.

Logo

A symbol, wordmark, or combination of the two used by an organization to identify its products and services.

Visuals

The visual representation of a brand—includes logo, color palette, symbols, brick and mortar store design, website, etc.

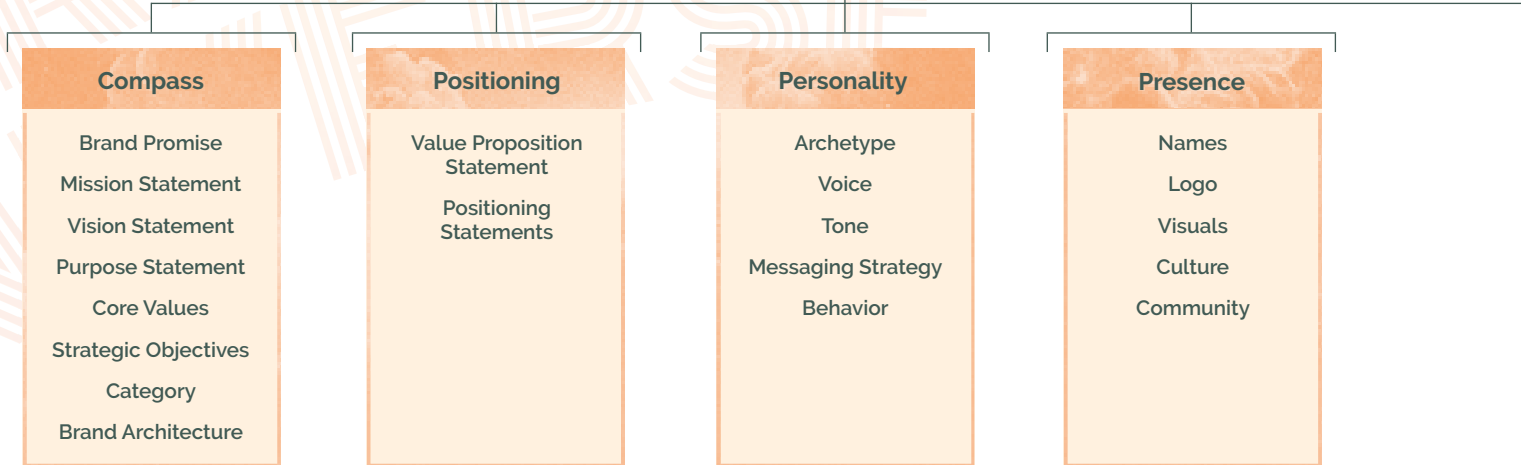
Culture

The formal systems and the informal behaviors that make up an internal work environment, ideally driven and cultivated by the brand's ideas, beliefs, and values.

Community

A place where your external audience can connect with your brand and each other.

BRAND PILLARS



EXPERIENCE

This pillar is characterized by the lasting impression customers have of your brand.

Product/Service

The offering provided to your brand's customers.

Support

The help provided by your brand to its customers in relation to its products and/or services.

Touchpoints

The interactions between your brand and its customers.

GLOSSARY

A

Archetype

A universally recognizable character type or role that a brand can embody. Useful for internal teams as a mental shortcut. Part of the Personality pillar.

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Behavior

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Brand

Brand lives in the minds of your customers and/or the public. It is the play between the promise you make and the extent to which the customer believes you keep your promise.

Brand Architecture

The hierarchy of brands and sub-brands that live under your corporate umbrella. Like a family tree, it shows how each piece of the company is related to another. Part of the Compass pillar.

Brand Awareness

The extent to which consumers are familiar with a brand and its products. Measured by Recognition and Recall.

Brand Identity

All defining characteristics of the brand—its stamp on the world.

Brand Loyalty

Dedication to a brand indicated by a positive attitude or repeat purchase behavior.

Brand Pillars

Pillars define your brand experience and are helpful for delivering your brand promise.

Brand Promise

Your pledge to customers to deliver in a specific area. Part of the Compass pillar.

Brand Recall

When consumers can correctly retrieve the brand from memory, without cues. A measure of Brand Awareness.

Brand Recognition

When consumers can correctly distinguish a brand when prompted by a visual or verbal cue. A measure of Brand Awareness.

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BRAND

IT'S WHAT WE DO.

We're a brand and marketing agency headquartered in Milwaukee, WI. We're here to make exceptional work and grow your brand.

Wanna talk about yours? Get in touch. 

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