



The Brand Compass Template



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Project Goal:

By the end of this project, you will create your own **Brand Compass**: a one-page guide that defines your brand's voice, values, audience, and style. You can use this Brand Compass with ChatGPT (or any AI tool) to generate more consistent and authentic marketing content.



Step 1: Define Your Brand Foundation

Define the following brand elements:

1. **Brand Mission (1–2 sentences):** Why does your brand exist?
2. **Core Values (3–5 words or short phrases):** What principles guide your brand?
3. **Target Audience:** Who are you speaking to? (Include demographics + psychographics + customer challenges).
4. **Brand Personality:** If your brand were a person, how would you describe its tone and style? (e.g., bold and confident, warm and approachable, trustworthy).



Step 2: Create Your Messaging Anchors

1. **Voice & Tone:** Write 3 example sentences that capture your brand's voice.
2. **Style Guidelines:** Note any do's and don'ts ("Always keep language simple and friendly" "Avoid corporate jargon").
3. **Key Phrases or Themes:** Write 3–5 phrases, words, or taglines that align with your brand identity.



Step 3: Assemble Your Brand Compass

Organize your work into a Brand Compass document that looks something like this:

- **Brand Mission**
- **Core Values**
- **Audience**
- **Personality**
- **Voice & Tone**
- **Do's & Don'ts**
- **Key Phrases**



Step 4: Test It with ChatGPT

Take your Brand Compass and paste it into ChatGPT (or your favorite AI tool) with a prompt like:

“Here is my Brand Compass. Please use it to write a [Instagram caption / blog intro / sales email] that reflects my brand’s voice and style.”

By completing this project, you’ll have a Brand Compass that you can reuse over and over with ChatGPT to make your brand voice more consistent, authentic, and memorable.



Example Brand Compass: Visionary Motion

This is an example of a brand compass for a fictional AI video creation and design studio.

Brand Mission

We exist to help businesses tell bold, innovative stories through AI-powered video and design, making cutting-edge creativity accessible to everyone.

Core Values

- **Innovation:** Always exploring new design and AI possibilities.
- **Creativity:** Turning complex ideas into compelling visuals.
- **Collaboration:** Co-creating with clients to bring their vision to life.
- **Accessibility:** Making high-quality design and video affordable and approachable.
- **Sustainability:** Designing with efficiency and responsibility in mind.

Target Audience

- **Who:** Small to mid-sized businesses, startups, and creative entrepreneurs.
- **Demographics:** Age 25–45, digital-first, often tech-savvy but short on time.
- **Psychographics:** Ambitious, growth-focused, inspired by innovation, want to look modern and professional.
- **Customer Challenges:** Struggle to create video content that feels fresh, professional, and engaging without a big production budget.

Brand Personality

- **Futuristic & Visionary:** Always ahead of the curve.
- **Bold & Creative:** Not afraid to experiment and break the mold.
- **Friendly & Collaborative:** Works alongside clients, not above them.
- **Confident & Professional:** Knows the craft and communicates expertise clearly.

Voice & Tone

- Inspiring and forward-looking: *"Your brand deserves to be ahead of the trend, not behind it."*
- Conversational yet professional: *"We'll translate your ideas into videos that connect instantly."*
- Confident, not arrogant: *"AI is a tool, your creativity is the spark. Together, we make something amazing."*

Do's & Don'ts

Do: Use energetic, positive language.

Do: Focus on possibilities and transformation.

Do: Highlight how AI makes creativity faster, smarter, and more accessible.

Don't: Use jargon-heavy technical talk.

Don't: Sound overly corporate or robotic.

Don't: Overpromise results that aren't achievable.

Key Phrases & Taglines

- *"Design the future with AI."*
- *"Creativity at the speed of innovation."*
- *"Your story, powered by AI video."*
- *"Bold visuals. Smarter storytelling."*

How to Use It with ChatGPT:

Paste this Brand Compass into ChatGPT with a prompt like:

"Use my Brand Compass to write a 30-second YouTube ad script that introduces my AI video design services. Keep it bold, visionary, and inspiring."

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