

# Brand Strategy Canvas

This framework is structured in a way to prompt you to fill in each section, making it easier to develop a comprehensive brand strategy.



## 1 Brand Foundation

### Vision Statement

What does your business aspire to achieve in the long term?

### Core Values

What are the fundamental beliefs and guiding principles of your business?

### Mission Statement

What is the purpose of your business and the value it provides?

## 3 Brand Positioning and Identity

### Unique Value Proposition (UVP)

What makes your business unique and why customers should choose you.

### Brand Promise

What is the benefits and value customers can expect from your business?.

## 2 Market Research

### Target Audience

Who are your ideal customers (demographics, psychographics, behavior patterns)?

### Competitor Analysis

Who are your key competitors and what are their strengths and weaknesses?

### Brand Identity

Describe your company name, logo, colors, typography, and imagery. And what style of communication and experience aligns to your brand's personality?



## 4 Brand Experience

### Customer Journey

What are the touchpoints and interactions customers have with your brand from awareness to post-purchase?

### Brand Messaging

What are the core messages that convey your brand's value proposition

## 5 Marketing & communication

### Communication channels

What channels will you use to build awareness?

## 6 Monitoring and Adaptation

### Performance Metrics

What key performance indicators (KPIs) will you track?

## 7 Internal Branding

### Employee training

What training will you provide to ensure employees understand and embody your brand values?