



V.02

Brand Strategy

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Here, we've compiled your brand heart, messaging, and brand voice. Use this as a guide for your brand strategy.

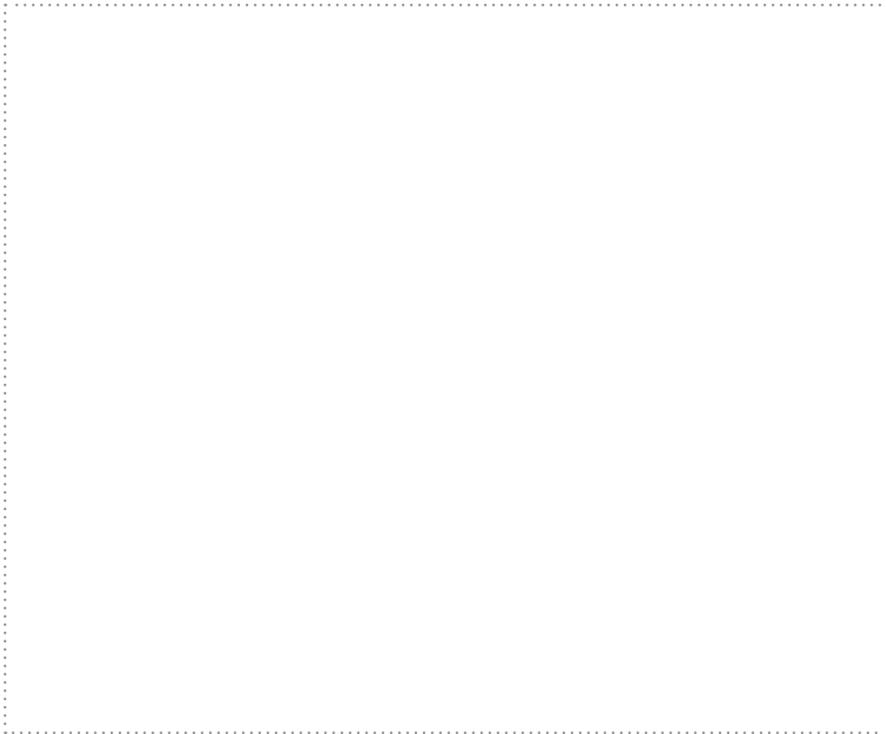
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Brand Heart

Your vision, mission, and values to build a strong foundation.

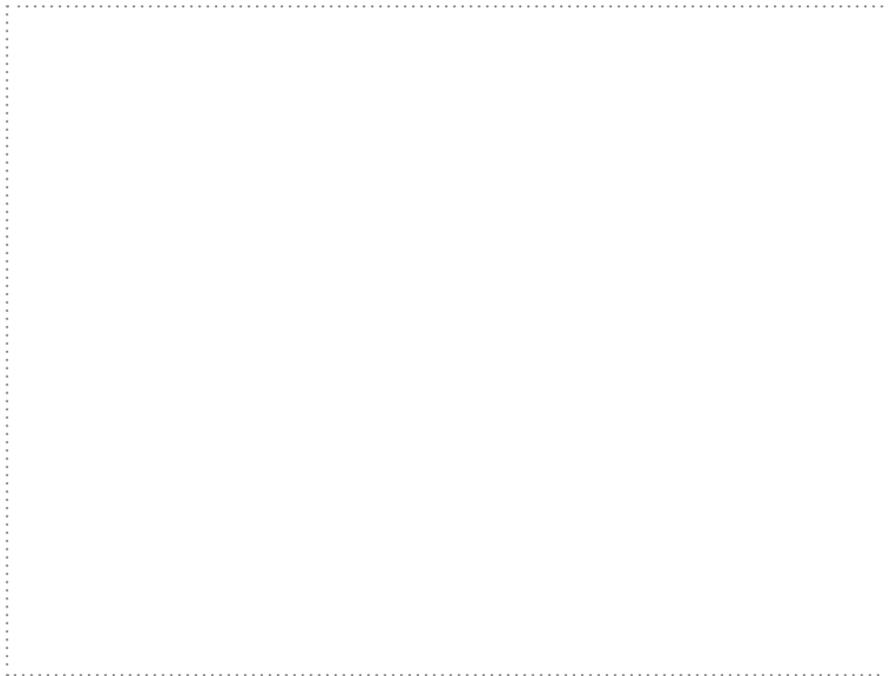
Purpose

➔ **Why do we exist?**



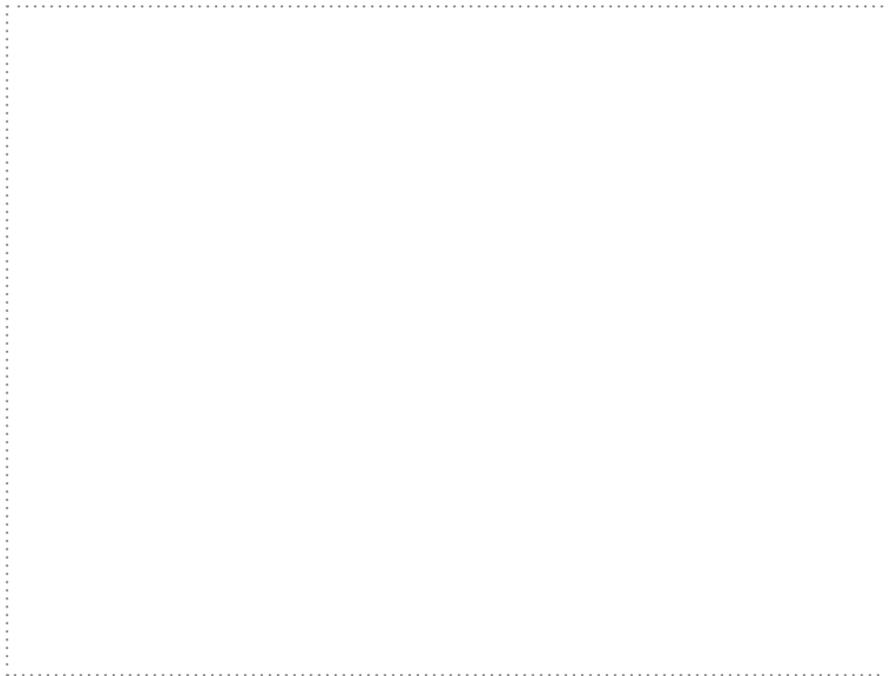
Vision

What future do we want to help create?
What does the future look like?



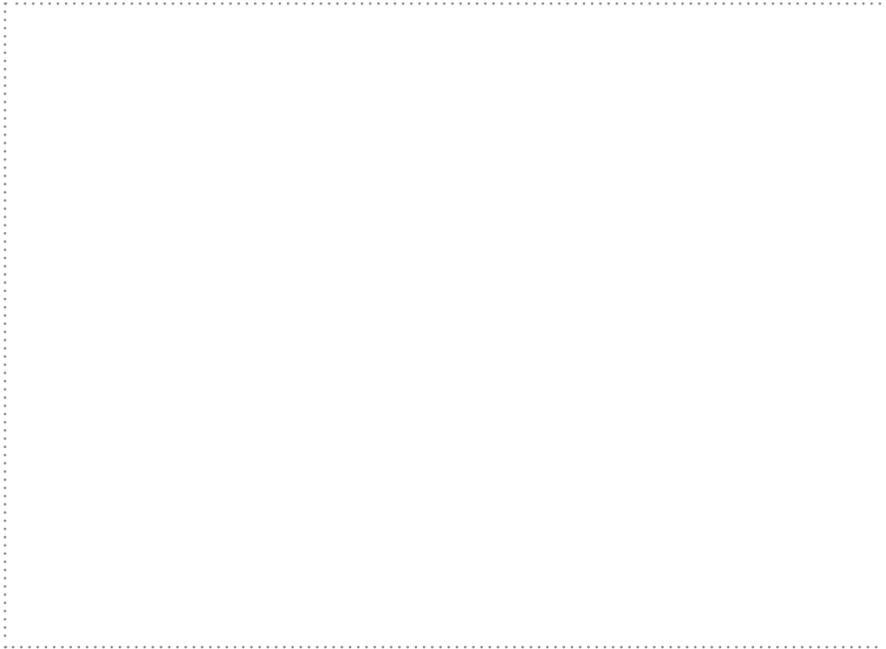
Mission

What are we here to do? How do we create that future?



Values

How will we conduct ourselves in support and pursuit of our mission, vision, and purpose?



Personas

Understand your audiences so your brand can speak to their unique needs.

Persona 1**Persona 2****Persona 3**

	Persona 1	Persona 2	Persona 3
Name Name this persona appropriately so that your team can reference it in future conversations.			
Age			
Sex			
Relationship status			
Job title			
Location			
Salary			
Budget			
Enemies Who are they bothered or threatened by professionally (e.g., younger, more tech-savvy employees)?			
Heroes Who do they look up to in their profession, industry, or life?			
Work goals What do they want to achieve for their company and for themselves?			
Approval Who gives them recognition at work?			

Persona 1

Persona 2

Persona 3

	Persona 1	Persona 2	Persona 3
Favorite drink			
Favorite music/ podcasts			
Favorite TV/movies			
Favorite books			
Clothes			
Transportation			
Interests/hobbies			
News/websites			
Mentality What do they secretly want? What are they looking for? How do they want to be perceived?			
Pain points What persistent obstacles/ challenges do they face?			
How would they hear about your company?			
How do they think your product/ service solves their problems?			
What might make them hesitant to use your product/ service?			

Brand Messaging

Your value prop, tagline, and messaging pillars to help you tell a consistent brand story.

Tagline



Value prop



Brand Messaging Pillars



Pillar 1	Pillar 2	Pillar 3
Supporting point	Supporting point	Supporting point
Supporting point	Supporting point	Supporting point
Supporting point	Supporting point	Supporting point

Brand Voice

Your brand voice to humanize your brand and communicate consistently through all content.

➔ **1) When people interact with our brand, how do we want them to feel?**



➔ **2) What adjectives would we use to describe our brand?**



➔ **3) What does our competition sound like?**



➔ **4) What is another brand with a voice we love?.**



➔ **5) How do we want to talk about ourselves?**



➔ **6) Who do we NOT want to be/what do we want to avoid?**





Aktual Design is a digital agency based in Utah. We help brands diversify and then create stunning identities that get noticed by their target audience.

Learn more at aktual.design

Created by

