[](https://bit.ly/3kObk2K)**BRAND REFRESH BRIEF TEMPLATE**

BRAND PROFILE

|  |  |
| --- | --- |
| What's the name of your organization? |  |
| Why is it named that? |  |
| As an organization, who are you? |  |
| What is your organization's purpose? |  |
| What do you do as a company? |  |
| Who are your customers? |  |
| Where are your customers located? |  |
| How do you want to be perceived in the marketplace? |  |
| What's your organization's personality? |  |
| Who are your competitors? |  |
| What distinguishes you from your competitors? |  |
| What is it that makes you better than your competitors? |  |

BRAND OBJECTIVE

|  |  |
| --- | --- |
| What do you hope to achieve with your brand? |  |
| What's the primary image you want your brand to convey? |  |
| How can your brand help you achieve your goals? |  |
| How can your brand help you best your competitors? |  |
| Who is your "target audience"? |  |
| How do you think that your branding can help reinforce your organization's offerings? |  |

BRAND NAME

|  |  |
| --- | --- |
| BRAND NAME |  |
| CLIENT CONTACT NAME |  |
| PHONE |  |
| EMAIL |  |
| MAILING ADDRESS |  |

|  |  |
| --- | --- |
| AUTHOR | DATE |
|  |  | |

|  |
| --- |
| **PURPOSE | W*hy?*** |
|  |
| **OPPORTUNITY | *Ultimate impact?*** |
|  |
|  |  |  |

|  |
| --- |
| TARGET AUDIENCE |
| **BRAND TARGET | *Who does the brand speak to?*** |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| ATTITUDE | | | |
| **BRAND TONE | *What traits are we trying to convey?*** | | | |
|  | | | |
| **BRAND PERSONALITY | *What characteristics define the brand?*** | | | |
|  | | | |
|  |  |  | |
| MESSAGE | | | |
| **THE TAKEAWAY | *What is the key idea to be remembered?*** | | | |
|  | | | |
| **TAGLINE | *prepared copy, key words, or theme*** | | | |
|  | | | |
|  |  |  | |
| FURTHERMORE | | | |
| ***Include any additional critical information.*** | | | |
|  | | | |
|  |  | |  |
| COMMENTS AND APPROVAL | | | |
| **COMMENTS** | | | |
|  | | | |
| **DATE** | **SIGNATURE** | | |
|  |  | | |

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