**BRAND NARRATIVE**

**FRAMEWORK TEMPLATE**

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| COMPANY HISTORY | Provide an “about us” overview of your company. This includes the following: * Company name
* Why you originally named it that
* When you were established / How long you’ve been in business
* What you do as a company
* Who your customers are
* The original (and present) size of your company
* What you intend to achieve with your brand and why
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| PURPOSE, VALUES, & CULTURE | PURPOSEWhy do you do what you do? Describe your reason for being in business. What are the historical reasons? What are the ethical reasons? As a company, what are you passionate about? What is your business doing currently? What’s next for it? What do you hope for the company’s future? VALUESWhat principles guide your company’s actions? What are its cultural cornerstones (e.g., customer commitment, integrity, responsibility, transparency, etc.)? CULTUREDescribe your company culture. What are the attributes and characteristics of your company? Describe the attitudes and behaviors of your employees. How do they interact with each other and your customers? |

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| WHAT DO WE DO? | Describe the major activities and services that your company performs and/or provides. Include a small subsection for each activity/service. In addition, include the following: a broad introduction to the industry in which your company operates; a description of how you have succeeded in doing what you do; and the challenges you’ve faced.  |

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| WHY DO WE DO WHAT WE DO? | What drives you to do what you do as a company? (In other words, *Why* do you do it?) *What* you do and *how* you do it are relatively easy to describe — but customers relate to *why* you do what you do. What is your company’s primary belief, purpose, or cause? In other words, *Why* does your organization exist? (The answer to this question is the **KEY** to your brand story.)  |

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| POSITIONING & STRATEGY | Describe the following: your company’s pursuits; its marketplace; your long-term vision and strategy; and how your brand aims to reach its goals. |

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| BRAND ATTRIBUTES | BRAND MESSAGING What are your company’s brand-messaging attributes (e.g., tagline, value proposition, logo, etc.)? How do they support your company’s values and reason for being?MISSION STATEMENT What is your company’s mission statement (i.e., written statement that describes your organization’s purpose/overall intention)? How does it support your company’s values and reason for being?VISION What is your company’s vision (future aspiration/goal)? How does it support your company’s values and reason for being? BRAND PERSONALITY What is your company’s brand personality (i.e., the human characteristics associated with your brand name)? How does it support your company’s values and reason for being?  |

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| STORY-FRIENDLY FACTS & FIGURES | List some story-friendly facts and figures about your company to help support your brand’s story.  |

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| EXECUTIVE BIOS | Executive NameEXECUTIVE TITLEProvide bios (one to three paragraphs) for each of your company’s key stakeholders (e.g., CEO, VPs, CMOs, etc.), including their background, their current roles and major contributions within your company, and the ways in which they support your company’s values, vision, and goals. |

BRAND NARRATIVE DOCUMENT DATA

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| BRAND NAME | BRAND MANAGER |
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# DOCUMENT CONTROL

| FILE NAME | DOCUMENT ID |
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| DOCUMENT OWNER | ISSUE DATE | LAST SAVED DATE |
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# version history

| VERSION | REVISION DATE | DESCRIPTION OF CHANGE | AUTHOR |
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