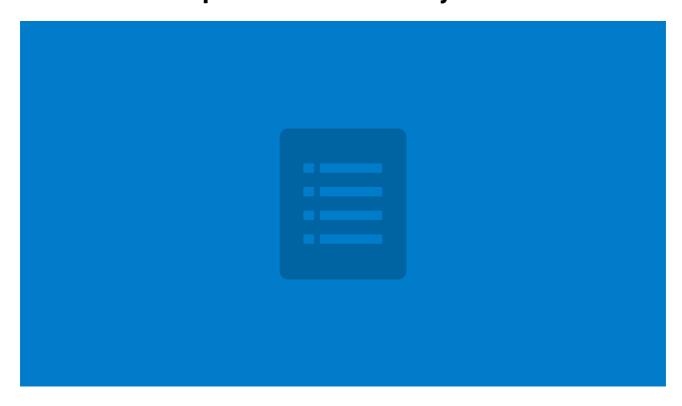
## **The Corporate Brand Identity Checklist:**



## What are your most Important products and services? What products and services will you never offer? What is unique about doing business With your brand? How would your customers describe your brand? Where do you want your company to be In five years? Mission Statement What are the specific market needs the company exists to address? What does the company do to address these needs? What are the guiding principles that define the company's approach? Why do customers bug from you and not your competition? Essence When your customers experience your product or service, what emotions does the encounter elicit?

If your brand was a person, how would you describe their personality?

**Vision Statement**