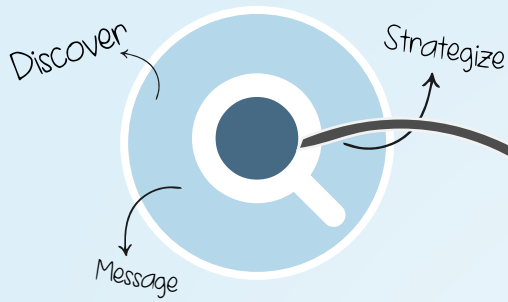
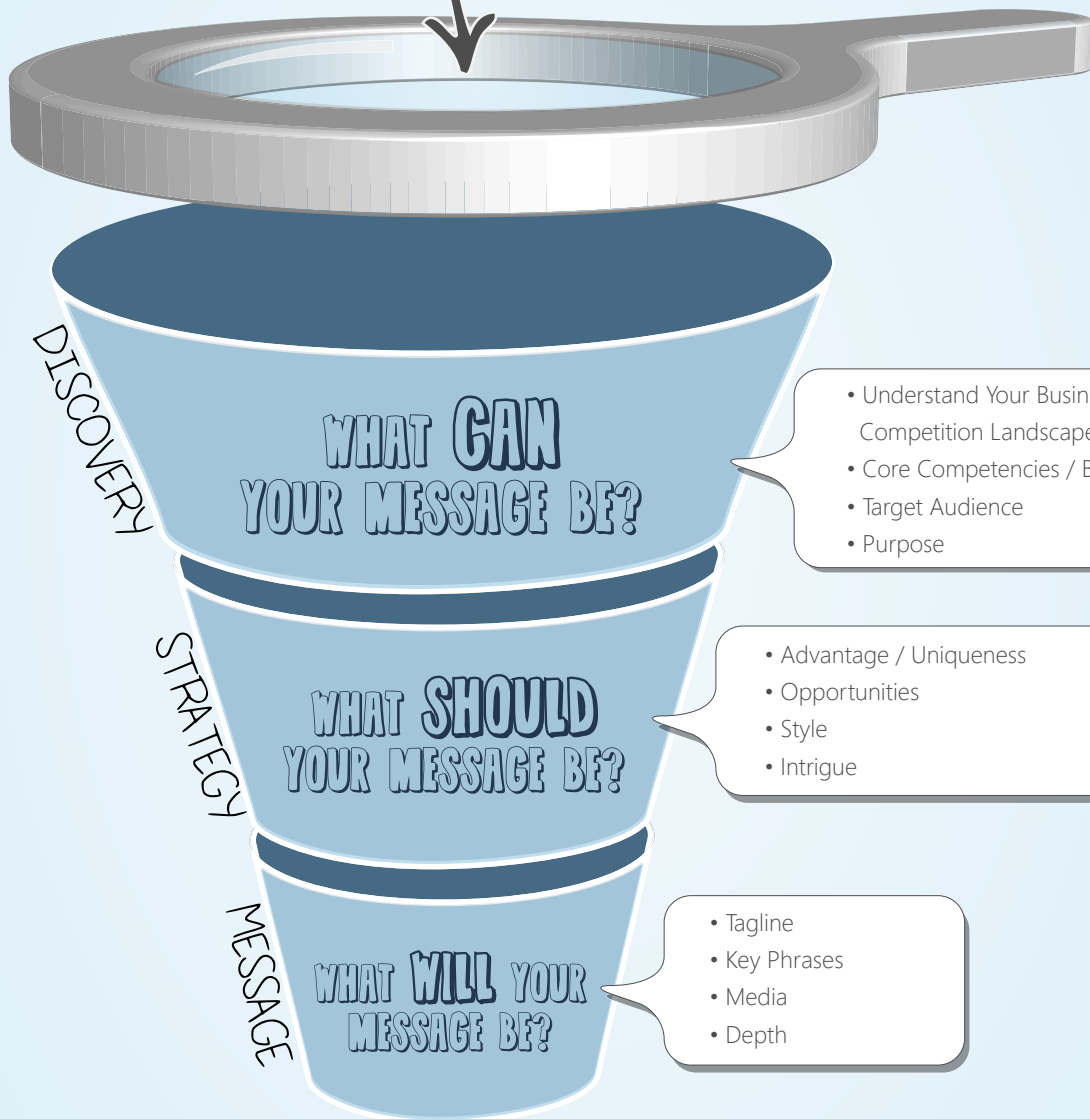


KNOW WHO YOU ARE



A Deeper Look



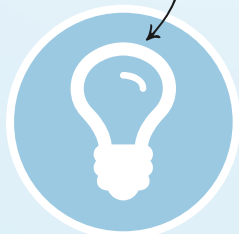
- Understand Your Business & Competition Landscape
- Core Competencies / Best Strengths
- Target Audience
- Purpose

- Advantage / Uniqueness
- Opportunities
- Style
- Intrigue

- Tagline
- Key Phrases
- Media
- Depth

WHAT IS IT?
[Your Brand]

NEXT STEP



DEFINE BRAND STYLE