

Brand Identity Map

Fillable worksheet. Type your answers. Save the file.

Two frameworks, two pages. Page one anchors the positioning statement and Aaker's four dimensions. Page two maps Kapferer's prism and the single refusal that protects the brand.

01 POSITIONING STATEMENT FORMULA

Fill the four bracketed slots. Read it back out loud. It should make a believer of a stranger.

BRAND	is the only
CATEGORY	that
BENEFIT	because
REASON TO BELIEVE	

02 AAKER'S FOUR DIMENSIONS

Brand as product, organisation, person, symbol. One field each.

PRODUCT

What the brand makes or sells.

ORGANIZATION

Values and behaviour of the company behind it.

PERSON

If the brand were human, who would it be?

SYMBOL

Visual and metaphoric shorthand.

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03 KAPFERER'S BRAND IDENTITY PRISM

Six facets. Three internal (sender) and three external (receiver). Multi-line fields.

PHYSIQUE

Tangible cues: logo, palette, materials, product features.

PERSONALITY

Tone of voice. Character traits.

CULTURE

Founding story. Values. Country of origin.

RELATIONSHIP

How the brand and customer interact.

REFLECTION

How customers want to be seen by others.

SELF-IMAGE

How the brand makes the customer feel about themselves.

04 THE SINGLE THING THIS BRAND REFUSES TO BE

A clear no protects every yes. Be specific.