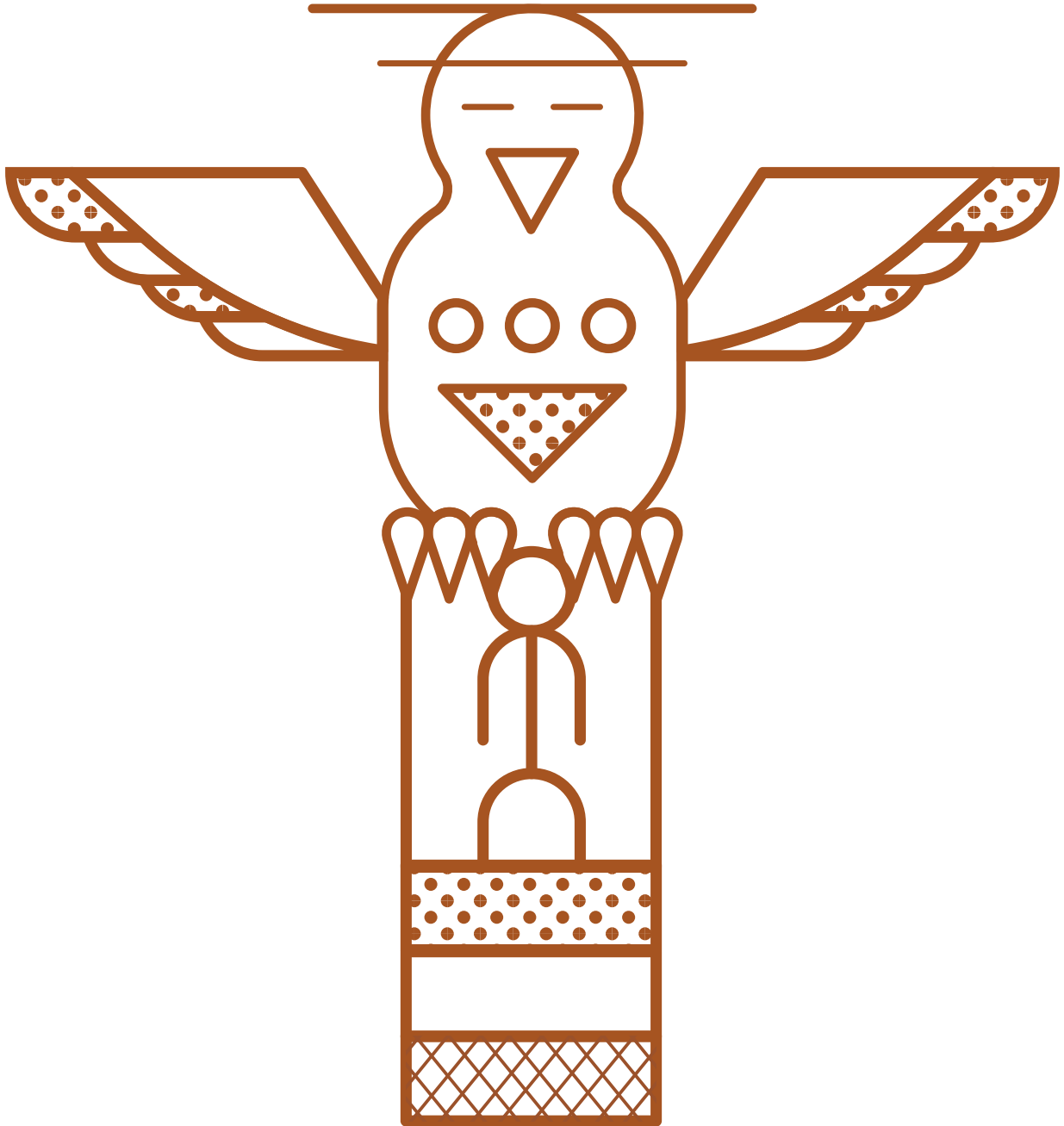
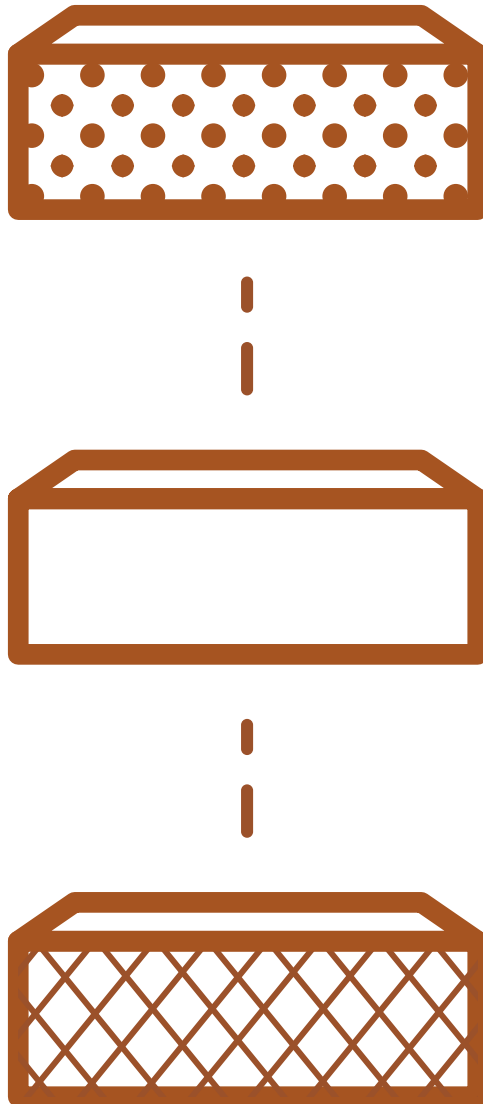


# Brand Totem Playbook



# Brand as an Idea



# Brand as an Idea

## Purpose

Why does the brand exist?

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## Mission

What does the brand do to reach its purpose?

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## Brand Values

What are the brand values?

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## Measure

How does the brand measure its success?

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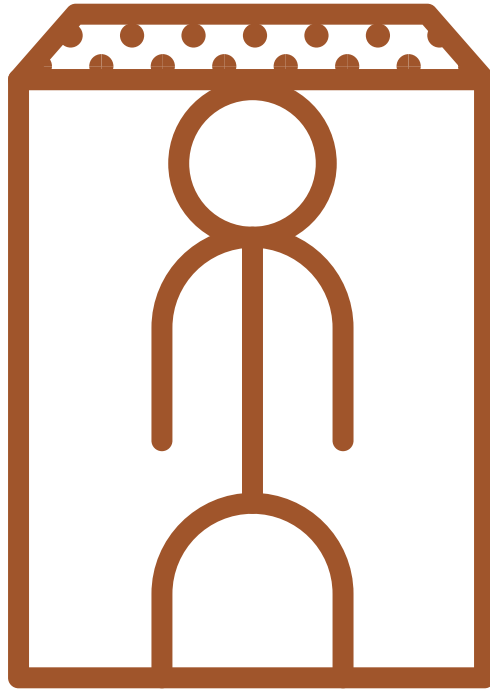
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# Brand as a Personality



# Brand as a Personality

## Characteristics

What are the 10 brand characteristics you defined?

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## Tribal Situation

What are the brands competitors and what is their USP?

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## Influences

What would the influences of other strong brand be? How would it change our brand?

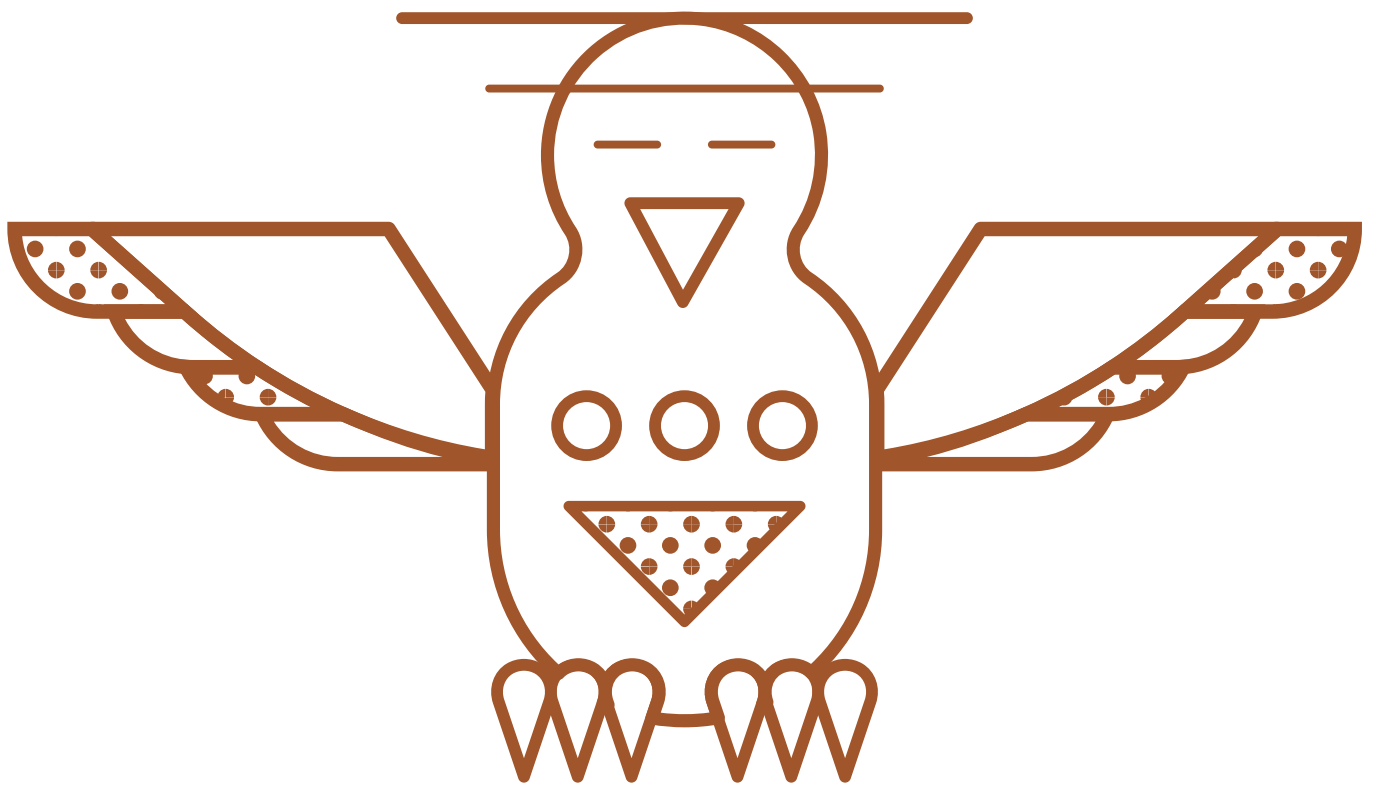
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## Brand as a Symbol



# Brand as a Symbol

## Tone of Voice

How would you describe the way the brand talks?

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## Imagery

If there was one picture that represents the brand, what would it be like?

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## Logo or icon

Go ahead... draw the logo(s) you have in your mind.

