

# BRAND IDENTITY

Use this worksheet to develop your brand identity based on the Kapferer Brand Identity Prism.

## Capabilities

- What the brand does (may not be distinctive)
- How well it performs
- Quality or performance standards

## Personality

- The way the brand delivers its capabilities
- Style or tone
- Often expressed as human traits

## Internal Culture & Values

- Core beliefs
- What the brand will never compromise on?

**“Rallying Cry”**

**Your Vision  
Heart & Soul of Brand**

## Shared Values & Community

- Ideas that both the customer and brand agree are important
- Passions and affinities

## Noble Purpose

- Larger goal or cause the brand aspires to serve
- Ambition, what the brand wants to change in peoples' lives

## Aspirational Self-Image

- What using the brand tells others about the customer
- How customers want to be seen

## BRAND IDENTITY WORKSHEET

### RALLYING CRY

What is Your Vision?

What is the Heart & Soul of your brand?

### CAPABILITIES

What the brand does (may not be distinctive)

How well it performs

Quality or Performance Standards

### INTERNAL CULTURE & VALUES

Core beliefs

What the brand will never compromise on?

### SHARED VALUES & COMMUNITY

Ideas that both the brand and customer agree are important

Passions and affinities

### NOBLE PURPOSE

Larger goal or cause the brand aspires to serve

Ambition, what the brand wants to change in peoples' lives

### ASPIRATIONAL SELF-IMAGE

What using the brand tells others about the customer

How customers want to be seen