

IFAB



Branding  
COMPONENTS  
canvas

# Branding Components Canvas *The elements that make up your brand*



## Story

## Symbols

## Strategy

### Persona

A descriptive summary of your target customer (using the customer persona chart)

### Brand Personality

6 words that describe your brand personality, voice and values

### Name

Your business or product name

### Typography

The arrangement of type (typefaces, size, length, spacing) that best helps convey your brand's story

### Awareness

The channels, methods and materials you will use to help your target customers become aware of your brand

### Brand Description

Describe what this brand personality adjective means for you and your organisation

### Unique Selling Proposition

For \_\_\_\_\_ (target customer) who \_\_\_\_\_ (statement of the need or opportunity) our (product/service name) is \_\_\_\_\_ (product category) that (statement of benefit) \_\_\_\_\_

### Colour Palette

The 2-5 colours that represent your brand personality and help communicate your brand story to your target customers

### Sale

The channels, methods and materials in your brand will present itself at the time of sale

### Hero Journey

The heart and soul of your brand - the story of how your solution helps your target customer achieve their deepest held aspiration

### Brand Adjectives Do

Do use the brand adjective like this

is \_\_\_\_\_ (product category) that (statement of benefit) \_\_\_\_\_

### Logo

The primary symbol used to embody and communicate the brand visually

### Delivery

How your branding and brand promise will be incorporated at the time of delivery

### Brand Adjectives Don't

Don't use the brand adjective like this

### Promise

The promise your brand makes is to-the-point and an easy to remember version of your positioning statement or unique value proposition. The bumper sticker for your brand (2-5 words).

### Imagery

example images and guidelines used to ensure the images used in conjunction with your brand are consistent with the brand story. use Pinterest to help

### Use or Post Delivery

The ways in which your customers will interact with and share your brand with others



# Branding Components Canvas

*Business name*



## Story

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## Strategy

Persona	Brand Personality	Name	Typography	Awareness
	Brand Description	Unique Selling Proposition	Colour Palette	Sale
	Brand Adjectives Do	Promise	Logo	Delivery
Brand Adjectives Don't	Imagery		Use or Post Delivery	

