



Platform: Your Blueprint



Platform

The blueprint: How you shape what people see and think about you.
Message platforms and an identity card keeps teams consistent.
Consistency communicates confidence and stability.

Brand Name

VISION STATEMENT:

Tagline
What should our brand accomplish ? Why

MASTER POSITIONING

What we do, how we do it, who we do it for? Where we deliver services? What is our brand promise? What is the brand vision?

POSITION STATEMENT: WHY US?

Value Drivers	Key Message 1	Key Message 2	Key Message 3	Key Message 4	Key Message5
	Proof Point 1	Proof Point 1	Proof Point 1	Proof Point 1	Proof Point 1
	Proof Point 2	Proof Point 2	Proof Point 2	Proof Point 2	Proof Point 2
	Proof Point 3	Proof Point 3	Proof Point 3	Proof Point 3	Proof Point 3

Value Proposition : What value you bring the customer or audience

Sales Message	Value Proposition	Value Proposition	Value Proposition	Value Proposition	Voice
	What value you bring the customer or audience	What value you bring the customer or audience	What value you bring the customer or audience	What value you bring the customer or audience	How do we talk to our customers? What is our personality?

Targetted Message	External Audience 1	External Audience 2	External Audience 3	External Audience 1	External Audience 1	Internal Audience 1	Internal Audience 1
	What value you bring the customer or audience	What value you bring the customer or audience	What value you bring the customer or audience	What value you bring the customer or audience	What value you bring the customer or audience	What value you bring the customer or audience	What value you bring the customer or audience

Identity Guide (Page 1: Visual Basics)

Logo Usage

- Show your primary logo, any alternates (horizontal, stacked, icon-only), and clear space rules.
- Show what not to do (e.g., don't stretch, add drop shadows, change colors).

Color Palette

- Define your primary and secondary brand colors.
- Include HEX, RGB, and CMYK values.
- Keep it simple — 2–3 primary colors max. and 2–3 secondary colors max.

Typography

- List the brand fonts and their purpose:
- Headline font
- Body font
- Accent font (if any)
- Include fallback web fonts if custom ones aren't available.
- Show a sample headline and paragraph.

Photography & Image Style

- Describe your brand's "image language." Is it bright and human? Technical and minimal? Moody and industrial?
- Include 2–3 example photos that reflect your style.
- Bonus: define what to avoid (e.g., stock photos of fake handshakes or over-filtered images).

Icon/Illustration Style

- If you use icons or illustrations, define the style: Line? Filled? Monochrome?
- Provide examples of approved icons or a link to the library if applicable.
- This page is meant to guide execution, not overwhelm. If someone on your team opened it for the first time, they should be able to recreate something "on brand" within 5 minutes.

Simple Brand Manual (Page 2: Messaging + Rules)

The second page of your guide focuses on what your brand says and how it behaves. This ensures consistency across your writing, outreach, and communications.

a. Positioning Statement

b. Message Platform

c. Voice and Tone

d. Approved Assets + Easy Access

Include links or instructions to access:

- Logos
- Templates
- Fonts
- Photos
- Pitch decks
- Store them in one shared, cloud-based folder (e.g., One Drive, Google Drive, Notion, Dropbox).

Brand Usage Approval

State the approval process for new materials. Depending on the size of your organization, this will vary.