Core Brand Canvas

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A guided canvas for clarifying a brand’s purpose, values, positioning, and evidence behind its promise.

What this guide covers

- Define core brand elements such as mission, values, and positioning.
- Connect the elements so they support a coherent identity.
- Identify proof points that can make a brand promise more concrete.

Who this is for

For founders and small teams shaping or revisiting their brand foundation.

Putting the ideas to use

Complete the canvas collaboratively and use it to inform messaging and business decisions.

Book details

Format: Guide. Pages: 29. Words: 3301.

Download availability: After payment, download the complete ZIP package or the included PDF separately.