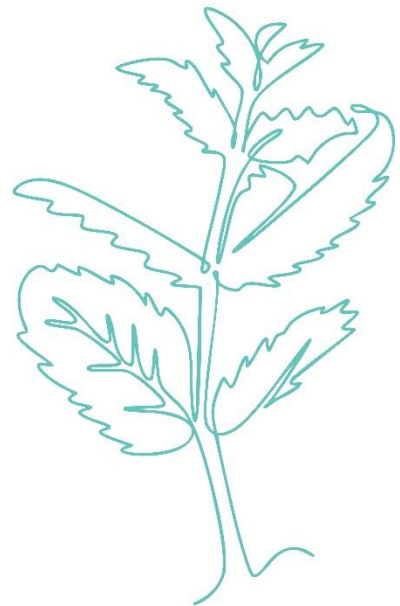
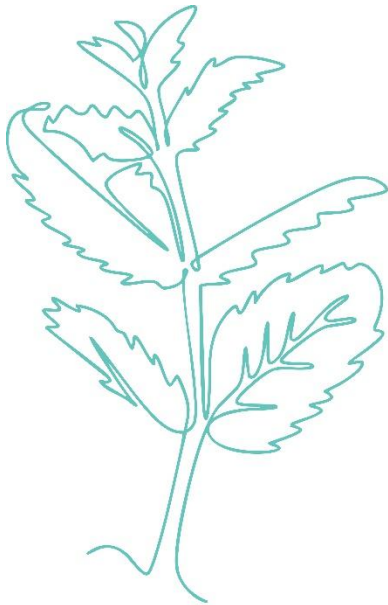


values brand clarity driven guide



Values-Driven Brand Clarity Guide

Inspired by [Steve Jobs' principle](#): “Marketing is about values.”

Use this guide to define the belief, purpose, and story that anchor your brand.

Read each question in the heading, read the examples, and answer the question for your own brand.

What is your core belief?

Your core belief is the heartbeat of your brand, the idea you would defend even if your products disappeared tomorrow. It should be a statement about the world, your industry, or the people you serve. This belief becomes the lens through which every decision is made.

What makes a strong core belief?

- It's bigger than your product
- It speaks to human truth, not features
- It's something your audience already feels but hasn't articulated
- It creates emotional alignment

Example: "We believe creativity should be accessible to everyone."

Now, write a single sentence that captures the belief your brand exists to champion.

Notes:

What is your brand purpose?

Your purpose explains why you exist beyond making money. It describes the transformation you help create for people, the before and after.

A strong purpose should...

- Focus on the customer, not the company
- Describe a change, not an activity
- Be simple enough to say in one breath
- Be inspiring enough to guide your team

Example: “We help people turn their ideas into reality with simple, powerful tools.”

Take some time to describe the transformation your brand enables. What changes because you exist?

Notes:

What does your brand hero profile look like?

Your hero is the person your brand exists to empower. It's more than a demographic; it's a mindset. It reflects your values and signals who your brand is for.

A strong hero profile does these things well:

- Celebrates the qualities you want to amplify
- Helps you create targeted messaging
- Shapes your tone, visuals, and product decisions
- Makes your audience feel seen

Example: "We celebrate bold thinkers who challenge the status quo."

What is the type of person who could champion your brand? What do they believe? What do they aspire to?

Notes:

What's your one message?

This is the single idea you want people to remember about you, even if they forget everything else. It's your brand's true north.

Here's what a strong one-message statement looks like.

- It's short enough to fit on a billboard
- It's emotionally resonant
- Reflects your core belief and purpose
- Guides all communication

Example: "We make innovation effortless."

Write the one sentence you want your audience to associate with your brand every time they see you.

Notes:

What's your expression plan?

Your expression plan defines how your brand shows up in the world visually, verbally, and behaviorally. It ensures your values are not just stated, but felt.

A strong expression plan includes:

- Visuals: colours, typography, imagery style
- Tone: how you speak, the emotional energy you project
- Actions: how you behave, what you prioritize, what you refuse to do

Example: “Our visuals are clean and bold. Our tone is confident but warm. Our actions prioritize simplicity.”

Describe how your brand should look, sound, and act so people instantly recognize your values.

Notes:

What's your story?

Your story is the emotional proof of your values. It's a simple narrative that shows your belief in action. People remember stories far more than statements.

A strong brand story...

- Is short and human
- Shows transformation
- Reflects your hero profile
- Demonstrates your core belief without explicitly stating it

Example: "A young designer launches her first product using our platform, turning a small idea into a global success."

Write a short, emotional story that illustrates the change your brand makes possible.

Notes:

For more branding inspiration and guidance:

info@brandmarketer.ca

brandmarketer.ca