

Brand Organisational Context

MISSION & VISION

OUR PURPOSE

WHY WE DO WHAT WE DO.
WHAT WE ARE ABOUT TODAY.

AN ASPIRATIONAL STATEMENT
OF WHAT WE WANT TO BECOME
IN THE FUTURE

OPERATING PRINCIPLES

HOW WE CONDUCT BUSINESS
AT THIS POINT IN TIME

BRAND ESSENCE / DIMENSION

VALUES

CORE BELIEFS /
WHAT WE STAND FOR

BEHAVIOURS

HOW WE INTERACT WITH
INTERNAL / EXTERNAL
STAKEHOLDERS

POSITIONING

WHAT WE WANT STAKEHOLDERS
TO THINK ABOUT OUR BRAND

IDENTITY

NAME, LOGO, VISUAL
STANDARDS, VERBAL THEMES,
DIGITAL STANDARDS

BUSINESS OBJECTIVES

WHAT WE WANT TO ACCOMPLISH
AT THIS POINT IN TIME

BUSINESS STRATEGIES

HOW WE CAN ACHIEVE OUR
CURRENT OBJECTIVES

BUSINESS TACTICS

MARKETING &
COMMUNICATIONS

PRODUCT / SERVICES
DEVELOPMENT

OPERATIONS

FINANCE

TECHNOLOGY

HR