What will we say and how?

Personality, brand voice, tone of voice, channels,...

Strategy

What will we become and how?

What do we want to change in the world?
What problem are we solving?

What will we be like?

How will we act in the world?
What is our company
culture? What are we
doing to support our
purpose?

Behaviour

What will we look like?

Logo, photography, motion texture, feel, signage,...

Visual Identity

What makes us different, better to the customer?

Positioning is oftentimes perceived as a strategic exercise. However, it is the combination of behaviour, messaging and look and feel that really sets a brand apart.