

# TASK

## Brand Identity Model

**Instruction:** Complete the below chart for your business using the guide questions below. Sum up each of the 4 with one sentence in the image. Thus one sentence explaining your Objectives, one explaining your Mission, one explaining your Vision and one explaining your Values.



### Purpose

What is your brand's goal?

What would you like your brand to be remembered for?

What does your brand want to change in people's lives?

### **Mission (Present)**

What impact does your brand want to make?

What lies at the heart of your company?

What unique way will your brand achieve its vision?

### **Vision (Future)**

What is your desired future for your company?

Where do you want to be?

What is the goal that drives you?

### **Values**

What are your companies guiding principles?

What will your brand NEVER compromise on?

What do you stand for?