

# BRAND STORY TEMPLATE

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Template begins on page 2.



# BRAND STORY

# DOCUMENT CONTROL

FILE NAME		DOCUMENT ID
DOCUMENT OWNER	ISSUE DATE	LAST SAVED DATE

# VERSION HISTORY

VERSION	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR

# DOCUMENT APPROVALS

ROLE	NAME	SIGNATURE	DATE

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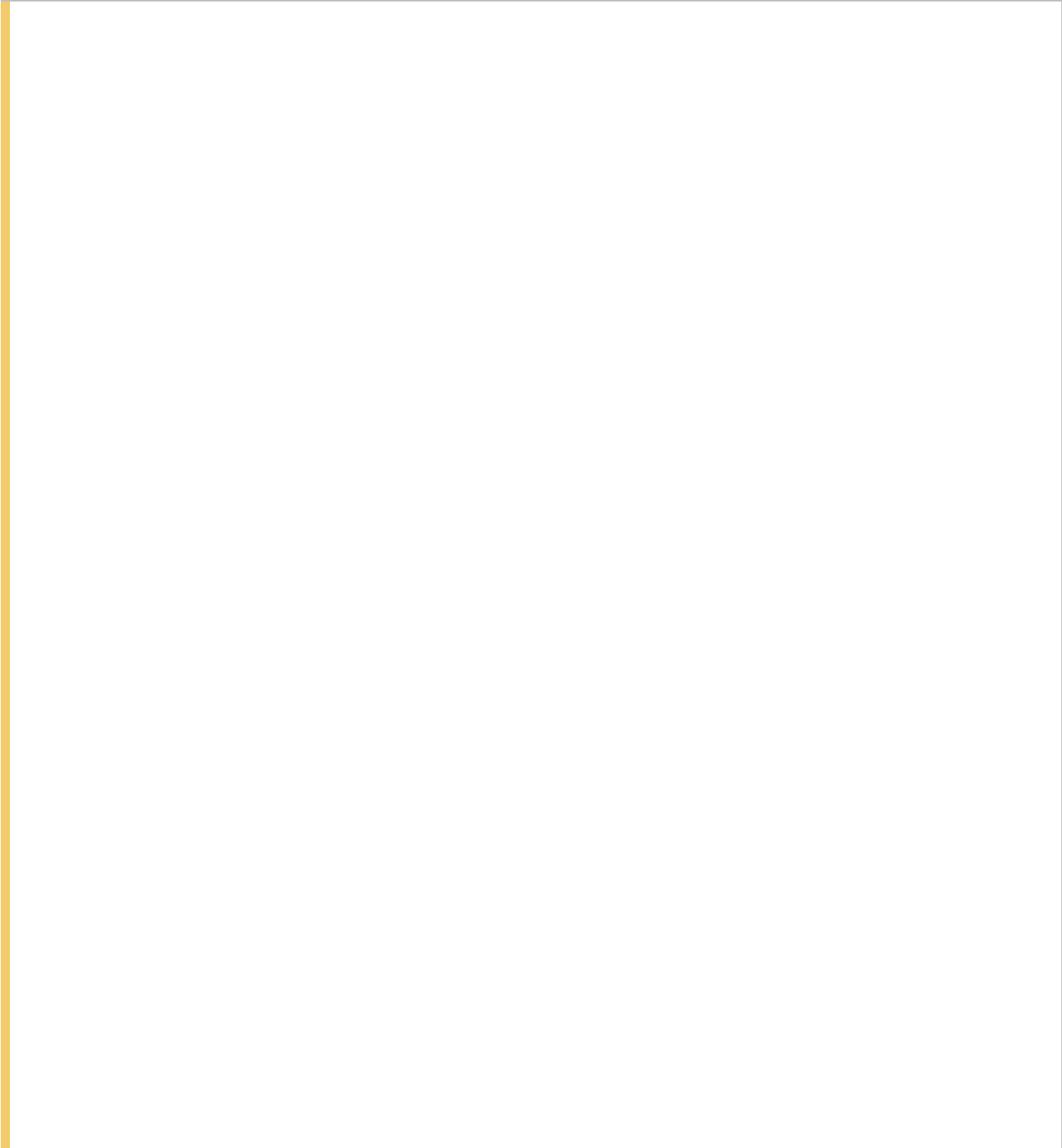
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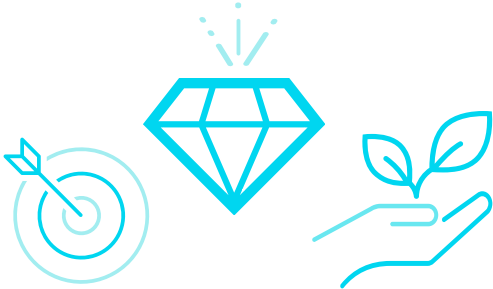
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# COMPANY HISTORY



# PURPOSE, VALUES, & CULTURE



A large, empty rectangular box with a thin grey border and a thick teal vertical bar on the left side, intended for content.

# WHAT DO WE DO?



A large, empty rectangular box with a thin blue border, intended for writing or drawing.

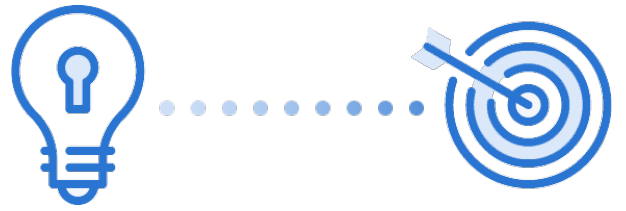
# WHY DO WE DO WHAT WE DO?



A large, empty rectangular box with a thin blue border on the left and top sides, and a thin grey border on the right and bottom sides. This box is intended for a user to write their response to the question 'WHY DO WE DO WHAT WE DO?'.



# POSITIONING & STRATEGY



A large, empty rectangular box with a thin blue border on the left side, intended for content related to positioning and strategy.

# BRAND ATTRIBUTES



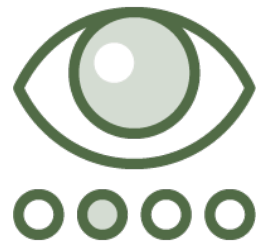
## BRAND MESSAGING

A large, empty rectangular box with a thin grey border and a thick olive green vertical bar on the left side, intended for brand messaging.



## MISSION STATEMENT

A large, empty rectangular box with a thin grey border and a thick green vertical bar on the left side, intended for a mission statement.



## VISION

A large, empty rectangular box with a thin grey border and a thick green vertical bar on the left side, intended for writing or drawing.



## BRAND PERSONALITY

A large, empty rectangular box with a thin grey border and a thick green vertical bar on the left side, intended for writing or drawing.

# STORY-FRIENDLY FACTS & FIGURES



A large, empty rectangular box with a thin grey border and a thick orange vertical line on the left side, intended for content.

# EXECUTIVE BIOS





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