FIT FOR PURPOSE
BRAND GUIDELINES

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1. Personal or Business (or both):

2. Brand Goals:
- ○
- ○
- ○
- ○

3. Target Audience
- ○
- ○
- ○
- ○

4. What do you want to be known for
- ○
- ○
- ○
- ○

5. What type of content do people need to see to understand your brand & also open doors for the above goals?
- ○
- ○
- ○

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6. What platform is your target audience looking to find this type of content on?

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7. What is the Execution Plan?

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