

# The Pyramid:



## Essence

This distils the brands positioning into one clear, defining thought.

## Our purpose

Why the brand exists beyond making money.

## Mission

Clearly communicates a brand's purpose, objectives and how it plans to serve its audience.

## Our vision

Where is the brand going? What does it want to achieve?

## Our personality

Describes how the brand behaves.

## Core values

Values describe what the brand stands and believes in.

## Origin

How / why the organisation started.