**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=11294&utm_source=template-word&utm_medium=content&utm_campaign=Basic+Brand+Pillar-word-11294&lpa=Basic+Brand+Pillar+word+11294)Basic Brand Pillars Template**

Building connections through purpose, perception, identity, values, and experience

1. **What drives our brand beyond profit?**
2. **How does our purpose benefit our customers and community?**
3. **What long-term goals are we working toward as a brand?**
4. **How do we communicate our purpose clearly and consistently?**
5. **How do we want customers to perceive our brand?**
6. **What image or reputation do we aim to build over time?**
7. **How do we ensure our brand message aligns with customers’ expectations?**
8. **What steps can we take to improve our brand’s perception?**
9. **What values and traits define our brand identity?**
10. **How can we ensure consistency in our brand voice and style?**
11. **How does our brand’s visual identity reflect our core values?**
12. **What makes our brand unique and easily recognizable?**
13. **What core principles guide our actions and decisions?**
14. **How do our values influence the way we interact with customers and partners?**
15. **How do we demonstrate our values in our daily operations?**
16. **What role do our values play in building customer trust?**

**Brand Experience**

**Crafting memorable moments with every interaction**

**Perception**

**Shaping how we’re seen, reflecting who we are**

**Values**

**Principles that propel us forward**

**Identity**

**Our core defines our confidence**

**Purpose**

**Guided by meaning, driven by vision**

*Creating a lasting impact by aligning purpose, perception, and experience*

1. **How do customers feel when they interact with our brand?**
2. **What touchpoints are impactful in creating a positive brand experience?**
3. **From first contact to post-purchase, how can we improve the journey?**
4. **What feedback tools are in place to ensure a great brand experience?**

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