**[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=Brand+Identity+Pillars-word-11294&lpa=Brand+Identity+Pillars+word+11294)Brand Identity Pillars Template**

Brand Identity: Pillars

**Unique Selling Proposition (USP)**

**Brand Voice**

**Core Values**

**Vision**

**Objectives**

The USP is the distinctive benefit or value we offer that sets us apart in the market.

The objectives are specific goals we strive to achieve which align with our brand’s mission and drive our actions.

The vision is our aspirational, long-term outlook that shapes where we’re heading and inspires both our team and audience.

The core values are the guiding principles that define what we stand for and influence every brand decision.

**Objectives**

The brand voice is the distinct personality and tone we use to communicate with our audience, shaping how we’re perceived and remembered.

Brand Identity: Details

**Objectives**

What makes our brand stand out in a crowded market?

How does our USP solve a problem or meet a need for our customers?

What benefits do we offer that competitors can’t match?

How can we communicate our USP clearly and consistently?

What specific goals are we working toward in the short and long term?

How do these objectives support our brand’s mission and vision?

Which objectives will have the most significant impact on our growth and reputation?

How do we measure success in reaching these objectives?

Where do we want our brand to be in the next five to ten years?

How does our vision inspire both our team and our audience?

What impact do we aim to make on our industry or community?

How does our vision align with our customers’ needs and aspirations?

What principles define who we are and what we stand for?

How do our values influence the way we interact with customers and partners?

Which values will help us create a meaningful impact in our industry?

How do we demonstrate these values in our daily actions and decisions?

**Unique Selling Proposition (USP)**

**Vision**

**Core Values**

**Objectives**

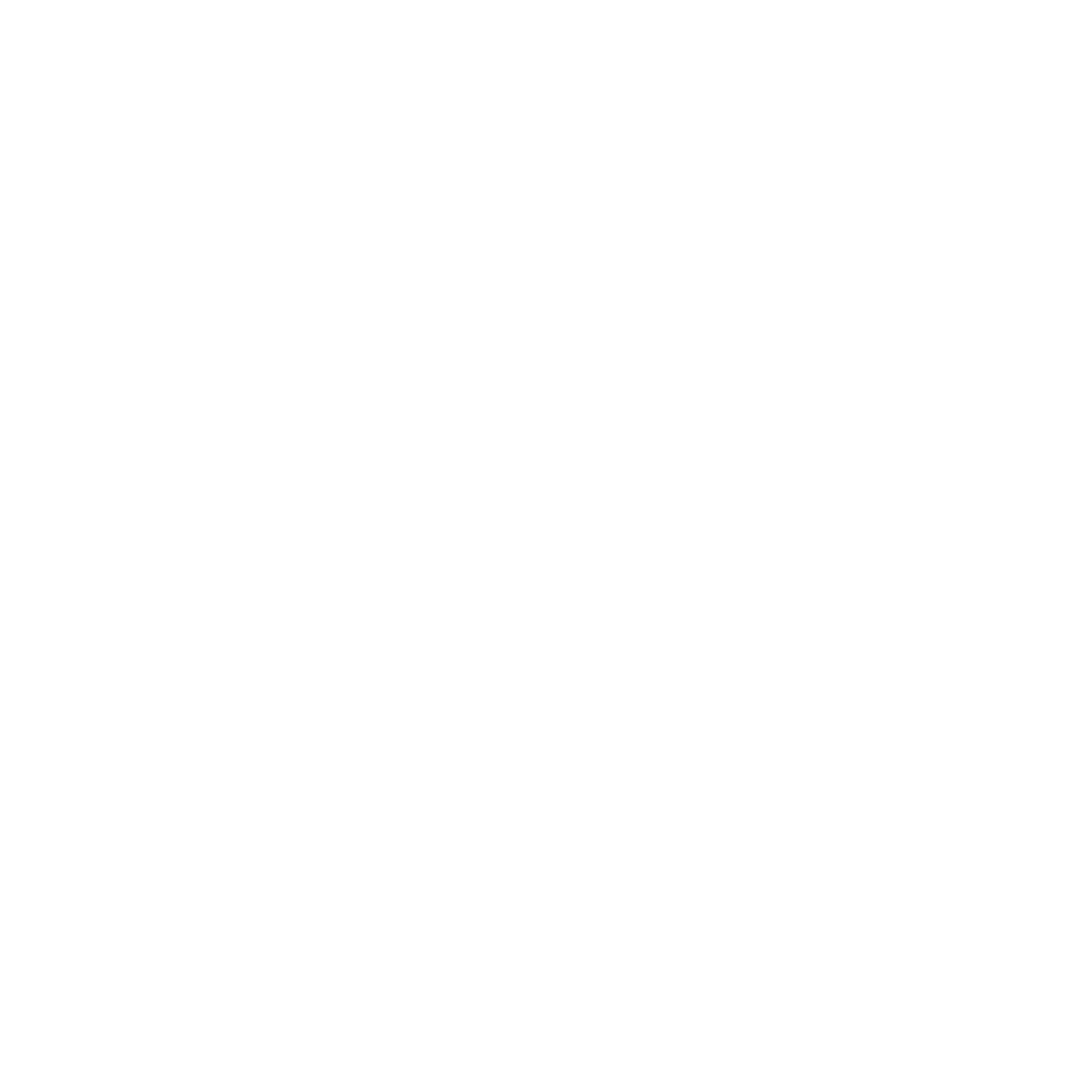
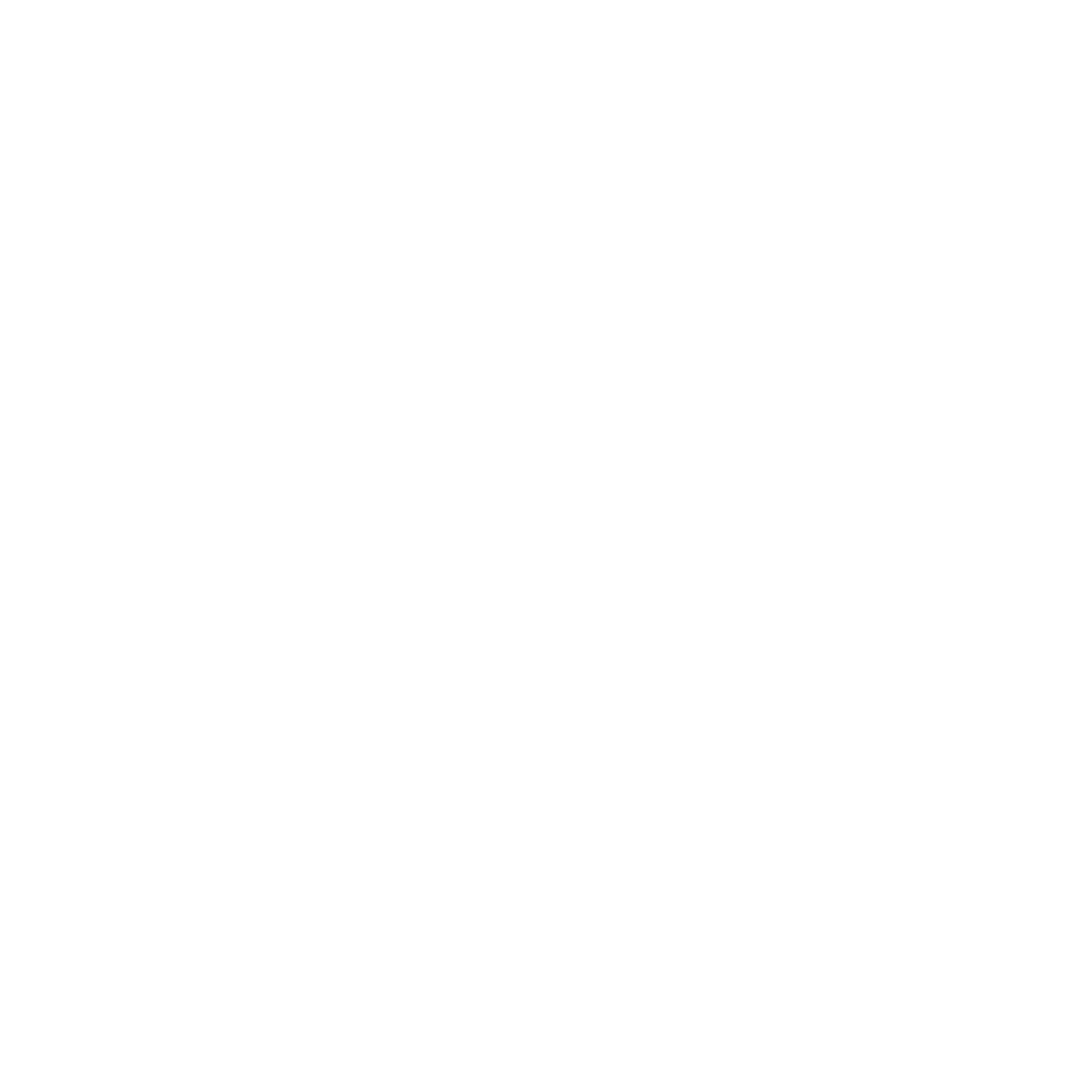
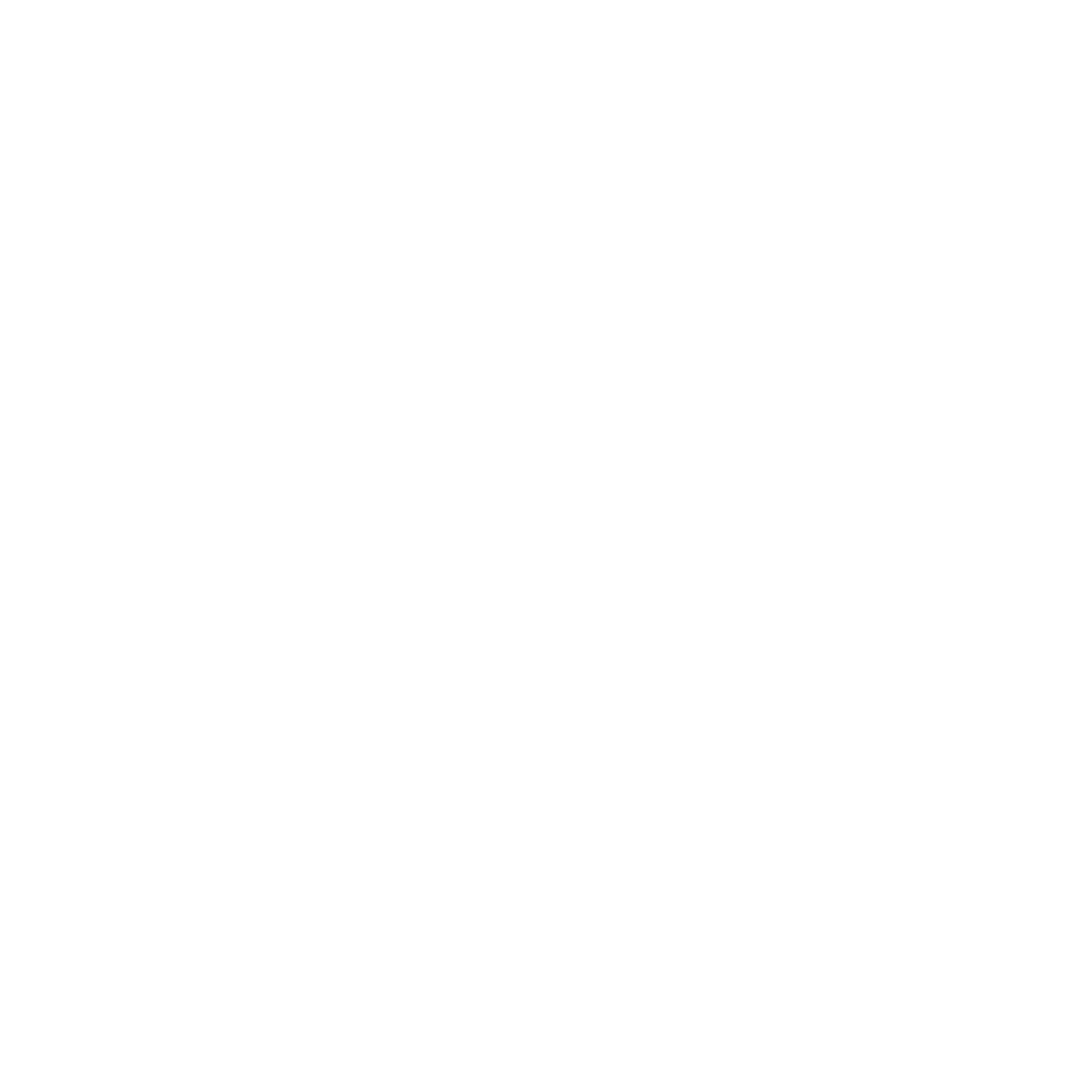
How should our brand sound in different settings (formal, friendly, professional)?

What tone will resonate most with our target audience?

How can we ensure consistency in our voice across all communication channels?

What language style and personality traits reflect our brand best?

**Brand Voice**

****

Aa

Primary Font: Century Gothic – Clean and modern, Montserrat is used for main titles, headers, and the brand name to convey professionalism and trustworthiness.

Font Style: **Bold** – for key headers and logo.

Font Style: Regular – for subheads or important content blocks.

Secondary Font: Georgia – A readable font for body text, instructional content, and smaller print.

Font Style: Regular – For general text.

Font Style: *Italic* – For emphasizing important points or quotes within content.

Font

**Hex: #FFD700  
A vibrant yellow to signify optimism and positivity, used sparingly as a highlight in icons, infographics, or key points in presentations and ads.**

**Hex: #5A5A5A  
Neutral, dependable, and professional; used for body text, backgrounds, and sections that require a balanced, grounded appearance.**

Solar Yellow

**Hex: #28A745  
Represents eco-friendliness and sustainability, ideal for accent features in marketing materials, environmental messaging, and product highlights.**

Steel Gray

**Hex: #007BFF  
Primary color for positive charge, symbolizing energy and innovation. Used in main branding elements, such as the logo, primary headers, and CTA buttons.**

Bright Green

Electric Blue

**Your Logo**

The logotype sans logomark is to be used exclusively within the app.

Wordmark

Logomark (icon)

**Your Logo**

**Your Logo**

Brand Colors

Logo

Vertical Layout

Horizontal Layout

**Objectives**

**Brand Identity: Logo, Colors, and Fonts**

**Objectives**

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |