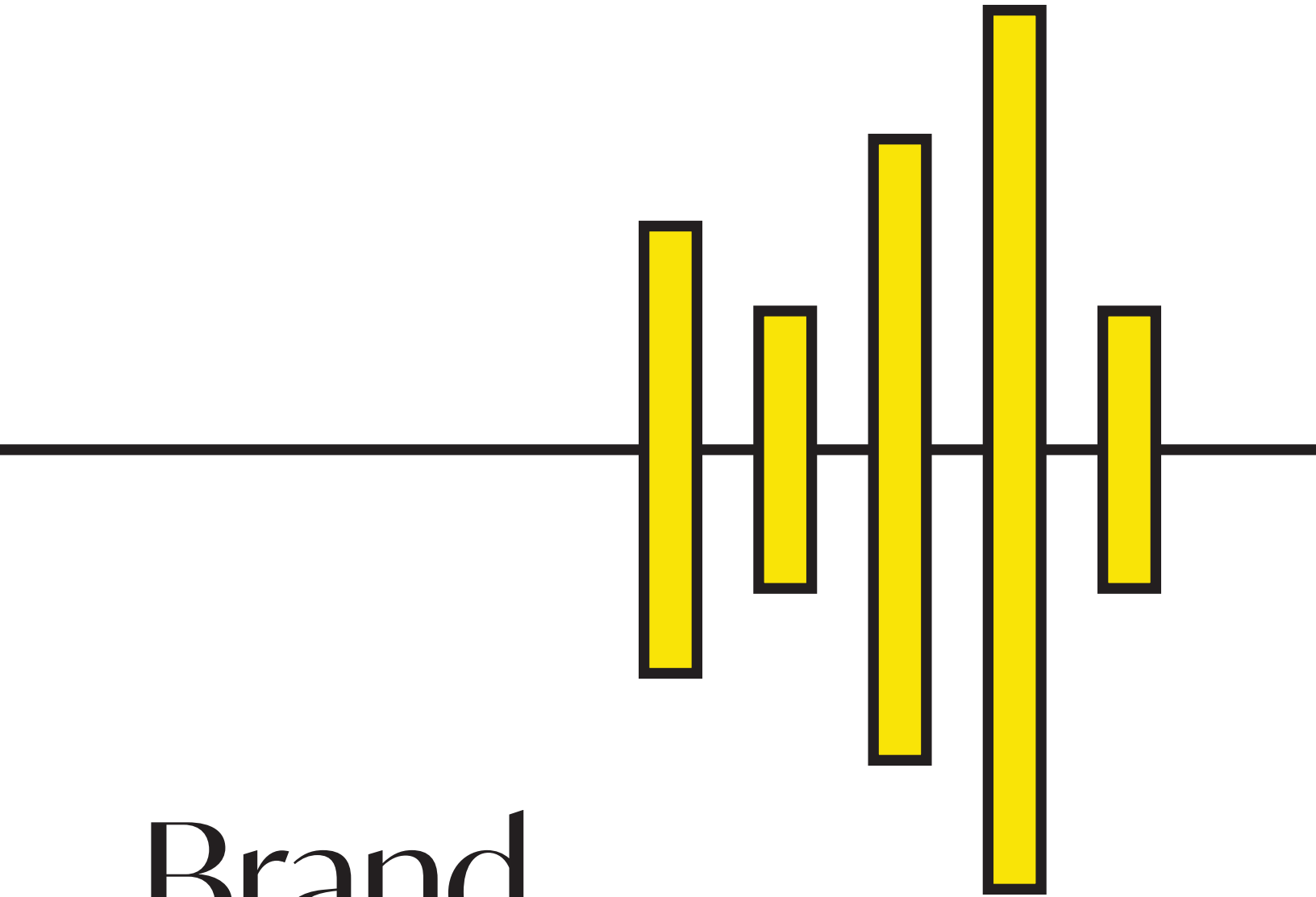


**HISTORIC**



# Brand Alignment

**A TOOL FOR DISCOVERY & ASSESSMENT**

# BRAND OVERVIEW

There's an enormous amount of confusion as to what a brand is. A quick Google search gives this diverse range of answers:

*"It is the emotional and psychological relationship you have with your customers."*

*"A type of product manufactured by a particular company under a particular name."*

*"The name, term, design, symbol, or any other feature that identifies one seller's product or service as distinct from those of other sellers."*

*"The idea or image of a specific product or service that consumers connect with by identifying the name, logo, slogan, or design of the company who owns the idea or image."*

All of these are partial answers at best. Simply put, your brand is your promise to those you want to reach and engage. It tells them what they can expect from you, if you can offer them value, and if they can trust you.

**At Historic, we take a comprehensive approach to brand strategy.**

You don't have a brand; you are a brand.

You have a name, website, organization, and physical space, and while each of these elements plays an important role in your brand strategy, your brand is the collective sum of everything your organization believes, says, and does. And what that collective sum is aligned and consistent with your brand promise, you not only build trust, you create brand advocates and promoters.

# BRAND OVERVIEW

That's the conviction behind our 5 Pillars Framework and why we approach brand strategy by helping our clients understand how each of these 5 pillars works together:

**CULTURE** ————— **WHO YOU ARE**

**PRODUCT** ————— **WHAT YOU DO**

**EXPERIENCE** ————— **HOW YOU FEEL**

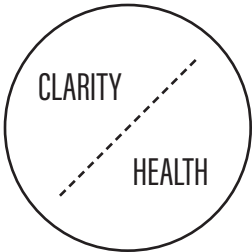
**STORY** ————— **WHAT YOU SAY**

**IDENTITY** ————— **HOW YOU LOOK**

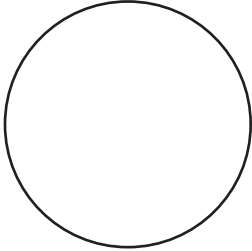
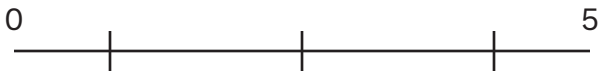
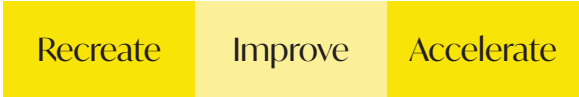
**Together, these 5 pillars provide the infrastructure for successful and sustainable brands in any vertical or industry.**

# BRAND ALIGNMENT

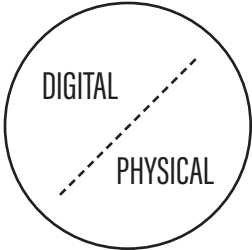
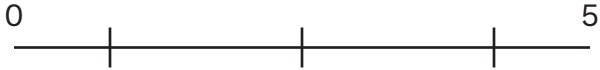
Use the tool below to assess the health and alignment of your brand. As an individual or group, measure the current level of effectiveness for each pillar of your brand.



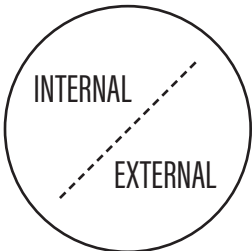
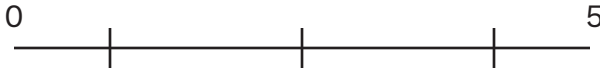
**CULTURE**  
Who you are



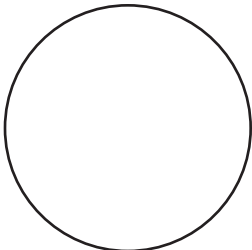
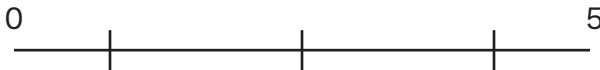
**PRODUCT**  
What you do



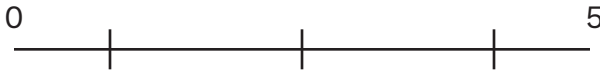
**EXPERIENCE**  
How you feel



**STORY**  
What you say



**IDENTITY**  
How you look



**MAKE SOMETHING HISTORIC**

**MAKEHISTORIC.COM**