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| ***Foundational Branding Principles Worksheet*** |
| **Demand Side Perspective** | **Supply Side Perspective** |
| **Brand Image**1 word:1 sentence:1 paragraph: | **Brand Identity**1 word:1 sentence:1 paragraph: |
| **Brand Experience**1 word:1 sentence:1 paragraph: | **Brand Promise**1 word:1 sentence:1 paragraph: |
| **Brand Appearance**1 word:1 sentence:1 paragraph: | **Brand Positioning**1 word:1 sentence:1 paragraph: |