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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: |