

Brand Canvas



SMALL FISH



1. Purpose

WHO are you? and WHY do people care?



2. Core Value

The value(s) that your brand stood for?



Tools

The tools you use to develop your brand?



Channel

WHICH are the available channel(s) to distribute your brand message?



3. Image

WHAT's your image in public's eye?



4. Icon

Logo, Tagline, Colour, Shape, Graphic, Taste, Sound or Motion that represent your brand?



YOUR
BRAND