### **HELDER BRAND FRAME®**

Once the Brand Frame® has been filled, check whether the content is consistent with each other. Take feelings of interference seriously and sharpen up if necessary, then you can use the Brand Frame as a tool for consistent communication and design that is always on brand.

### **COMPETENCE**

Performance of the brand that sets it apart from the competition (as far as possible)

### **PURPOSE**

Impact of the brand

### **MISSION**

Value proposition: Problem customer + solution brand = success customer

# CORE

**AMBITION** 

Specific goal that the brand wants to achieve

within a certain period of time

"Superpower" of the brand: most important, most prominent feature

### **VALUES**

What determines the culture of the brand

## **TARGET GROUP**

For whom the brand is relevant