##### 1. Purpose

* Why does your brand exist beyond profit?
* What is the unifying principle that drives everything you do, and how is it making people’s lives better?
* Can you relate what makes your brand’s product/service in a way that connects your audiences wants and desires?
* Is this product distinctive vs your competitors?
* Is it credible?

##### 2. Personality

* If your brand was a personality, how would you describe their character?
* Can you write this in 6 words? i.e. rebellious, ambitious, frank

##### 3. Tone of voice

* How does your brand speak? (Projection of your personality)
* Is this tone distinctive?
* Would people recognise you without seeing your logo?

##### 4. Touchpoints

* What ae your key brand touchpoints?
* How is your brand manifested in these spaces?
* How will ensure consistency & coherency to create strong brand?

##### 5. Values

* What do you believe in?
* Why are these values important to you?
* Will these resonate with your target audience?

##### 6. Brand Narrative

* What is your compelling story that your brand should communicate to your students?
* Have you included your brand purpose - What sets you apart and the essential details of your product/service?
* Can you write this in your brand tone of voice?
* Have you communicated your story succinctly?

##### 7. Essence

* What is the one thing the brand stands for. The core idea?
* Can you define it in one word? e.g. joy, exploration

##### 8. Visual Identity

* What are the physical aspects of your brand that consumers should remember? e.g. colour, typography, materials, logo
* What are your design principals and guidelines? e.g. photographic style
* Are these in line with your brand essence?
* Will your identity stand the test of time?