



Brand Identity Outline

Defining Your Brand

Our unique value proposition is...

Our target audiences are...

Our core values are best described as...

Which words best describe your club identity?

My club in one word ->

1.

2.

3.

4.

5.

6.

7.

8.

How do you want members of the community to feel when they hear/see your brand?

Which words do you want your community to use your brand?

Fan sentiment in one word ->

1.

2.

3.

4.

5.

6.

7.

8.

Why should members of the community trust you to represent them authentically?

How will the establishment of your club enrich the community?

What are some examples of successful local organizations that do a great job engaging the community?