

# BRAND NARRATIVE FRAMEWORK TEMPLATE

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# BRAND NARRATIVE FRAMEWORK

COMPANY HISTORY

# PURPOSE, VALUES, & CULTURE

# WHAT DO WE DO?

# WHY DO WE DO WHAT WE DO?

# POSITIONING & STRATEGY

# BRAND ATTRIBUTES

# STORY-FRIENDLY FACTS & FIGURES



# EXECUTIVE BIOS

# EXECUTIVE BIOS

# EXECUTIVE BIOS

# EXECUTIVE BIOS

# BRAND NARRATIVE DOCUMENT DATA

BRAND NAME

BRAND MANAGER

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## DOCUMENT CONTROL

FILE NAME		DOCUMENT ID
DOCUMENT OWNER	ISSUE DATE	LAST SAVED DATE

## VERSION HISTORY

VERSION	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR

## DOCUMENT APPROVALS

ROLE	NAME	SIGNATURE	DATE



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