P.R.A.G.M.A.T.I.C. Branding Overview

Client Name:

Date:

# Purpose

Keeping our patients happy and healthy by educating them the importance of oral health.

For other thoughts and notes about our purpose, review our purpose worksheet here: [Insert Purpose Worksheet Link]

# Vision

To have a full schedule and to make patients happy and healthy!

For other thoughts and notes about our brand’s ambitions, review our vision worksheet here: [Insert Vision Worksheet Link]

# Mission

Treat people honestly and give them the best care

For other thoughts and notes about our brand’s commitments, review our mission worksheet here: [Insert Mission Worksheet Link]

# Values

Honest treatment plans, quality work, and fair pricing.

For other thoughts and notes about our brand’s values, review our values worksheet here: [Insert values Worksheet Link]

# Avatar & Audience

[Insert Avatar]

# Competitive Analysis

[Insert Competitive Analysis summary]

For other thoughts and notes about our competition, review our competitive analysis worksheet here: [Insert Purpose Worksheet Link]

# Differentiator

[insert differentiator]

# Positioning Statement

We help families who want to maintain their oral health through our many years of experience and affordable prices.

# Name

Affinity Dental

AffinitydentalVernal.com

# Tagline/Slogan

Better Teeth. Better Health.

# Personality

[insert personality summary]

For more details about our brand voice and personality, see our personality worksheet here: [insert personality worksheet link]

# Themes

[Insert some imagery or patterns that are representative of the brand]

# Brand Story

[insert brand story framework]

# Color Palette

Purple, Blue and gray. (Similar to our logo)

# Typography

[insert typography guide]

# Logos



# Audio Brand

[Insert link to audio brand]