



BRAND CLARITY CANVAS

DEFINE YOUR BRAND.

FOCUS YOUR MESSAGE.

STAND OUT WITH CONFIDENCE.

HOW TO USE THIS CANVAS



1. Print it out or fill it in digitally
2. Answer each section honestly
3. Look for gaps, overlaps, or fuzzy answers
4. Book a call to review it together

CLICK HERE
TO FILL THE CANVAS DIGITALLY



THE BRAND CLARITY CANVAS



Purpose

[Write your notes here]



Audience

[Write your notes here]



Promise

[Write your notes here]



Voice

[Write your notes here]



Positioning

[Write your notes here]



Visual Identity

[Write your notes here]



Core Offers

[Write your notes here]



Proof

[Write your notes here]



Call to Action

[Write your notes here]



NEXT STEPS



Reflection prompts:

- Which of these sections felt hardest to complete?
- Where were you vague or uncertain?

➤ Book a **Brand Clarity Session (Live)** or request a **Brand Review (Written)**

Choose a session if you want guidance in real time, or a review if you prefer my written analysis.

Details & pricing:

Brand Clarity Session -> 60 minutes, €150/session.

Brand Review -> 2-3 days turnaround, €225/review.



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