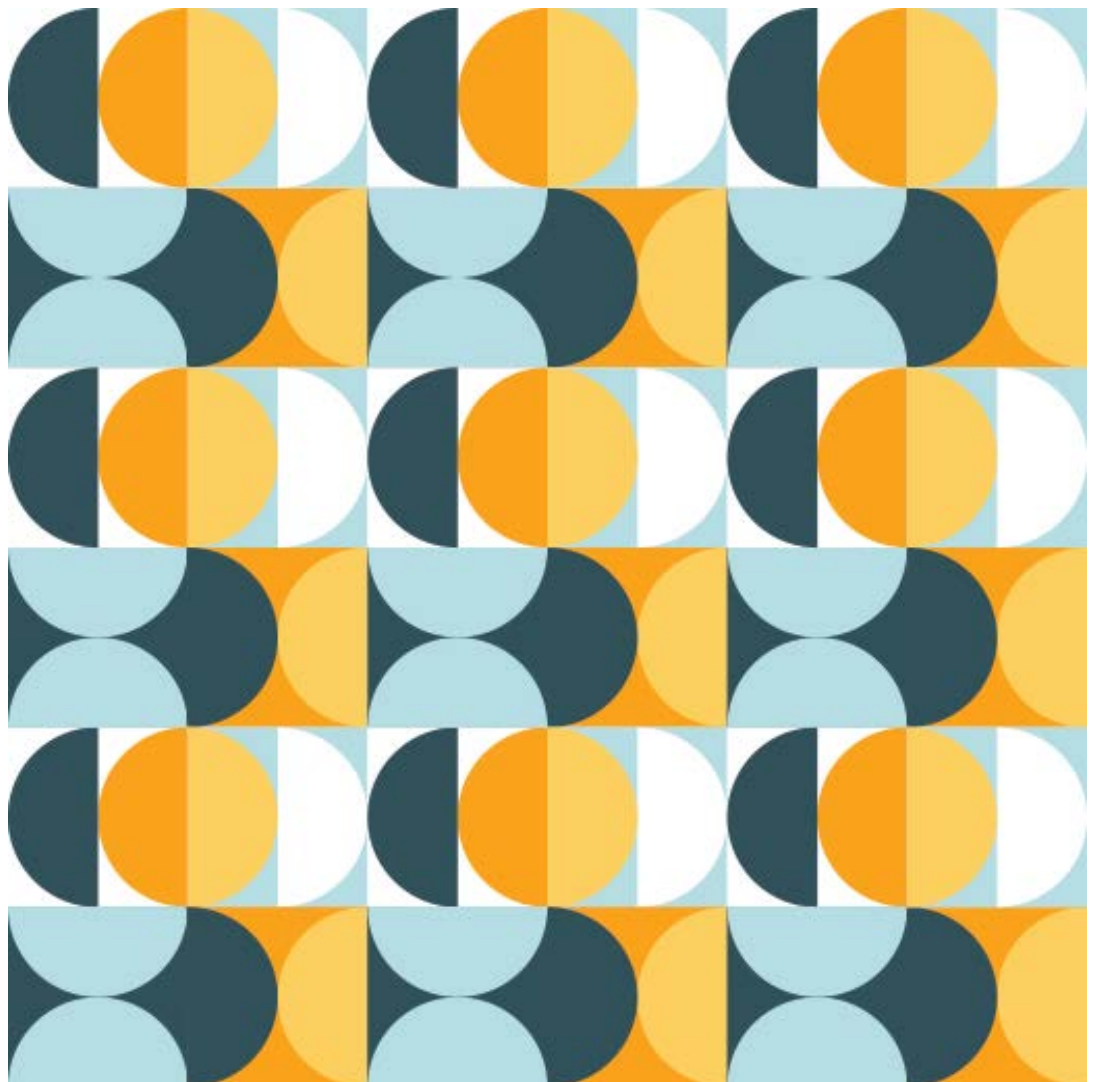


PRINTABLE BRAND STORY TEMPLATE

Try Smartsheet for FREE

Template begins on page 2.



BRAND STORY

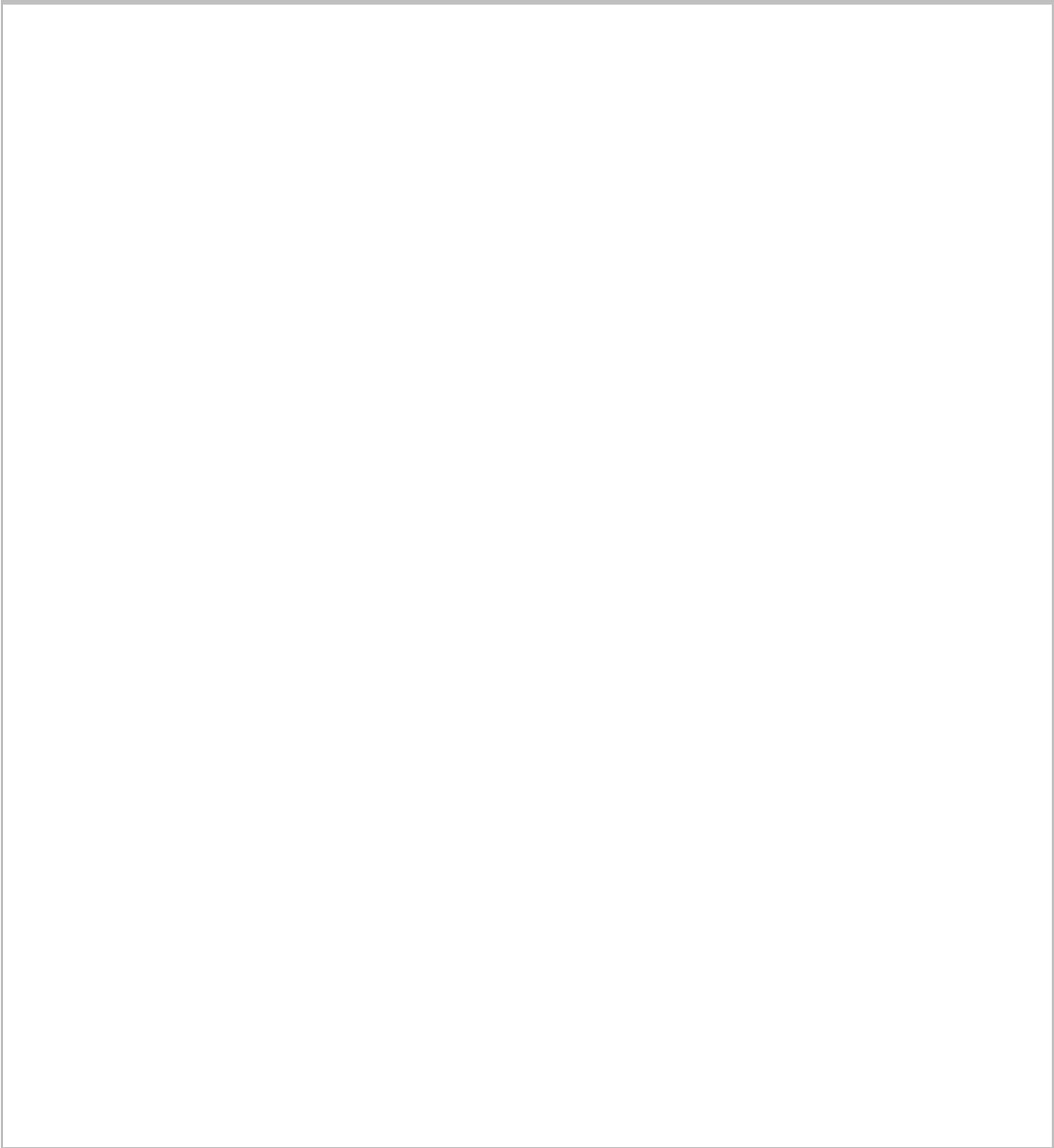
DOCUMENT CONTROL

DOCUMENT NAME		DOCUMENT ID
DOCUMENT OWNER	ISSUE DATE	LAST SAVED DATE

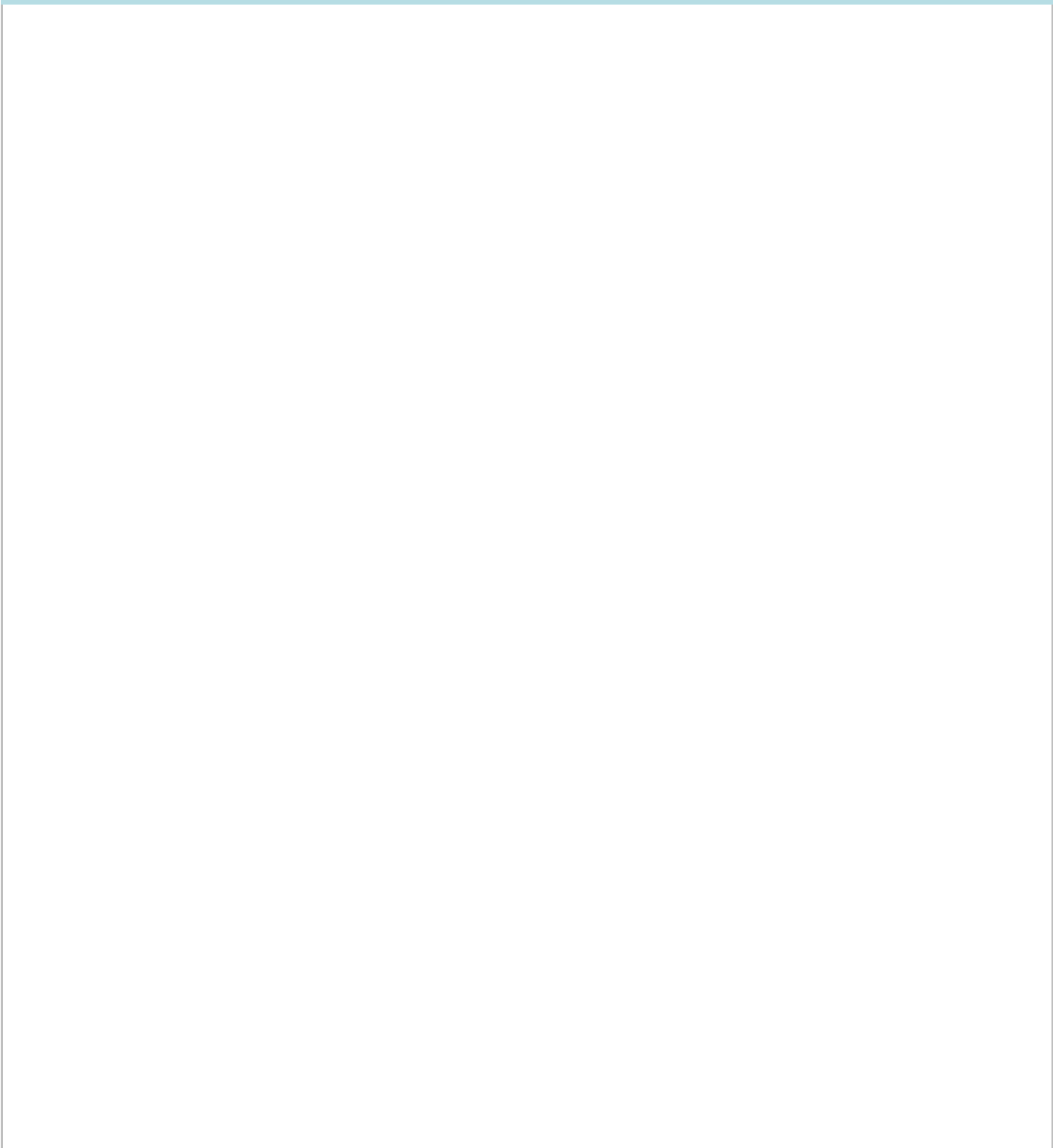
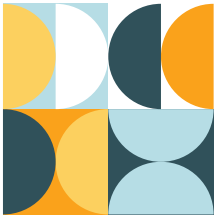
TABLE OF CONTENTS

DOCUMENT CONTROL	2
COMPANY HISTORY	3
PURPOSE, VALUES, & CULTURE	4
WHAT DO WE DO?	5
WHY DO WE DO WHAT WE DO?	6
POSITIONING & STRATEGY	7
BRAND ATTRIBUTES.....	8
BRAND MESSAGING	8
MISSION STATEMENT	8
VISION	9
BRAND PERSONALITY	9
STORY-FRIENDLY FACTS & FIGURES	10
EXECUTIVE BIOS	11

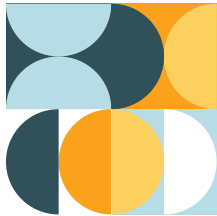
COMPANY HISTORY



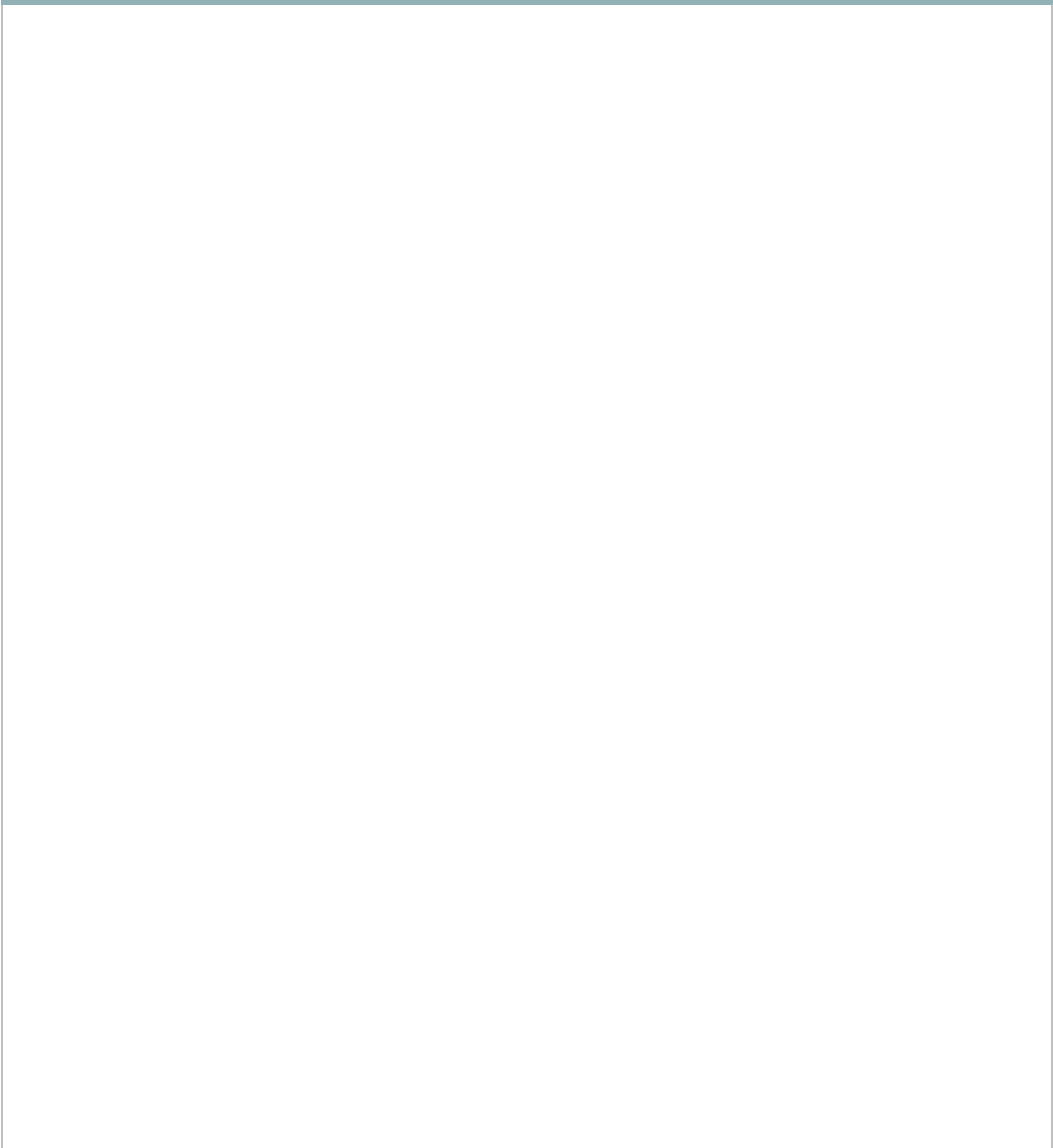
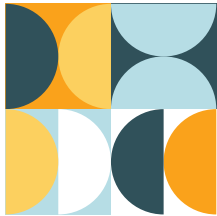
PURPOSE, VALUES, & CULTURE



WHAT DO WE DO?



WHY DO WE DO WHAT WE DO?



POSITIONING & STRATEGY



BRAND ATTRIBUTES



BRAND MESSAGING



MISSION STATEMENT



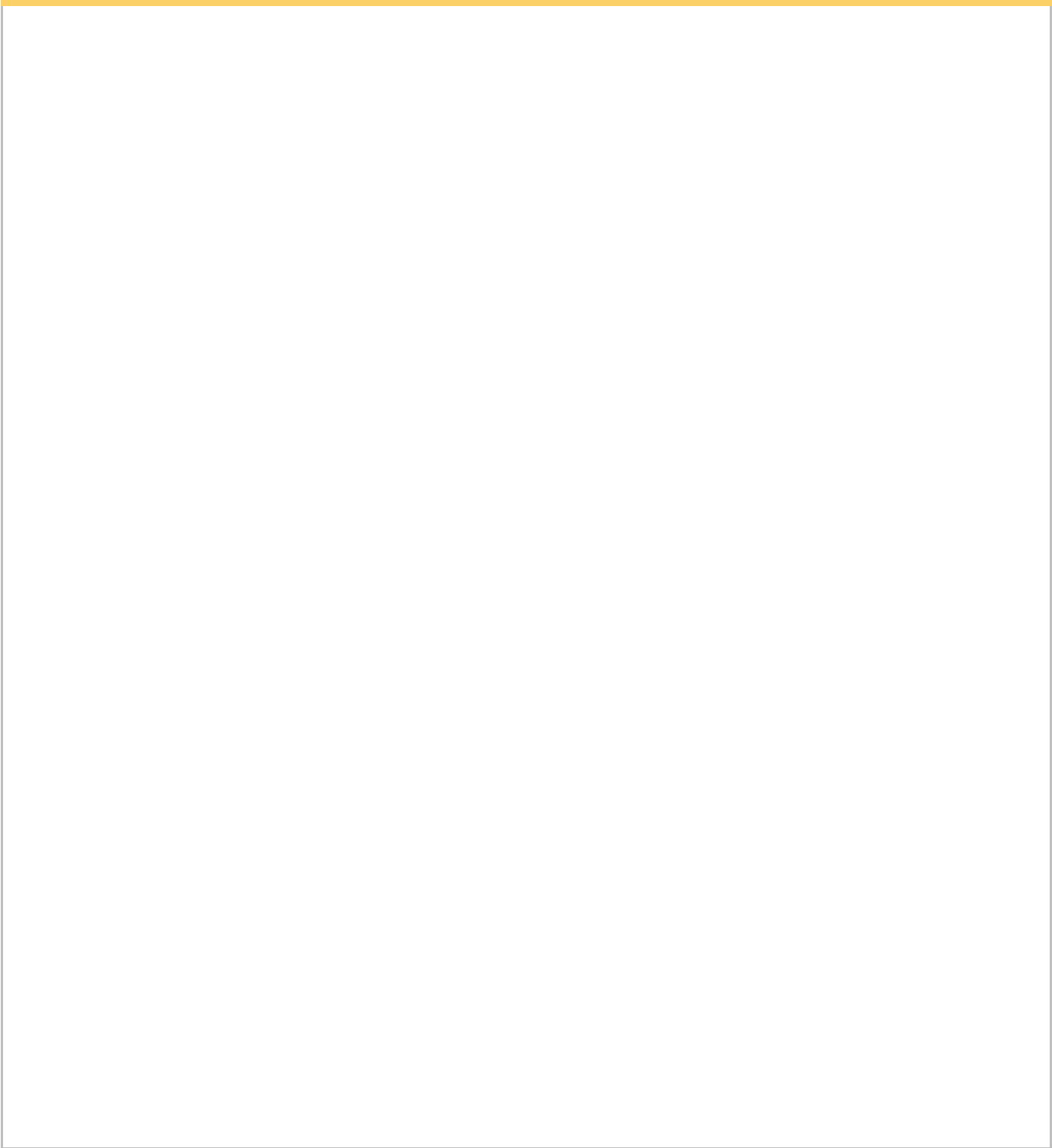
VISION



BRAND PERSONALITY

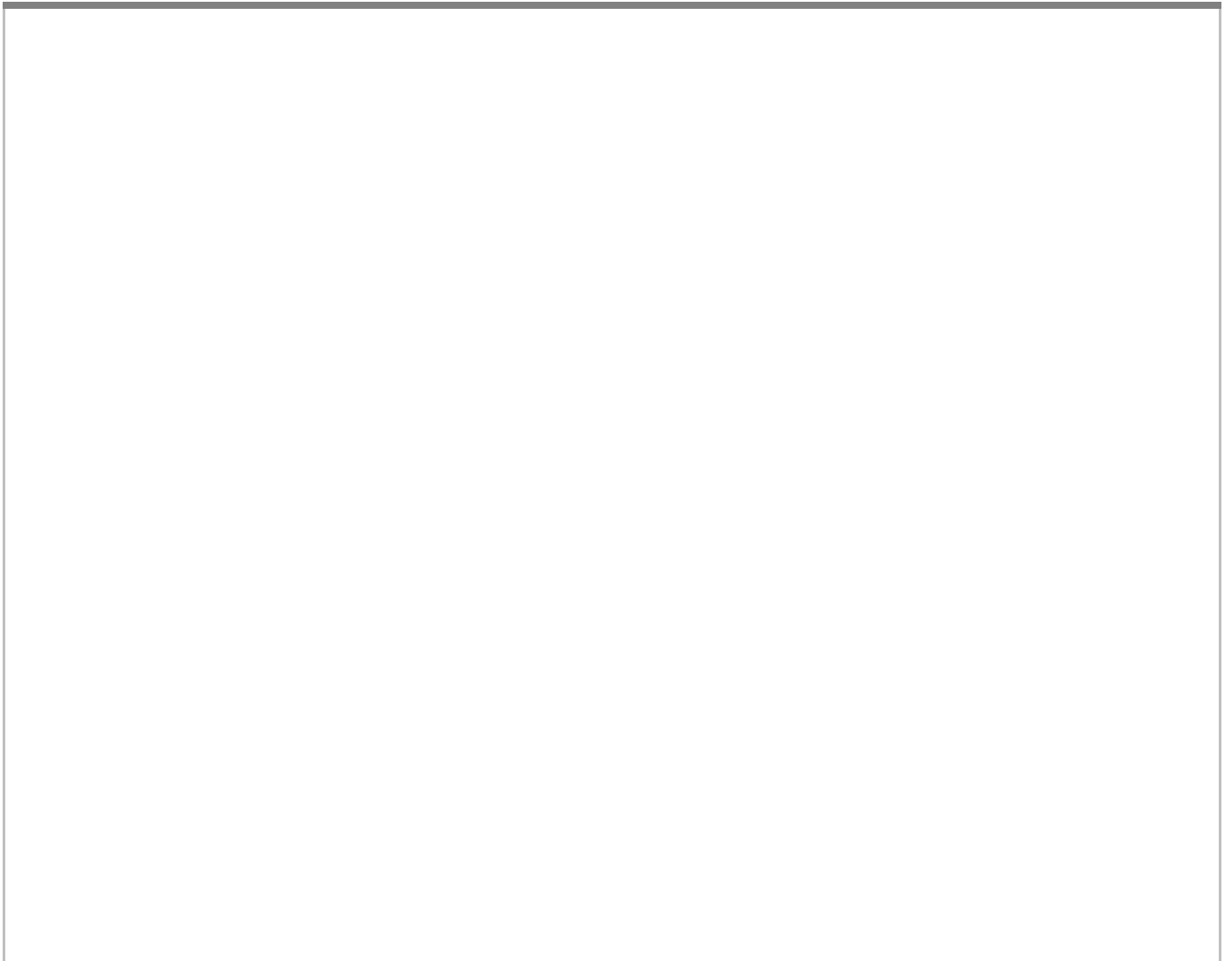


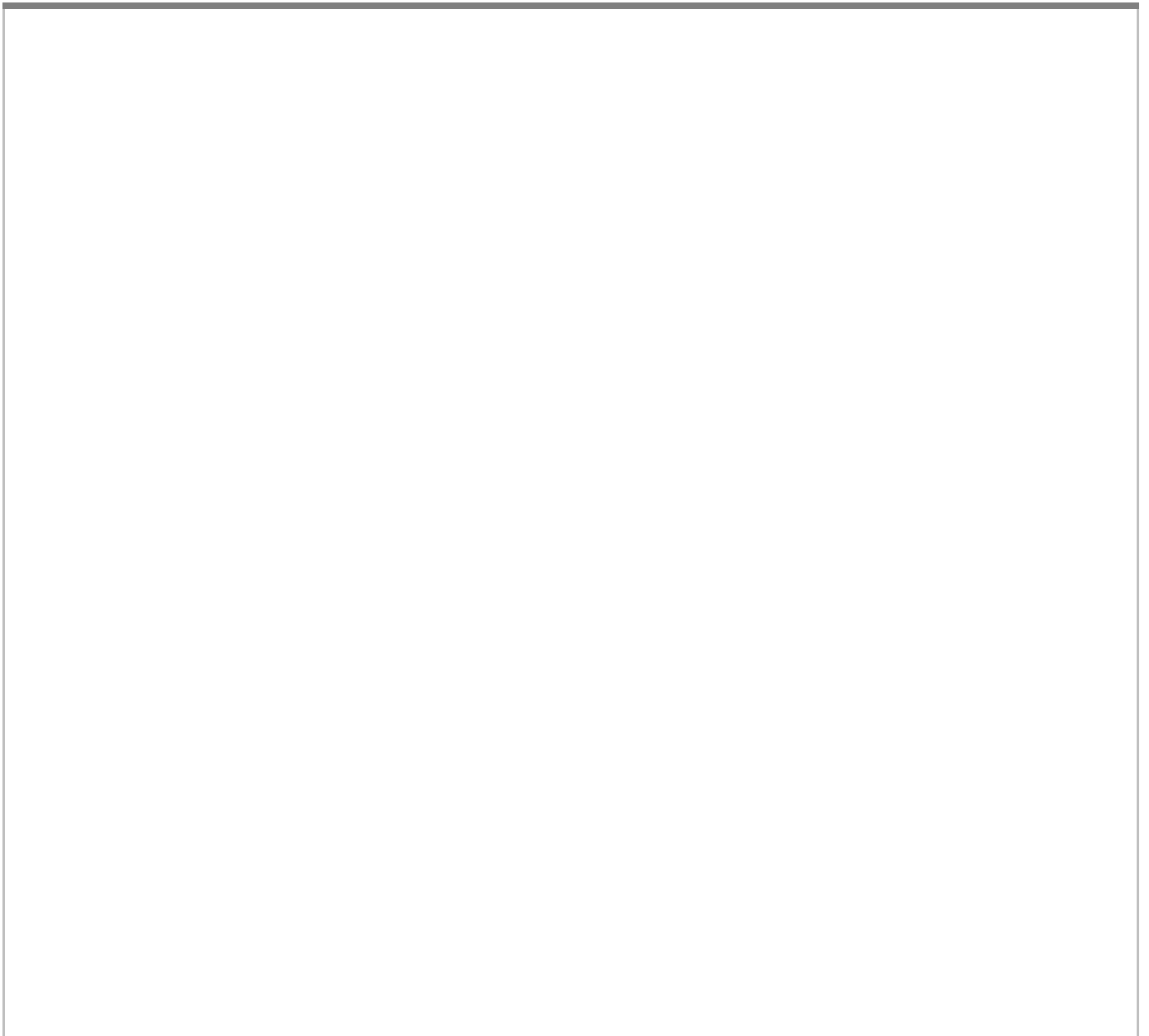
STORY-FRIENDLY FACTS & FIGURES

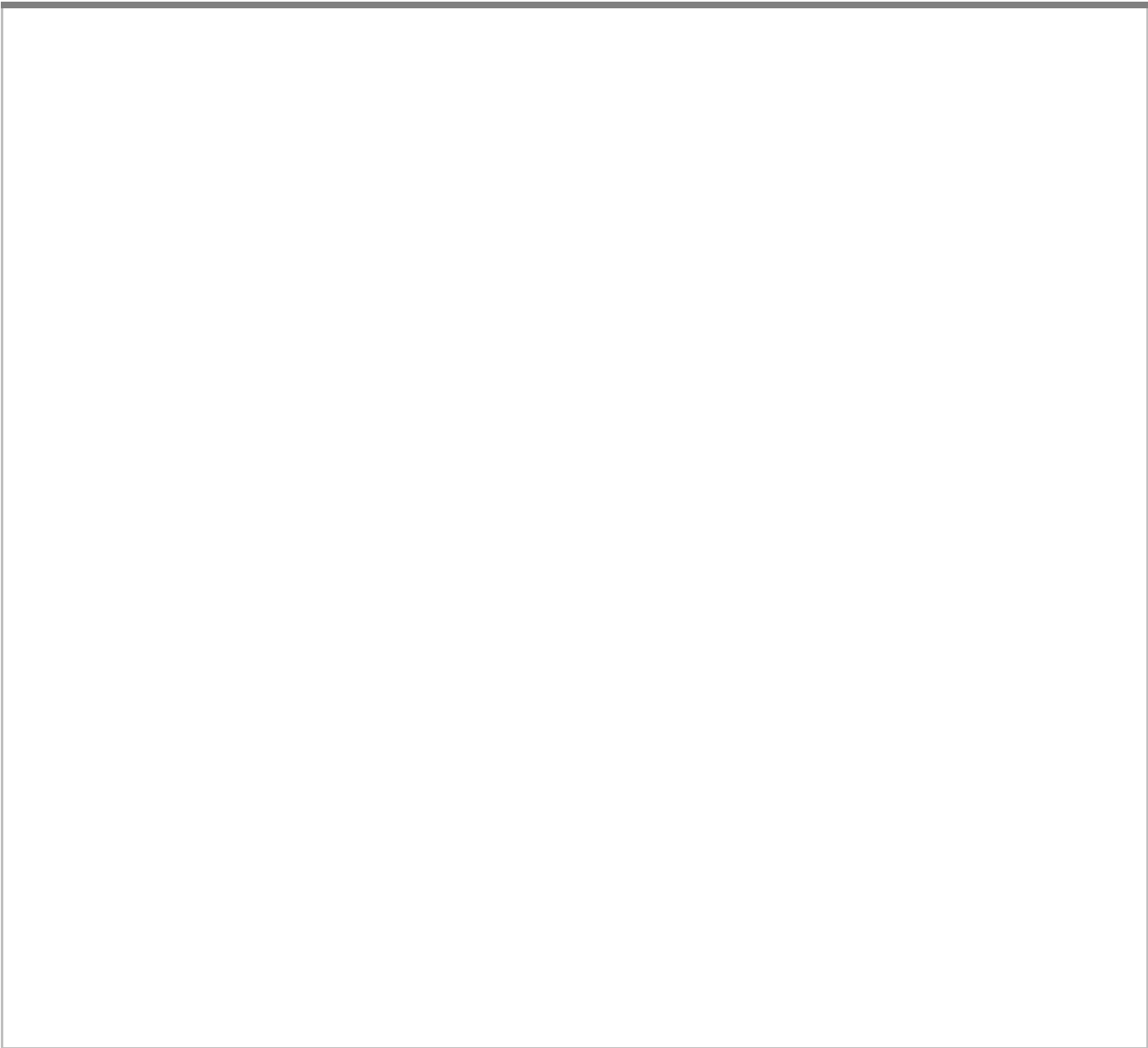


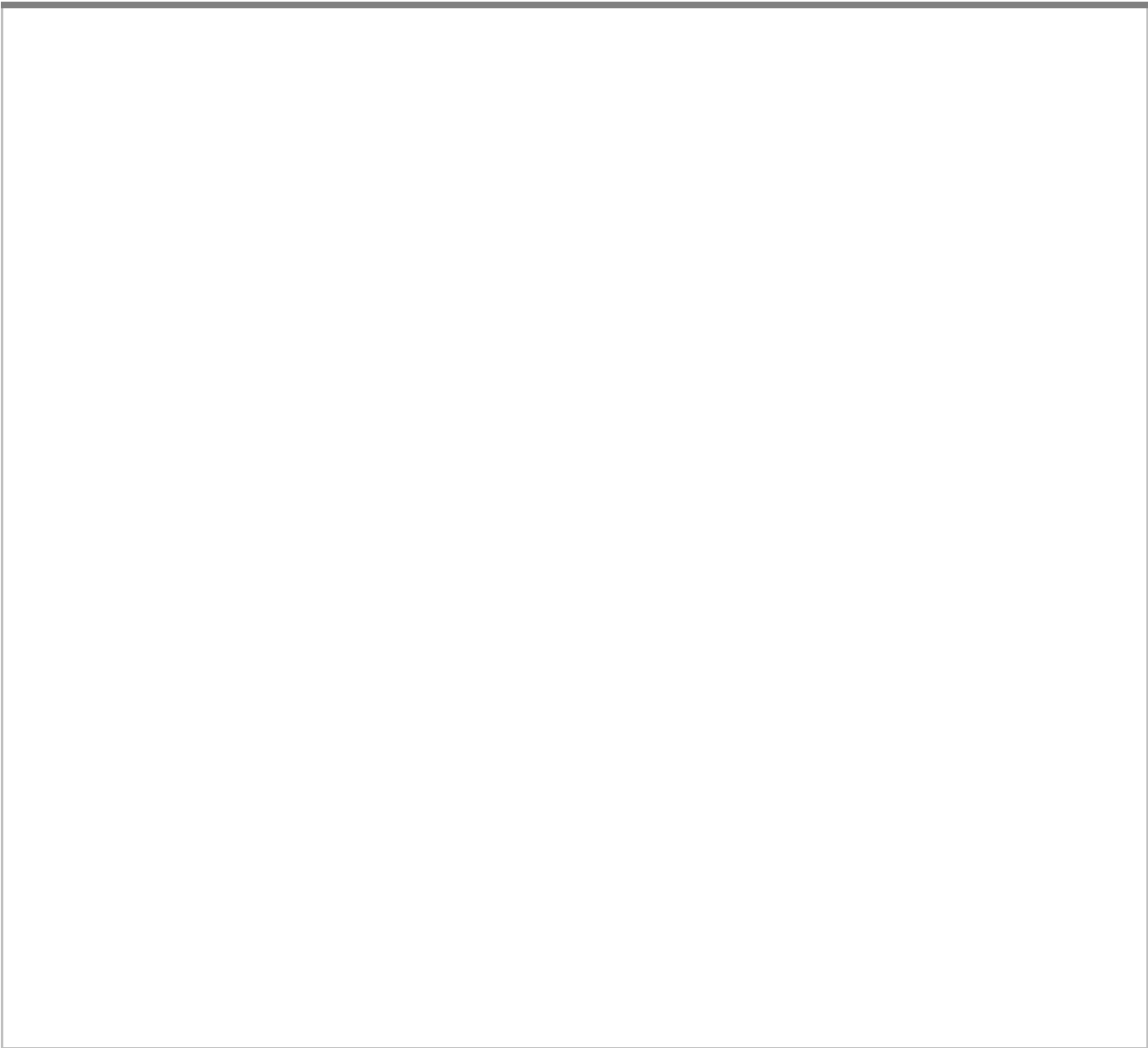


EXECUTIVE BIOS









DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.