

The Strategy-First Brand Brief

A rebrand doesn't start with a moodboard. It starts by answering these four questions, in this order. Write real answers, not polished ones — this is a working document.

01

Who is this brand for?

be specific — “everyone” is not an audience

02

What do we promise that competitors don't?

if a competitor could say the same line, keep going

03

How do people feel, and what should they do next?

one feeling. one next action.

CORE IDENTITY — NON-NEGOTIABLES

04

What should never change, no matter what trend comes and goes?

your 3–5 non-negotiables — David Aaker calls this your core identity

1

2

3

4

5

Once you can answer all four without arguing about them in the room, you're ready to open Figma, Canva, or your design tool of choice. Not before.