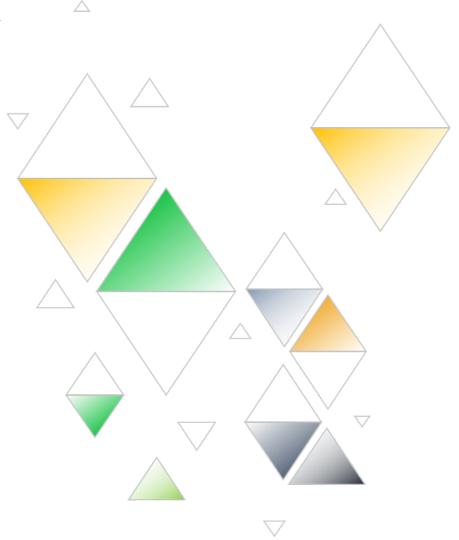
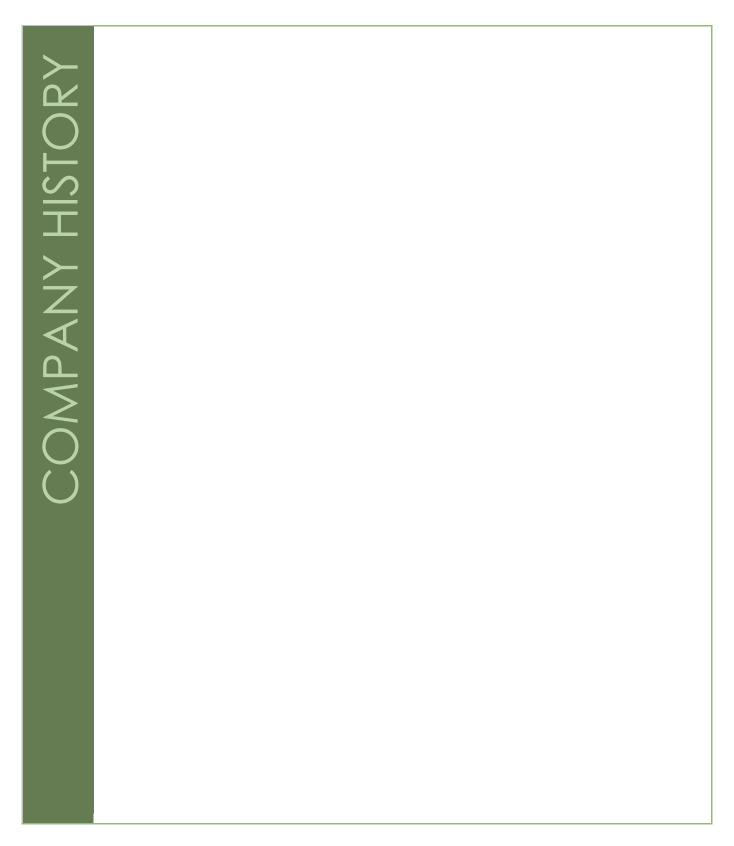
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BRAND NARRATIVE FRAMEWORK TEMPLATE

Template begins on page 2.



BRAND NARRATIVE FRAMEWORK



PURPOSE, VALUES, & CULTURE

WHAT DO WE DO?

POSITIONING & STRATEGY

BRAND NARRATIVE DOCUMENT DATA

BRAND MANAGER

BRAND NAME

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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