



good. kiwi. craftsmanship.

Values and your brand

The purpose of this exercise is to systematically assess how well your brand aligns with your purpose and values, and communicates those to your target audience. It should help to identify if there are areas that you need to align more closely with your values, so you can then think about the steps to making your overall brand more consistent and authentic.

1 Rank the values that are important or relevant to your business, and/or add your own:

	Sustainability		Honesty		Accountability
	Innovation		Loyalty		Passion
	Philanthropy		Adventure		Transparency
	Authenticity		Teamwork		Quality
	Integrity		Simplicity		Environment
	Craftsmanship		Open-mindedness		Professionalism
	Community		Trustworthiness		
	Collaboration		Communication		
	Provenance		Fun		
	Creativity		Diversity		
	Inclusivity		Curiosity		
	Learning		Customer satisfaction		

2 Write your top three values into the table and rate each element of your brand on how well it aligns with that value:

	Value 1					Value 2					Value 3				
Name	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Logo	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Tagline	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Product descriptions	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Photos	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Packaging	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Price	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

3 If you have elements of your brand that don't rate highly, how can you align these more closely with your brand values and personality?