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The Brand Pyramid



A brand pyramid is the framework that a brand's identity is built on. It provides the foundation for how a brand is presented to the world.

Overview

A brand pyramid is a strategic blueprint that becomes the framework for your brand's identity. It encompasses every element that collectively defines, aligns, and guides your brand's presence in the market.

It serves as a guide for all company decision-making, ensuring that your brand presents a unified and compelling image to your stakeholders, both internal and external.

Internal Use

This framework helps everyone in your company, from employees to leaders, stay on the same page and are consistent in everything they do and say. This includes marketing, sales, customer experience, product development, and HR. No department is exempt from understanding and owning your brand.

External Use

This pyramid provides a playbook that keeps your brand message and image clear, strong, authentic, and consistent so both current and future customers feel connected and engaged to your brand.

How to Start

Start from the bottom up.

You need a solid foundation to build a strong brand.

Mission -- What you do

Vision -- Where you want to go

Purpose -- Why you exist

Values -- How you operate