

PALMER&CO.

MINIUMUM VIABLE

BRANDING

# WELCOME TO THE BRAND PURPOSE CANVAS!

This is an essential step in the Minimum Viable Branding process. The answers to these questions will help you understand how to magnetise your brand.

The brand purpose canvas will help you to:

- Uncover you and your company's beliefs
- Explore what your purpose could be
- Create your own purpose statement

**LET'S GO!**



PALMER&CO.

# MINIMUM VIABLE BRANDING

## BRAND PURPOSE CANVAS

### HOW TO USE THE BRAND PURPOSE CANVAS

The best way to use the brand canvas is to print out all four sheets and stick them on the wall like this.

Then go through each one and scribble your notes. This is a process that could take a while as your ideas evolve, so it's fine to leave it there for a bit and come back to it later.

If you have a team, get them involved, maybe run a tea and cake brainstorming session to start of the week.

Most importantly, have fun! This activity can be brain taxing, but it's also really inspiring and feels amazing when you get it right!



# EXAMPLE PURPOSE STATEMENTS

PALMER&CO.

MINIMUM VIABLE  
BRANDING

## INSPIRATION STATION!

Here are some great purpose statement examples to inspire you before you start.

**IKEA:** To create a better everyday life for the many people.

**Tesla:** To accelerate the world's transition to sustainable energy

**TED:** Spread ideas

**Meta:** Give people the power to build community and bring the world closer together

**Microsoft:** We strive to create local opportunity, growth, and impact in every country around the world

**Patagonia:** Patagonia is in business to save our home planet

**Abel & Cole:** We want to provide easy ways to help the planet

**Good Energy:** To give people a way to be part of a practical solution to climate change

**Abundance investment:** To help everyone mobilise their money for good.

**Dove:** We believe beauty should be a source of confidence, and not anxiety.

# BELIEFS

Why did you start your company / side hustle

What are you and your team really passionate about?

What are your core beliefs and values (inside and outside of work)?

What beliefs do you disagree with?

PALMER&CO.

MINIMUM VIABLE

BRANDING

# PROBLEM

Who would you like to help or what would you like to change?

What is wrong with the existing status quo?

How is the problem holding people / the world back?

How could you help change that?

PALMER&CO.

MINIMUM VIABLE

BRANDING

# FUTURE STATE

What is your utopian vision of the future for you, the people you help and the world?

How could your company help improve the status quo or solve the problems you have identified?

What would that look like?

How would that make your customers / the world at large / you feel?

PALMER&CO.  
MINIMUM VIABLE  
BRANDING

# PURPOSE

Now it's time to pull all your thoughts together. This can take time so it's ok to give it time to percolate. A good purpose statement should be:

- Inspirational
- Solve a problem
- Jargon free
- Aspirational

PALMER&CO.  
MINIMUM VIABLE  
BRANDING



Does this purpose inspire you?  
Does it help you stand for something more than just making money?  
Will the world be a better place if you achieve your purpose?  
Is it transformative?

# CONGRATULATIONS

You've completed a really important step towards creating a purpose-driven magnetic brand.

Remember, this is just the start, the power of your purpose comes from what you do, not what you say.

Need some help with the next steps?  
Drop us a line at [hello@palmerand.co](mailto:hello@palmerand.co)

PALMER&CO.

MINIMUM VIABLE

BRANDING

