



THE 6 PILLAR BRAND AUDIT

# IDENTITY

SIVA Marketing | The voice of your image  
4020 St-Ambroise, suite 495 | MTL, QC, H4C 2C7

514-667-8664 | 1-866-602-2334 | [info@sivamarketing.ca](mailto:info@sivamarketing.ca)

[sivamarketing.ca](http://sivamarketing.ca)

# YOU SCORED LOWEST IN IDENTITY.

Corporate identity is how your business presents itself to the outside world, but this is largely shaped by its internal culture and values. The way business happens on a day-to-day may seem like something that only the internal community knows, but this is seldom the case.

Strong value systems are like the bottom of your brand iceberg. Invisible to the world, but foundational in all you do - and how you show up.

There are two main landscapes you should consider for your brand. The internal: created by self image and personality, and the external: seen as the public image or positioning. The two go hand-in-hand and are referenced in our **Brand Identity Blueprint™** framework.



## QUICK WINS!

- Decide on who the company is, summed up in one word
- Know that your beliefs set the tone, and your behaviors create language
- Identify feedback that consistently comes back from your clients, vendors, colleagues, or competitors
- Understand how you deliver value to your customers
- Ask your anchor customers why they continue working with you

Still struggling to develop an **Identity** that reflects your brand?

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