**BRAND STORY NOTES**

As of June 18, 2024

**Personality – What kind of person are we?** (How do we want people to experience us?)



**Character – What will people remember?** (What are our personal values that we want people to remember about us after introduction?)



**Attitude – What will people remember?** (How will we want people to describe us to their family and friends?)



**Logical – What do we want people to think about us?**



**Emotional – What do we want people to feel about us?**