# The Brand-Building Canvas

Brand-Building Canvas PowerPoint Slides

Part I

# Getting to Know the Canvas

Version: 5 November 2026
PPT download: https://upmarkit.com/en/brand-building-canvas/templates

# Brand-Building Canvas

Brand: | Version: | Brand Essence:

## I. 1. Brand Vision

Why?

## II. Brand Offering

2. Brand Competence

3. Functional Benefits

What?

4. Key Differentiator

## III. Brand Customers

5. Key Customers

6. Prototypical User

For whom?

7. Brand-related Self

## IV. Brand Character

12. Brand Persona

9. Brand Culture

By whom?

11. Brand Face

10. Brand Theme

## VI. 14. Key Touchpoints

Where to reach customers?

8. Brand Community

## V. 13. Brand Relationships

How to interact with customers?

## VII. 15. Brand Expression

How can the brand symbolize what it wants to stand for?

## VIII. Business Operations

16. Key Resources

17. Key Activities

18. Key Partners

How to operate the business?

## IX. Cashflow

19. Key Costs

20. Revenue Streams

How to generate profits?

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Version:

Brand Essence:

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What should the brand ultimately achieve for its customers, society, and the business itself?

## II. Brand Offering

Why should customers choose the brand – what makes it valuable and distinctive?

## III. Brand Customers

For whom is the brand designed, and what role should it play in customers' lives?

## IV. Brand Character

What defines the brand's character and personality?

## V. Brand Relationships

What role should the brand play in customers' lives – as an expert, host, coach, curator, or companion – and in what tone should it address them?

## VI. Key Touchpoints

Which few communication, distribution, or service touchpoints should the brand become especially known for?

## VII. Brand Expression

Which few recurring signature elements should express what the brand stands for and make it recognizable, even without its name?

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Part II

# Getting to Know Each Canvas Element

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BLOCK I

# 01 Brand Vision



What should the brand ultimately achieve for its customers, society, and the business itself?

Brand Vision captures the overarching goals of a brand: what it ultimately wants to achieve for its customers, society, and the business itself. As its North Star, it brings together the brand's Mission for customers and Purpose for society with its Business Vision: the longer-term goal for the business and, as a part of it, the shorter-term Business Ambitions. Together, these goals align employees, partners, and investors behind the same desired future.

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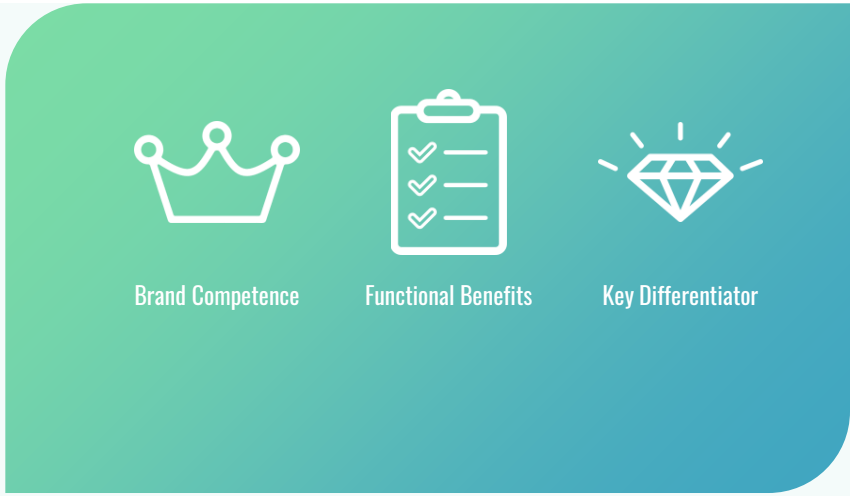
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Block II

# 2–4 Brand Offering




The Brand Offering block answers why customers should choose the brand. It captures the product-related and functional basis of the brand's value proposition by clarifying the area in which the brand aims to be recognized as an expert, the qualities and standards customers should consistently expect, and the strongest reason to choose it over competitors.

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BLOCK II

# 02 Brand Competence

In what area should the brand be seen as especially strong and competent – a product category, a skill, a usage occasion, or a customer problem it solves better than others?

Brand Competence defines the area in which the brand wants to be seen as especially strong and competent. It may focus on a product category, material, skill, usage occasion, or customer problem the brand is particularly good at solving. It gives customers a reason to trust that the brand can deliver its promise.

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BLOCK II

# 03 Functional Benefits

Which three to five product- and service-related qualities should give customers good reasons to choose the brand?

Functional Benefits define the three to five functional, product- and service-related characteristics customers should associate with the brand, such as durability, comfort, performance, convenience, or value for money. They should reflect the main criteria customers use to compare alternatives and guide what the brand must deliver consistently.

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BLOCK II

# 04 Key Differentiator

What should be the strongest reason for customers to choose the brand over competitors?

While Functional Benefits describe the broader set of benefits the brand seeks to deliver, the Key Differentiator captures its most important relative advantage. It may consist of one particularly distinctive benefit, a distinctive combination of benefits, or a particular way of making a benefit available to customers.

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Block III

# 5–8 Brand Customers




The Brand Customers block defines for whom the brand is designed and how it should become meaningful in customers' lives. It brings together the intended Key Customers, the desired image of the Prototypical User, the feelings and self-perceptions the brand should evoke, and the community to which customers should feel connected.

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BLOCK III

# 05 Key Customers

## Which specific customer group should the brand primarily aim to attract?

Key Customers are the customer group the brand is primarily designed to attract. Defining them clarifies whose needs, preferences, purchase criteria, and life situation should guide the offering, communication, channels, and customer experience. This does not exclude other customers, but establishes whose expectations should receive primary attention.

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BLOCK III

# 06 Prototypical User

What kind of person should customers imagine as the brand’s typical user?

The Prototypical User is the kind of person brand managers want customers to imagine when they think of the brand. This image often differs from the actual customer base. Because customers consider whether they identify with or aspire to this user image, shaping it deliberately can make the brand more desirable or create a barrier to purchase.

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BLOCK III

# 07 Brand-related Self

When using the brand, how should customers feel and who should they believe they are or can become?

The Brand-related Self describes how customers should feel and who they should believe they are or can become when using the brand. The brand may help them confirm or express who they already are, experience a desired emotion, or move closer to the person and lifestyle they would like to achieve.

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BLOCK III

# 08 Brand Community

Which group of people should customers feel they belong to through the brand?

Brand Community defines the social group, scene, or movement customers should feel connected to through the brand. The community may involve direct interaction or exist mainly as an imagined connection among like-minded people who share similar values, interests, activities, or aspirations.

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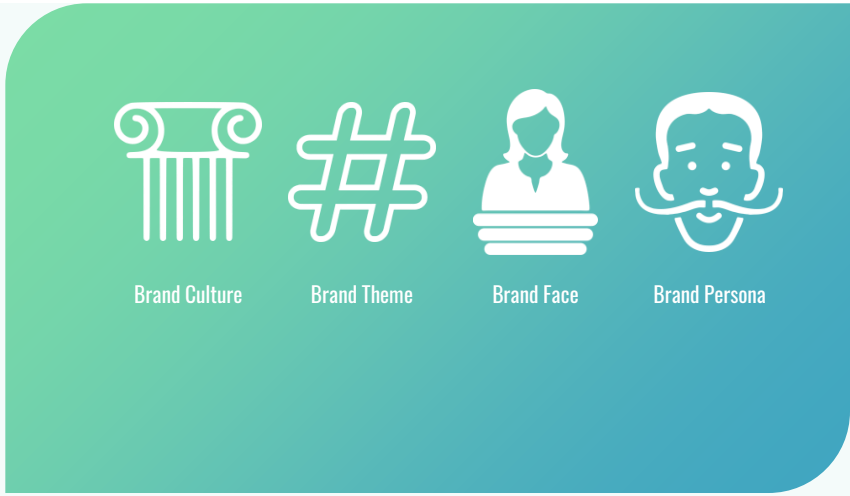
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Block IV

9–12

# Brand Character




The Brand Character block captures the cultural and symbolic meanings the brand should convey. These meanings emerge from four sources: the cultural world from which the brand draws meaning, the themes it continually explores, its imagined human persona, and the real people who visibly represent it.

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BLOCK IV

# 09 Brand Culture

## What cultural roots should shape the brand and give it meaning?

Brand Culture defines the cultural foundations from which the brand derives meaning, such as a country, city, subculture, tradition, philosophy, or way of thinking. Together with the brand's values, these references can inspire its identity, give it depth, and become an important source of differentiation.

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BLOCK IV

# 10 Brand Theme

What overarching theme should guide what the brand keeps talking about, showing, or teaching beyond its products?

The Brand Theme sets out the overarching thematic idea that gives the brand's content, expression, and touchpoints a coherent direction over time. It identifies what the brand should repeatedly discuss, interpret, or teach beyond its products and helps it avoid disconnected content while developing recurring formats.

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BLOCK IV

# 11 Brand Face

Which real person or group inside the company should represent the brand – and what kind of people should customers know stand behind it?

Brand Face is about the real people who visibly represent the brand, such as founders, CEOs, creative directors, or other company representatives – and, more broadly, what kind of people stand behind it.

A credible Brand Face can humanize the organization, strengthen trust and goodwill, and create a greater sense of personal closeness.

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BLOCK IV

# 12 Brand Persona

What imagined human character should guide how the brand looks, speaks, and behaves?

Brand Persona describes the brand's imagined human character: the kind of person it would be if it were human. It may include personality traits, life goals, and lifestyle preferences that create a vivid character and guide how the brand communicates, behaves, and presents itself.

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BLOCK V

# 13 Brand Relationships

What role should the brand play in customers' lives – as an expert, host, coach, curator, or companion – and in what tone should it address them?



Brand Relationships define how the brand wants to relate to its customers. This includes the role it wants to play in their lives, the kind of bond customers should experience, and the tone in which the brand addresses them. A distinctive relationship can help the brand behave differently from competitors and reshape the category experience.

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BLOCK VI

# 14 Key Touchpoints



Which few communication, distribution, or service touchpoints should the brand become especially known for?

Key Touchpoints are the few communication, distribution, and service encounters through which customers should experience the brand and for which it wants to become known. They are not a complete channel list, but selected identity-bearing touchpoints that can bring the brand to life and become recognizable brand signatures.

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BLOCK VII

# 15 Brand Expression



Which few recurring signature elements should express what the brand stands for and make it recognizable, even without its name?

Brand Expression defines how the brand should look, sound, feel, speak, and act to express its intended meaning. The goal is to develop a small set of recurring signature elements, such as a color, symbol, sound, phrase, or ritual, that make the brand recognizable even when its name or logo is absent.

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