



Athlete Media Academy - Brand Identity Blueprint

1. Brand Foundation

- Mission Statement
- Vision Statement
- Core Values (List 3-5)
- Why does your brand matter?

2. Audience Profile

- Who are you trying to reach?
- What do they care about?
- What do you want them to feel when they see your brand?

3. Brand Personality & Voice

- What 3 words describe your brand's personality?
- How should you sound? (Tone of voice)
- What kind of content fits your vibe?

4. Visual Style

- Logo or Signature Mark
- Brand Colors
- Photo/Video Style (e.g., action, polished, behind-the-scenes)

5. Messaging & Content

- Elevator Pitch (1-2 sentences that explain your brand)
- Social Media Bio
- Hashtags or Phrases You Use Often
- Brand Tagline or Slogan