

# OUR BRAND MESSAGE

Journal - Brand Two



**HERB N' KITCHEN**

— NEW YORK CITY —

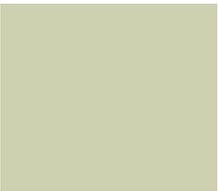






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### Our Herb N' Kitchen Brand Pillars

**Fresh:**

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**Relevant:**

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**Comfortable:**

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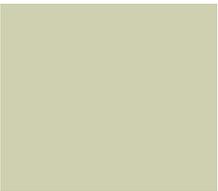
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“It is not slickness, polish, uniqueness, or cleverness that makes a brand a brand. It is truth.” - Harry Beckwith



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## The Herb N' Kitchen 'Voice'

### 'On Brand'

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### 'Off Brand'

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"A brand for the company is like a reputation for a person. You earn a reputation by trying to do hard things well." - Jeff Bezos



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## Everything Communicates

**Place:**

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**Process:**

- 1. \_\_\_\_\_ 5. \_\_\_\_\_
- 2. \_\_\_\_\_ 6. \_\_\_\_\_
- 3. \_\_\_\_\_ 7. \_\_\_\_\_
- 4. \_\_\_\_\_

**People:**

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“A product can be quickly outdated, but a successful brand is timeless.” - Stephen King



# Everything Communicates

## Fresh

Place	Process	People

## Relevant

Place	Process	People

## Comfortable

Place	Process	People