



***Crafting Your
Origin Story***

Brand Origin Story Framework

1. The Spark:

- What inspired you to start your brand?
- Was there a specific moment or experience that ignited your passion?

2. The Journey:

- Describe the challenges you faced in the beginning.
- What steps did you take to overcome these obstacles?

3. The Transformation:

- How did your brand evolve from its inception to what it is today?
- What lessons did you learn along the way?

4. The Mission:

- What is the core purpose of your brand?
- How does your brand aim to make a difference in the world?

5. The Vision:

- Where do you see your brand in the future?
- What impact do you hope to have on your audience and community?

Brand Values Framework

1. Identify Core Values:

- List 3–5 key values that define your brand (e.g., integrity, innovation, community, sustainability).

2. Explain Each Value:

- For each value, write a brief description of what it means to your brand.
- Provide examples of how these values are reflected in your products/services and operations.

3. Connect to Your Audience:

- How do these values resonate with your target audience?
- Why should they care about your brand and what you stand for?

Tips for Crafting Your Story

- **Be Authentic:** Share real experiences and emotions.
- **Be Relatable:** Use language and examples that your audience can connect with.
- **Keep It Concise:** Aim for clarity and brevity to maintain interest.
- **Use Visuals:** Consider incorporating images or graphics that illustrate your journey and values.

ENTREPRENEURIALS

Spirit

Tips for Integrating Visuals

1. **Use Authentic Imagery:**
 - Share real photos of your team, workspace, or products. Authentic visuals build trust and connection.
2. **Create a Visual Timeline:**
 - Develop a timeline graphic that highlights key milestones in your brand's journey. This helps illustrate growth and transformation.
3. **Incorporate Infographics:**
 - Use infographics to present complex information or data about your brand's impact. This makes it easier for your audience to understand.
4. **Utilize Storyboards:**
 - Create storyboards to visualize your brand's narrative. This can help outline your story in a compelling, visual format.
5. **Highlight Customer Stories:**
 - Feature testimonials or case studies with photos of satisfied customers. This adds a personal touch and shows real-world impact.
6. **Use Consistent Branding:**
 - Ensure that all visuals align with your brand's color palette, fonts, and overall aesthetic. Consistency reinforces brand identity.
7. **Incorporate Videos:**
 - Create short videos that tell your brand story, showcase products, or share behind-the-scenes looks. Videos can be more engaging than text alone.
8. **Leverage Social Media:**
 - Use platforms like Instagram or Pinterest to share visual snippets of your story. Engage your audience with visually appealing content.
9. **Create Visual Quotes:**
 - Turn key messages or values into visually appealing quote graphics. This can be shared easily across social media.
10. **Include Illustrations or Icons:**
 - Use custom illustrations or icons to represent different aspects of your brand story. This adds a unique touch and can make your story more memorable.