

What keeps a brand standing

A good brand is the sum of what it promises, what it delivers, and what the person feels. It holds when that sum repeats with discipline, long enough to become trust. If any one of the four pillars fails, the brand falls, even if the other three are excellent.

Tick what is already true of your brand.

● 1. Clarity

- ☐ There is a single sentence that defines the brand.
- ☐ It is clear who the brand does not serve.

● 2. Coherence

- ☐ The real experience delivers what the communication promises.
- ☐ Every touchpoint speaks the same language.

● 3. Meaning

- ☐ The brand stands for something the client is proud to show.
- ☐ There is a reason to choose beyond price.

● 4. Discipline of repetition

- ☐ The core message has repeated for over a year.
- ☐ Brand, domain, and contracts are protected.

Score · 0-1 start with clarity · 2-3 the brand exists, the building does not yet · 4-6 there is structure, discipline is missing · 7-8 solid base, now repeat.