



# PURPOSE BRAND DESIGN

Paths to support management and external and internal communication by developing the brand identity, according to the purpose and values within the company.

The goal is to develop the purpose brand identity, control the processes of content production, harmonize communication in such a way that it is consistent on every material and channel, developing a comprehensive communication strategy.

Some of the activities we recommend: meetings with people involved in the purpose brand identity to understand the organization and develop together content and strategies.

