## **ONE-PAGE BRAND STRATEGY**

Try Smartsheet for FREE

Company Mission	
Brand Positioning Statement	
Unique Selling Proposition	
Reasons to Believe	
Brand Personality	
Brand Promise	
Brand Voice & Tone	
Taglines	

## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.