

# THE NOUS BRAND FRAMEWORK

## Customer\_\_\_\_\_

**People who need creative intelligence** for the clarity, consistency and communication of their brand.

They want clear, expert guidance from a partner they can trust — to feel confident, empowered and proud.

## Brand Promise \_\_\_\_\_

We believe in what we do, because it works. NOUS makes sense of our clients’ brands — why they do what they do, why their customers care. We listen, we challenge and we test: from a full brand development to a single comms piece, from strategy to implementation — with everything we do:

**Nous makes brands.**

## Brand Heart \_\_\_\_\_

Getting it right is the reward. Sometimes it’s easy, sometimes it isn’t, sometimes logical and sometimes magical. How ever we get there, there is no match for nailing it.

**Spot on.**

## Personality \_\_\_\_\_

**Present, gutsy, curious, creative, authentic,** accountable, open-minded, engaging, empathetic, confident.

## Brand Pillars \_\_\_\_\_

### CLARITY

Transparency / Straight talk  
Strategy / Deep listening  
Process

### WISDOM

Thought leaders / Expertise  
Knowledge / Experience / Integrity  
Long-term relationships

### MAGIC

Innovation / Insight / Creativity  
Story telling / Curiosity / Passion  
Ability / Process / Craftmanship

### IMPACT

Results / Timing and delivery /  
Accountability High performance / Momentum  
Driven / Committed & responsible