

### Step 1: Positioning Statement

Red	
Purple	
Green	
Blue	
Orange	

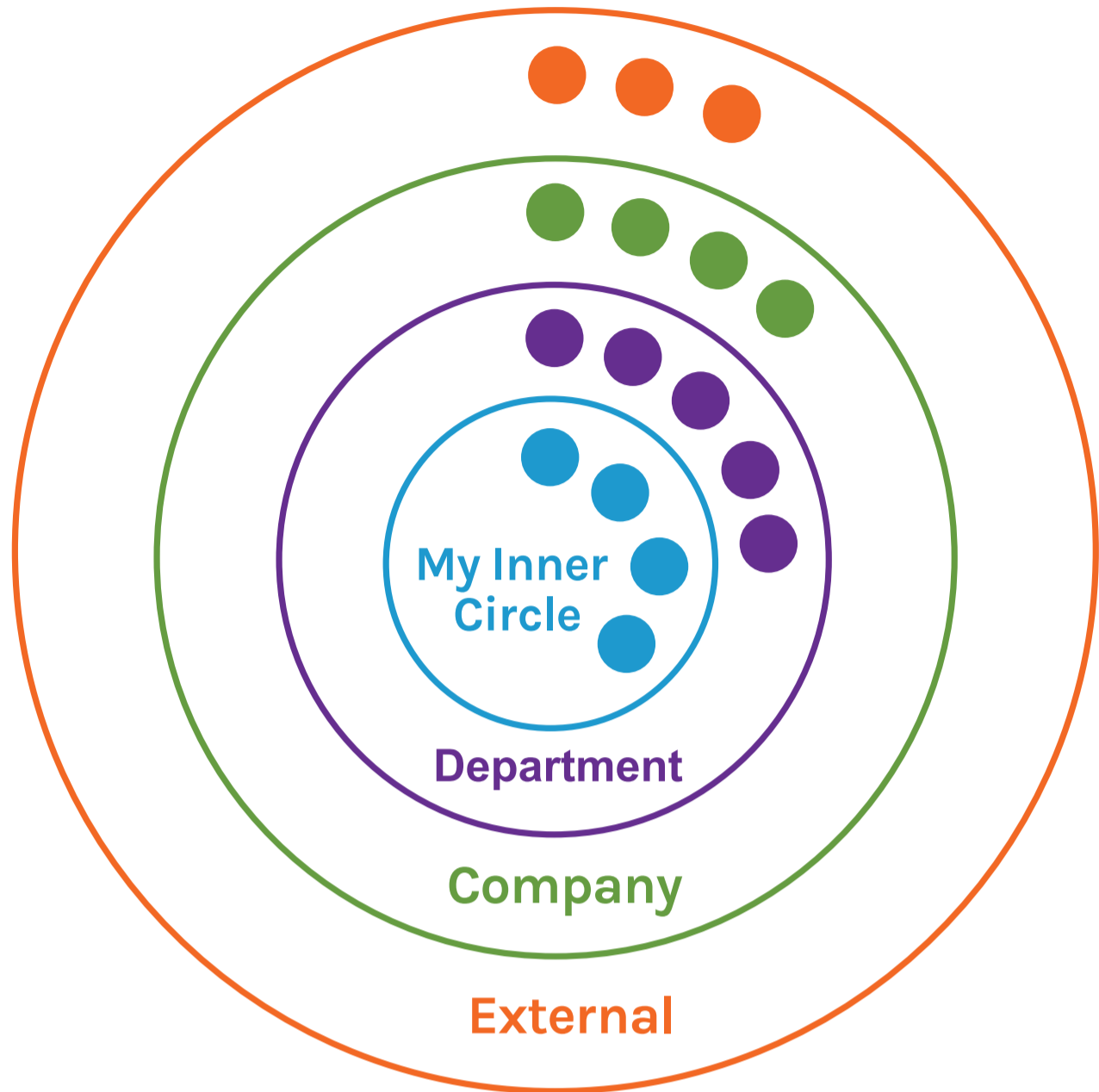
### Step 2: Messages

Red	
Purple	
Green	

### Step 3: Brand Strategy

Red	Green	Purple	Light Blue	Dark Blue

### Step 4: Ecosystem



### Step 5: Action Plan

Blue	Green	Purple	Orange
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____