

Brand DNA Mapping

Fashion partner

Non-fashion partner

Complete one column for each partner. Every cell needs evidence: a dated source, an official page, a quoted fact, or a named visual example. Keep fact, interpretation and proposal separate.

AUDIT FIELD	FASHION PARTNER	NON-FASHION PARTNER
Brand values What belief is evidenced by behaviour?		
Aesthetic signature Shape, colour, material, tone or styling code.		
Target customer Who, what need, and what evidence?		
Product territory What can this partner credibly make or deliver?		
Cultural associations Communities, rituals, places, symbols or behaviours.		
Cannot compromise One code, quality or behaviour that must be protected.		

SHARED VALUE

COMPLEMENTARY CAPABILITY

LIKELY TENSION

CUSTOMER OPPORTUNITY

Peer Review Mark Sheet

Presenter

Reviewer

Pairing reviewed

Score each dimension from 1 to 5. Every score needs a reason. Any dimension scoring 1 or 2 needs revision regardless of the total.

DIMENSION	1	2	3	4	5
Brand synergy	One identity erased, or rationale contradicts it.	Mainly logos, generic compatibility.	Both codes visible, plausible shared value.	Codes and capabilities integrated with evidence.	Distinctive hybrid protects both identities and resolves a tension.
Feasibility	No deliverable or capability owner.	Major delivery gap, few constraints considered.	Plausible owner and channel, key dependency identified.	Delivery route, price, channel and main risk explained.	Practical concept with dependencies, support and credible test plan.
Cultural relevance	No audience or need defined.	Broad audience, unsupported trend claim.	Specific audience and plausible need, limited evidence.	Sourced need and convincing 2026 timing.	Strong audience evidence, distinct benefit, measurable validation.

BRAND SYNERGY SCORE

FEASIBILITY SCORE

CULTURAL RELEVANCE SCORE

KEEP

CHANGE

TEST

PRESENTER RESPONSE / REVISION RECORDED