AEA by Ivory & Co.

# Expression Architecture Standard

Version: v1.0.0 — Published Anchor: Individuality

## 1. Definition

> Expression Architecture defines how the enterprise gives form to its identity and value for relevant audiences and contexts.

Expression Architecture is the architecture of Individuality.

Its governing question is:

> How should this enterprise express who it is and the value it offers, to this audience, in this context?

Expression Architecture establishes how a coherent Enterprise Identity becomes contextually expressed without requiring every audience, channel, offer, experience or interaction to look or feel the same.

Individuality is not inconsistency.

It is the ability of the enterprise to remain recognisably itself while expressing that identity appropriately across different contexts.

## 2. Why Expression Architecture Exists

An enterprise does not encounter the world as an abstract Business Model, Capability Model, process map or organisation chart.

It is encountered through what it presents, offers, communicates, packages, delivers and makes experienceable.

Customers may encounter an offer.

Employees may encounter an internal experience.

Partners may encounter a proposition or interface.

Suppliers may encounter commercial or operational expression.

Regulators may encounter formal representations.

Communities may encounter public behaviour and communication.

Different audiences may require materially different expression while still encountering the same enterprise.

Expression Architecture exists to architect that distinction.

It establishes:

- the Enterprise Identity being expressed;
- the audiences for whom contextual differences matter;
- the expression required for those audiences;
- the offers and packaged manifestations through which value is presented;
- the channels and touchpoints through which expression occurs;

- the design and experience standards that preserve coherence;
- and the relationship between intended expression and actual experience.

> Expression Architecture makes enterprise identity and value encounterable.

## 3. Enterprise Identity

Enterprise Identity is the coherent identity the enterprise intends to express through its manifestations and interactions.

Enterprise Identity may be informed by Directional propositions such as Purpose, Vision, Directional Intent and Values Guardrails, but it is not identical to any one of them.

Directional establishes what the enterprise intends to realise and the strategic choices governing that direction.

Expression establishes how the enterprise gives that identity recognisable form.

Enterprise Identity may be expressed through:

- language;
- visual systems;
- behaviour;
- products;
- services;
- offers;
- environments;
- interfaces;
- interactions;
- service experiences;
- internal experiences;
- and other relevant manifestations.

The specific information fields required to describe Enterprise Identity belong in the Expression Architecture Information Specification.

## 4. Individuality

Individuality is the coherent distinctiveness with which Enterprise Identity is expressed.

It answers:

> What makes this recognisably this enterprise rather than a generic participant in the same market, industry or context?

Individuality may be expressed differently across audiences without becoming a different Enterprise Identity.

A formal regulatory communication and a consumer campaign may look materially different while remaining coherent expressions of the same enterprise.

Likewise, employee experience need not imitate customer-facing expression in order to remain aligned with Enterprise Identity.

> Coherence does not require sameness.

## 5. Audience

An Audience is a party or grouping for whom the enterprise's expression is being architected.

Expression does not independently invent the parties with whom the enterprise participates.

The relevant party universe is principally established through Ecosystem Architecture and, where internal participation is material, Workforce Architecture.

Expression determines how those parties should be treated as audiences for the purpose of expression.

Possible audiences may include customers, prospective customers, employees, partners, suppliers, regulators, investors, communities, intermediaries or others where architecturally material.

This is not a closed taxonomy.

> The enterprise does not begin with a universal list of audiences. It begins with the Actors and Participants that actually exist in its architecture.

## 6. Actor Type and Audience Segment

An Ecosystem Actor Type and an Expression Audience Segment are different architectural propositions.

> Actor Type "` Audience Segment.

Actor Type classifies an Actor within Ecosystem Architecture.

Audience Segment distinguishes an audience where a difference is materially relevant to how Enterprise Identity or value should be expressed.

There is no required one-to-one relationship.

One Actor Type may require multiple Audience Segments.

Several Actor Types may appropriately share one Audience Segment.

An Actor may require no distinct segmentation at all.

A Workforce Participant may also form part of one or more audiences where internal expression is material.

> Ecosystem establishes the Actors with whom the enterprise participates in relationships. Expression determines the audience segmentation required for the contextual expression of Enterprise Identity.

## 7. Audience Segment

An Audience Segment is an Expression classification that distinguishes an audience because a materially different expression is required.

Segmentation must have an expression purpose.

The existence of demographic, behavioural, attitudinal, commercial, geographic, operational or other differences does not automatically justify an Audience Segment.

The governing test is:

> Does this difference materially change how Enterprise Identity or value should be expressed to this audience?

If no, the difference may be relevant elsewhere without becoming an Expression segment.

If yes, Expression may establish an Audience Segment.

Expression may use understanding established through Intelligence and actuality captured through Reality when making that determination.

Neither Intelligence nor Reality creates the Audience Segment.

## 8. Expression Context

An Expression Context establishes the circumstances in which Enterprise Identity or value is being expressed.

Context may include:

- Audience or Audience Segment;
- purpose;
- channel;
- touchpoint;
- offer;
- interaction;
- environment;
- stage of relationship;
- location;
- occasion;
- regulatory or contractual context;
- or another materially relevant condition.

Expression Context enables variation without fragmenting Enterprise Identity.

The same Audience Segment may encounter different expressions in different contexts.

The same expression may also serve several audiences where the context does not require differentiation.

## 9. Expression

An Expression is a contextual manifestation of Enterprise Identity or value.

An Expression may be verbal, visual, behavioural, experiential, physical, digital, commercial or another relevant form.

Examples may include:

- messaging;
- design;
- service presentation;
- product presentation;
- interface behaviour;
- packaging;
- staff-facing communication;
- partner material;
- physical presentation;
- digital interaction;
- or another manifestation through which the enterprise is encountered.

An Expression is not merely communication.

A service can express the enterprise.

A product can express the enterprise.

A user interface can express the enterprise.

A physical environment can carry expression.

The behaviour encountered through service delivery can carry expression.

> Expression is how Enterprise Identity becomes perceptible through context.

## 10. Brand

Brand is a governed system through which Enterprise Identity is made recognisable and coherent across expressions.

Brand may include visual, verbal, behavioural and experiential elements where established by the enterprise.

Brand is therefore broader than a logo, campaign or marketing asset.

Expression Architecture owns the architectural proposition of Brand as a system of expression.

Detailed brand artefacts, templates, production files and campaign executions are downstream manifestations rather than the architecture itself.

Brand must remain coherent with Enterprise Identity while permitting contextual variation.

## 11. Offer

An Offer is the packaged expression of value presented to an Audience within a defined context.

An Offer may include a product, service, bundle, proposition, experience, access mechanism or other packaged manifestation through which value is presented for uptake, exchange or participation.

Expression owns the Offer as the packaged manifestation of value.

It does not thereby own the Business Model, Value Chain or Capability from which that value arises.

> Domain defines the value logic and stable abilities. Expression packages value into something an audience can encounter and take up.

Offer architecture may draw upon Directional commercial choices and route-to-market choices, but those strategic choices remain Directional.

## 12. Packaged Goods and Services

Products and services may be material expressions of enterprise value.

Expression Architecture governs how goods and services are packaged, presented and experienced as recognisable manifestations of the enterprise.

This does not make the underlying Capability an Expression object.

A Capability describes a stable business ability.

A packaged good or service describes a manifestation through which value becomes available to an audience.

> Capability is what the enterprise is able to do. A packaged good or service is one way that ability and associated value may become encounterable.

## 13. Service Expression

Service delivery may carry Enterprise Identity.

Expression therefore establishes the intended service expression: how the service should be encountered and what characteristics of Enterprise Identity should be perceptible through that experience.

Execution owns the instructions through which service work is performed.

Workforce owns the Roles and Participants fulfilling the work.

Environment owns relevant physical and technological enablement.

Expression owns the intended experiential and identity proposition carried through the service.

Expression defines how the service should express the enterprise. Execution defines how the work is performed.

## 14. Channel

A Channel is a medium or pathway through which an Expression reaches or is encountered by an Audience.

Expression Architecture may govern how Enterprise Identity and value are expressed through a Channel.

The existence or strategic selection of a Channel may originate elsewhere.

Directional owns strategic Route-to-Market choices.

Ecosystem owns relevant Actors, Relationships, Exchanges and Dependencies associated with the Channel.

Environment may own technological or physical enablement required for the Channel.

Execution owns work performed through it.

Expression owns the contextual expression that occurs through it.

The Channel does not transfer ownership merely because several architectures participate in it.

## 15. Touchpoint

A Touchpoint is a point at which an Audience encounters an Expression of the enterprise.

Touchpoints may occur through people, products, services, interfaces, communications, environments, channels or other manifestations.

Expression Architecture governs the intended expression at the Touchpoint.

The work producing the Touchpoint may belong to Execution.

The Participant delivering it may belong to Workforce.

The physical or technological mechanism may belong to Environment.

The actual experience of the Touchpoint may be captured by Reality.

Expression owns what should be expressed through the Touchpoint, not every object involved in producing it.

## 16. Design

Design within Expression Architecture concerns the deliberate form through which Enterprise Identity and value are expressed.

It may include visual, verbal, interaction, service, product, spatial or other design dimensions where they concern expression.

Design is not treated as a generic ownership claim over all enterprise design activity.

Process design remains Execution.

Organisation design remains Workforce where applicable.

Environment design remains Environment where it concerns physical or technological enablement.

Expression Design concerns the form and experience through which Enterprise Identity and value are made perceptible.

## 17. Expression Standards

An Expression Standard is a durable rule governing how Enterprise Identity or value may or must be expressed.

Expression Standards may govern:

- visual identity;
- language;
- tone;
- interaction;
- accessibility of expression;
- service experience;
- product presentation;
- channel presentation;
- behavioural expression;
- internal expression;
- or another relevant dimension.

Expression Standards preserve coherence while allowing contextual variation.

They must not be used to absorb operational instructions.

Where a standard specifies the identity or experience that must be expressed, it belongs to Expression.

Where it specifies the executable steps required to perform work, it belongs to Execution.

## 18. Experience

Experience within Expression Architecture is the intended experiential proposition created through the enterprise's expression.

Expression may define how an interaction, service, product, channel, interface or other manifestation is intended to be experienced.

The actual experience belongs to Reality as actuality of the relevant individual or collective.

The information required to understand that experience is architected through Intelligence.

Expression defines intended experience. Reality captures actual experience. Intelligence establishes understanding of that experience.

This distinction is particularly important where intended expression and lived experience diverge.

## 19. Perspectival Actuality

Reality may capture an individual's or collective's actual perception, sentiment, judgement, belief or experience as Perspectival Actuality.

That perspective may be highly relevant to Expression.

For example, an enterprise may intend to express simplicity while audiences actually experience complexity.

The perception is actual as the audience's perspective.

It does not automatically prove that every architectural proposition about the enterprise is objectively simple or complex.

Expression may use understanding of Perspectival Actuality to reconsider an Expression, Audience Segment, Expression Standard or other Expression proposition.

Reality reveals how expression is actually perceived. Expression determines whether and how the intended expression should change.

## 20. Segmented Actuality

Reality may capture actuality through an Audience Segment already established by Expression.

For example, actual experience may differ materially between two Expression Audience Segments.

Reality does not create the Audience Segment because the difference exists.

Expression determines whether observed differences warrant a distinct segmentation for expression purposes.

Reality may reveal differences in actuality. Expression determines whether those differences warrant distinct Audience Segments.

## 21. Internal Expression

Expression Architecture is not limited to external audiences.

Employees and other internal Participants may be audiences for Enterprise Identity.

Internal Expression may include the way purpose, values, expectations, identity, experience and enterprise propositions are expressed to those Participants.

Internal expression does not make Workforce objects Expression-owned.

A Role remains Workforce.

An employee remains a Participant.

Organisation Structure remains Workforce.

Expression owns how Enterprise Identity is expressed to and through those Participants where relevant.

## 22. Culture

Culture is not owned by Expression Architecture.

Expression contributes to culture because what the enterprise says, shows, rewards, presents and makes experienceable influences how people encounter it.

But lived culture is affected by the whole Architecture Set.

Directional choices, Domain capabilities, Ecosystem relationships, Environment conditions, Execution instructions, Workforce structures, Reality, Intelligence, Trust and Possibility may all affect what people actually experience.

> Culture is an emergent cross-architecture condition, not a native Expression object.

Expression owns the intended internal expression of Enterprise Identity.

Reality may capture lived cultural actuality.

Intelligence may establish understanding of it.

Trust may determine reliance consequences where words, values and behaviour diverge.

## 23. Expression Through Actors and Participants

Enterprise expression may be carried by Actors and Participants.

An employee may express the enterprise through an interaction.

A partner may carry the enterprise's proposition into another relationship.

A product may be delivered through an external provider.

An agent may interact with a customer.

These facts do not transfer ownership of the Actor, Role or Participant to Expression.

Expression may establish requirements for what must be expressed through the interaction.

Execution establishes the work.

Workforce establishes participation.

Ecosystem establishes relevant relationship Actors.

> Carrying enterprise expression does not make the carrier an Expression object.

## 24. Route to Market

Route to Market spans several architectures and must be separated by proposition.

Directional Architecture owns the strategic Route-to-Market choice.

It determines the strategic pathway through which the enterprise chooses to reach, transact with or serve relevant markets or audiences.

Ecosystem Architecture owns the Actors, Relationships, Exchanges and Dependencies required by that choice.

Expression Architecture owns how Enterprise Identity and value are expressed through the selected Route-to-Market context.

Execution Architecture owns the work performed through it.

Environment Architecture owns relevant physical and technological enablement.

Route-to-Market choice is Directional. Route-to-Market expression is Expression.

## 25. Expression and Directional Architecture

Directional defines the strategic scope and choices the business must be designed to realise.

Expression gives form to the Enterprise Identity and value within those choices.

Directional may establish:

- Purpose;
- Vision;
- Ultimate Outcome;
- Directional Intent;
- strategic scope;
- Values Guardrails;
- competitive advantage;
- commercial choices;
- Route-to-Market choices;
- and other strategic commitments.

Expression may consume these propositions when establishing Enterprise Identity and contextual expression.

It does not acquire ownership of them.

Likewise, Expression may reveal that a strategic choice is difficult to express coherently, but it does not independently change that choice.

## 26. Expression and Domain Architecture

Domain owns Business Models, Value Chains and Capabilities.

Expression owns how the resulting enterprise value becomes packaged, presented and experienced.

An Offer may draw upon several Capabilities.

A Capability may support several Offers.

A Business Model may support materially different Expressions for different audiences.

Domain establishes the value logic. Expression establishes its encounterable manifestation.

Expression must not redefine Capability identity merely because the packaging or experience changes.

## 27. Expression and Ecosystem Architecture

Ecosystem owns Actors, Relationships, Exchanges and Dependencies.

Expression uses the relevant Actor universe when determining Audiences and Audience Segments.

Ecosystem establishes the Actors with whom the enterprise participates in relationships. Expression determines the audience segmentation required for the contextual expression of Enterprise Identity.

An Actor Type is not an Audience Segment.

A Relationship is not an Expression.

An Exchange may carry an Expression without becoming Expression-owned.

Expression may influence how a relationship is experienced, but the Relationship remains Ecosystem.

## 28. Expression and Environment Architecture

Environment owns the physical and technological enablement required to execute enterprise instructions.

Environment may also provide the physical or technological medium through which an Expression is encountered.

A website, application, physical space, device or interface environment may enable expression.

Expression owns the intended form and experience.

Environment owns the enablement requirement and fulfilment.

Reality captures actual condition and experience where relevant.

Environment enables the manifestation. Expression defines what the manifestation should express.

## 29. Expression and Execution Architecture

Execution owns the enterprise's instructions for how work is performed.

Expression owns the intended identity and experience carried through that work.

An Expression Standard may establish what must be perceptible in an interaction.

Execution determines how the work is performed to produce that interaction.

Where contextual differences require materially different instructions, Execution may establish an Approved Variant.

The existence of a different Audience Segment does not automatically create an Execution Variant.

Expression difference becomes an Execution concern only where the executable work must materially differ.

User Journey is a cross-architecture render.

It may combine intended Expression, encountered Execution, Audience context, actual experience and other relevant architectural propositions.

It is not a native Expression or Execution object.

## 30. Expression and Intelligence Architecture

Expression originates Requirements of Understanding where it needs to understand audiences, experience, perception, context, effectiveness or another Expression proposition.

Intelligence architects fulfilment of those requirements.

Intelligence may establish understanding from research, evidence, behavioural information, Perspectival Actuality, interaction information and other relevant sources.

It does not create the Audience Segment or decide the Expression.

Expression determines what it needs to understand. Intelligence establishes how that understanding is formed. Expression uses the resulting understanding to architect expression.

## 31. Expression and Possibility Architecture

Possibility may explore alternative offers, audiences, channels, experiences, expressions or other future possibilities.

Those propositions remain possibilities until adopted.

Expression owns the established expression architecture.

Possibility owns the optionality and Hypotheses concerning what Expression could become.

A speculative audience or offer does not become an established Expression object merely because it is being explored.

## 32. Expression and Reality Architecture

Expression owns intended expression and intended experience.

Reality captures what is actually expressed, encountered, experienced or perceived.

A discrepancy between intended and actual expression is Reality evidence relevant to Expression.

Reality does not decide what the expression should become.

Expression does not alter actuality because the actual experience is undesirable.

Expression defines intended manifestation. Reality captures actual manifestation and experience.

Reality may reveal differences between individuals, collectives or existing segments.

Expression determines whether those differences require a change to Audience Segmentation or Expression.

## 33. Expression and Trust Architecture

Expression can materially affect Trust.

Promises, representations, identity signals, service expression, product claims, behavioural expression and consistency between words and experience may become Trust Indicators or Integrity Conditions.

Trust owns the reliance consequence.

Expression owns the representation or manifestation.

Expression establishes what the enterprise says and shows. Reality captures what actually occurs. Trust determines what can consequently be relied upon.

A highly polished Expression does not establish Trust.

A trusted relationship does not transfer ownership of its expressions to Trust.

Material inconsistency between expression and actuality may degrade Reliance, depending upon context and blast radius.

## 34. Expression and Workforce Architecture

Workforce owns Roles, Skills Required, Sourcing, Participant Types, Assigned Entities and Workforce Structures.

Expression may establish requirements concerning how Enterprise Identity should be expressed to or through Participants.

Those requirements may create implications for Role skills or Execution instructions.

They do not make the Role or Participant Expression-owned.

Employees may simultaneously be:

· Workforce Participants;
· Ecosystem Actors where the relationship architecture requires it;
· and Expression Audiences.

Those propositions must remain distinct.

> Identity across architectures does not imply shared object ownership.

## 35. Expression and AEA in Action

AEA in Action may combine Expression with other architectures to construct purpose-specific renders and applications.

These may include:

· User Journeys;
· customer or employee experience views;
· service blueprints;
· offer views;
· channel views;
· brand experience views;
· Route-to-Market views;
· or other cross-architecture representations.

The existence of such a render does not make it a native Expression object.

Expression contributes the Enterprise Identity, Audience, Audience Segment, Offer, Expression, intended Experience, Channel/Touchpoint expression and applicable standards.

AEA in Action performs the cross-architecture composition.

## 36. Governing Principles

Expression Architecture is the architecture of Individuality.

Expression Architecture defines how the enterprise gives form to its identity and value for relevant audiences and contexts.

Coherence does not require sameness.

Enterprise Identity may have many contextual Expressions without becoming many identities.

Expression is not limited to customers or markets.

The relevant audience universe is grounded in the enterprise's actual Ecosystem and Workforce architecture.

Actor Type "` Audience Segment.

Audience Segmentation requires an expression purpose.

Observed difference does not automatically create an Audience Segment.

Reality may reveal differences in actuality. Expression determines whether those differences warrant distinct Audience Segments.

Domain establishes value logic. Expression establishes encounterable manifestation.

Capability "` Offer.

Route-to-Market choice is Directional. Route-to-Market expression is Expression.

Expression defines intended experience. Reality captures actual experience.

Expression difference becomes an Execution concern only where executable work must materially differ.

Carrying enterprise expression does not make an Actor or Participant an Expression object.

Culture is an emergent cross-architecture condition, not a native Expression object.

Expression may influence Trust. It does not determine warranted Reliance.

A polished representation is not proof of actuality or Trust.

Expression originates its Requirements of Understanding. Intelligence architects their fulfilment.

User Journeys and other cross-architecture experience views are renders, not native Expression objects.

## 37. AI Protocol

AI may assist Expression Architecture by:

- identifying candidate expression contexts;
- analysing established Actors and Participants for potential audience implications;
- identifying candidate Audience Segments;
- testing whether segmentation has a material expression purpose;
- comparing Expressions for coherence with Enterprise Identity;
- identifying inconsistency across channels and touchpoints;
- analysing Perspectival Actuality and experience information;
- proposing candidate Offers or contextual Expressions;
- testing Expression Standards;
- and identifying where expression differences may require Execution variation.

AI must not:

- invent Actors because an audience category seems commercially useful;
- treat Actor Type as Audience Segment;
- create an Audience Segment merely because a measurable difference exists;
- assume all customers, employees, partners or other broad categories require one homogeneous Expression;
- assume every observed difference requires segmentation;
- redefine Enterprise Identity to suit a channel without an established basis;
- infer strategic Route-to-Market choice from current channel use;
- acquire ownership of a Business Model, Capability, Relationship, Role or Participant because it contributes to Expression;
- treat intended experience as actual experience;
- treat Perspectival Actuality as objective actuality about its subject;
- treat positive sentiment as Trust;
- treat polished expression as evidence of integrity;

· convert an Expression difference into an Execution Variant unless executable work materially differs;
· treat User Journey as a native Expression object;
· infer culture solely from brand or internal communication;
· or expose proprietary AEA in Action composition methods as Published Standard doctrine.

AI may assist contextual expression. It must not invent the enterprise, the audience or the actuality it is attempting to express.

## 38. Conformance

A conformant application of Expression Architecture must preserve, where applicable:

1. Enterprise Identity; 2. Individuality; 3. the relevant Audience; 4. Audience Segment where material; 5. distinction between Actor Type and Audience Segment; 6. the expression purpose for segmentation; 7. Expression Context; 8. the intended Expression; 9. Offer where applicable; 10. intended Experience where applicable; 11. Channel and Touchpoint context where material; 12. applicable Expression Standards; 13. distinction between intended and actual experience; 14. distinction between Expression and Trust; 15. distinction between strategic Route-to-Market choice and Route-to-Market expression; 16. distinction between Capability and Offer; 17. source ownership of Actors, Roles and Participants; 18. Requirements of Understanding originating in Expression where applicable; 19. and separation between native Expression objects and cross-architecture AEA in Action renders.

## 39. Non-Conformance

An application is non-conformant where it:

· treats Expression Architecture as merely marketing or communications;
· limits Expression to customers without an architectural basis;
· treats every Ecosystem Actor Type as an Audience Segment;
· treats every Audience Segment as an Actor Type;
· creates segments solely because differences can be measured;
· lets Reality create Expression segments;
· lets Intelligence create Expression segments;
· treats Enterprise Identity as identical to a logo or visual identity;
· treats Brand as merely an asset library;
· treats a Capability as an Offer;
· treats an Offer as a Business Model;
· assigns strategic Route-to-Market choice to Expression;
· treats intended experience as actual experience;
· treats customer or employee sentiment as objective actuality about the enterprise;
· treats culture as wholly Expression-owned;
· absorbs Roles or Participants because they carry enterprise expression;
· treats an Expression Standard as an operational instruction where it specifies executable work;
· treats a different Audience Segment as automatically requiring an Execution Variant;
· treats positive expression as evidence of Trust;
· or treats a User Journey, service blueprint or other cross-architecture render as a native Expression object.

## 40. Published Gaps

GAPS — None currently identified that prevent publication of this Standard.

Detailed Enterprise Identity fields, Audience Segment attributes, Offer schemas, Channel and Touchpoint specifications, Expression Standards, Brand structures, design-system specifications and render protocols belong in the downstream Expression Architecture package.

Their absence from this Published Standard does not constitute an architecture doctrine gap.

## 41. Publication Position

Expression Architecture provides AEA with its architecture of Individuality.

It establishes how a coherent Enterprise Identity and the value of the enterprise become perceptible, encounterable and experienceable across the audiences and contexts through which the enterprise participates in the world.

It begins with the enterprise rather than the campaign.

It begins with the actual Actor and Participant universe rather than an assumed list of customers.

It distinguishes:

Actor Type from Audience Segment

Enterprise Identity from contextual Expression

Capability from Offer

Route-to-Market choice from Route-to-Market expression

intended Experience from actual Experience

Expression from Trust

internal Expression from emergent Culture

and:

native Expression objects from cross-architecture renders.

Expression can therefore vary without fragmenting the enterprise.

One audience may require formality.

Another may require warmth.

One channel may require compression.

Another may require depth.

A product, service, employee interaction, interface, partner proposition and regulatory representation may all express the enterprise differently while remaining recognisably part of the same identity.

The governing proposition is:

Expression Architecture defines how the enterprise gives form to its identity and value for relevant audiences and contexts while preserving the coherent individuality of the enterprise across those expressions.