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Welcome to the Brand Messaging Template

Use this simple brand messaging framework and free interactive PDF template, you can avoid this fate. Whether you need to refine your current messaging or start from scratch, our exercise will enable you to tell your brand story with confidence and clarity.

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Brand Messaging

Your brand messaging architecture is a carefully constructed framework comprised of your Tagline, Value Prop, and Messaging Pillars. This framework is built intentionally, from the tagline (the big idea), down to value prop (what you do), to your brand messaging pillars (how you do it).

Tagline

Value Proposition

Messaging Pillars	Pillar 1	Pillar 2	Pillar 3
Name the Pillar			
Supporting Point 1			
Supporting Point 4			
Supporting Point 3			

When people interact with our brand, how do we want them to feel?

For example, a security company that wants to be perceived as a trusted protector would use a confident and reassuring voice.

What adjectives would we use to describe our brand?

Choose 3-5 adjectives. For example, a toy brand might describe themselves as playful, silly, and adventurous.

Who do we NOT want to be/what do we want to avoid?

Identify buzzwords you hate, phrases to avoid, etc.

What is another brand with a voice we love?

Don't emulate them directly, but identify how and why their voice resonates with you.

If our brand were a celebrity, who would we be?

For example, a hip luxury suit brand might describe themselves as George Clooney's younger brother.

How do we want to talk about ourselves?

Think about your brand messaging, what you want to convey, the type of language you use, etc.

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Feeling stuck?

We'd love to help. Find out what it's like to work with us on your brand identity, or book a free chat.

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