



La~~A~~phills



Brand Messaging Framework

Template



How to Use This Template

1. **Make a copy of this presentation.** You'll be able to edit it and add in your brand's messaging.
2. **Read the fine print.** Check out the "What Is It" and "How To Use It" sections at the bottom of each slide for guidance on how your team and marketing partners can use your messaging elements in real life.

Brand Essence / Slogan

Your Slogan Goes Here.

What It Is:

Your Brand Essence communicates the primary benefit of your brand to your audience. Short, sweet, and to the point, this statement should be more catchy and memorable than purely descriptive.

How To Use It:

Your Brand Essence can be used in a variety of ways:

- As a hero headline on your website.
- As a stand-alone headline on paid ads.
- As a first point of contact for in-person communications.
- Anywhere you want to grab our audience's attention to hook them into learning more.

Core Message

Your Core Message Goes Here.

What It Is:

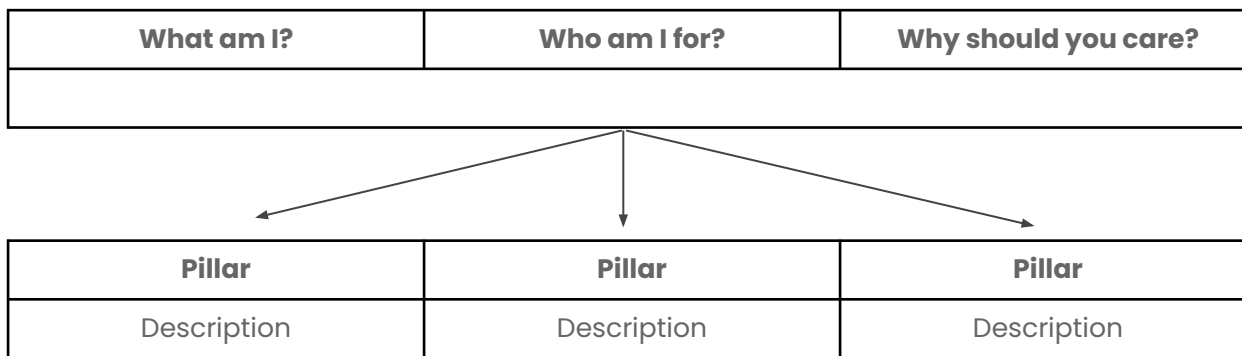
Your Core Message can be thought of as a simplified, audience-facing positioning statement. It describes your market category, your audience, and your primary benefit.

How To Use It:

Use your Core Message to clearly communicate who you are, who you're for, and why your audience should care.

- In the homepage hero of the website.
- As a stand-alone headline on paid ads.
- As a concise explainer for in-person communications.
- As a lead-in to an elevator pitch.
- Anywhere you want our audience to understand the basic fundamentals of what your brand is all about.

Message Map



What It Is:

Your brand's message map provides a simple way to support your Core Message with "pillars," or the core capabilities that enable you to deliver on your promise of value.

How To Use It:

- On the homepage below the fold
- In website copy & ads
- Paired with icons for graphic appeal
- As a total package to communicate the absolute essentials of your brand

Brand Story

Your brand's story goes here. It should be 1-3 paragraphs long, and include the problem your brand was created to solve, the reasons the founders were the people to solve it, any notable milestones, and where you're going in the future.

What It Is:

Your Brand Story is a problem/solution narrative that communicates why your brand was founded, how it has evolved, and where it is headed in the future.

How to Use It:

- About page of the website
- As a guide to talking or writing about the brand's history and guiding principles

Why Choose Us?

Your brand's unique selling proposition goes here. What makes you different and better than the competition? Why should your audience choose you?

Differentiating Benefits of Your Brand Include:

Benefit

Benefit

Benefit

Benefit

What It Is:

Why Choose Us is exactly what it sounds like: the case for choosing your brand over competitors. It seeks to reposition the competition, and it's backed up by your key brand benefits.

How To Use It:

- As a repeatable block of designed content on webpages
- On About pages
- As talking points for sales interactions

Mission & Purpose

Mission Statement

A statement describing what your brand is trying to accomplish.

Purpose Statement

A statement describing why your brand does what it does.

What They Are:

Your Mission Statement is what you set out to do every day. Your purpose statement is why you do it. Together, they form the foundation for understanding and communicating your reason for being beyond revenue-generation.

How To Use Them:

- On About Us and/or Careers marketing materials
- As a guide to talking or writing about your brand's "big picture."
- Internally, to orient your team and guide the decisions you make about your business

Core Values

- **Core Value 1**

- What it means
- What it means
- What it means

- **Core Value 3**

- What it means
- What it means
- What it means

- **Core Value 2**

- What it means
- What it means
- What it means

- **Core Value 4**

- What it means
- What it means
- What it means

What They Are:

Your brand's Core Values guide how you show up as individuals and as a team. Your core values should lead directly to your brand's "Why Choose Us" or unique selling proposition (USP).

How To Use Them:

- Internally to guide personnel and other important decisions
- To maintain brand focus during times of growth or transition
- Optionally, on About Us pages on your website

Brand Personality

✓ **Positive trait.** Description

✓ **Positive trait.** Description

✓ **Positive trait.** Description

X **Negative trait.** Description

X **Negative trait.** Description

X **Negative trait.** Description

What It Is:

Your Brand Personality is how you come across to your audience in all your interactions. It adds flavor and feeling to your touchpoints, and it's one of the ways you stand out from the crowd.

How To Use It:

- To inform copywriting
- To inspire your look and feel
- To guide your personal interactions with your audience

Brand Voice

✓ **Positive trait.** Description

✓ **Positive trait.** Description

✓ **Positive trait.** Description

X **Negative trait.** Description

X **Negative trait.** Description

X **Negative trait.** Description

What It Is:

Your brand voice is how you talk to your audience. It is one of the ways your personality comes to life. It defines your word choice, syntax, and the rhythm and cadence of your sentence structure.

How To Use It:

- As a litmus test for all copywriting
- To ensure that you express yourselves consistently across platforms
- To enable a team of writers to scale your messaging