

## BRAND MESSAGING GUIDELINES

What	Direction	Description	Use Case Examples
<b>Positioning</b>	External	A condensed description that articulates who (you are), what (you do), why (your outcomes).	Press releases, collateral, social media brand pages.
<b>Differentiation</b>	External	A positioning statement that asserts the distinctiveness of your brand specific to the competitive environment. It claims leadership relative to others in the space.	Event collateral, industry listings, social media brand pages – contexts where you may be compared with others.
<b>Commitment</b>	External Internal	Articulates the core values and purpose of your organization. It is a standard by which you measure performance success.	Web copy, internal communications, recruiting – contexts where you are having a conversation about brand purpose.
<b>Vision</b>	External	This aspirational, measurable statement articulates the impact you are making and will make.	Collateral, web content, or other communications where you are articulating brand purpose.
<b>Mission</b>	Internal	A rallying cry that articulates why your people show up in the morning and what creates a feeling of success.	Internal documents like quarterly reports or other communications that engage stakeholders around brand purpose.
<b>Statement of Purpose</b>	External Internal	The foundation for Positioning and Differentiation, this is a segmented description of who you are and how you create particular value.	Web copy and as a check-in exercise to ascertain core messages continue to tell an accurate brand story.
<b>Boilerplate</b>	External	A keyword-rich succinct overview of company facts.	Website footers, collateral, or social media branding.
<b>Elevator Pitch</b>	External	A conversational version of the Boilerplate crafted to be short, intriguing and shared quickly and in spoken form. It should encourage the listener to want to learn more.	Conversations or disseminated to brand advocates to simplify the process of telling others about you.