

Cobalt Brand Platform Worksheet



Brand Messaging

Your brand platform consists of consistent messaging applied with a fully integrated visual identity system. This worksheet enables you to establish your key brand messages.

How you talk about your business — in conversation, in print and on the Web — is a critical brand-building activity. Leaders should strive for clarity and consistency and then help employees do the same. High-level brand messages don't have to be used word-for-word, but they should be incorporated naturally into conversations and corporate narratives.

Company Name

It all starts with the name, both legal and colloquial expressions.

Full Legal Name _____

Colloquial Name _____

Significance of the Name

In a few sentences, explain the significance of or meaning behind your company name.

INWARD-FOCUSED BRAND MESSAGING

Corporate Vision | *A vision is where you want your business to go. It's a point on the horizon, a realistic aspiration. The vision statement should be a single, easy-to-understand sentence.*

Corporate Mission | *Mission achieves vision, so this should be a statement of how you intend to get to the point on the horizon defined in the step above. The mission statement should be a single, easy-to-understand sentence.*



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Corporate Values | Values refer to the principles or ideals you embrace every day as you carry out the mission expressed above. There is no correct number of values: some companies have five; others have 25. They should be written as a series of clear, concise statements.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Positioning Statement | Positioning is how you differentiate yourself in the market, so customers can draw a distinction between your brand and the brands of your competitors. Positioning statements are a single sentence, but they have a specific format — [see this Cobalt resource](#) to learn more.

OUTWARD-FOCUSED BRAND MESSAGING

Tagline | A tagline is a creative expression of your brand messaging. It should reflect your vision, mission and/or positioning, but in a clever, memorable way.

One-liner | A corporate one-liner is the more conversational expression of your tagline. It should answer the question, “What unique product or service does your business provide?”

Elevator Pitch | The elevator pitch is a longer narrative that builds on the one-liner and allows you to tell a brand story that connects the emotional “why” to the business offering. It should be a short paragraph, perhaps four to seven sentences.



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