COBALT COMMUNICATIONS

Brand Messaging Framework

Worksheet

A Brand Messaging Framework forms the foundation of a company's marketing communications. It ensures that consistent, differentiated messages are sent to your internal and external audiences. This worksheet enables you to establish your key brand messages in a visual architecture.

MISSION + VISION

Tagline

Value Proposition

Positioning Statement

Pillar	Pillar	Pillar
Supporting Point	Supporting Point	Supporting Point
Supporting Point	Supporting Point	Supporting Point
Supporting Point	Supporting Point	Supporting Point

Elevator Pitch

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