

# 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

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### Tagline

### Value Proposition

### Positioning Statement

### Pillar

#### Supporting Point

#### Supporting Point

#### Supporting Point

### Pillar

#### Supporting Point

#### Supporting Point

#### Supporting Point

### Pillar

#### Supporting Point

#### Supporting Point

#### Supporting Point

### Elevator Pitch

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