**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=11294&utm_source=template-word&utm_medium=content&utm_campaign=Brand+Messaging+Pillar-word-11294&lpa=Brand+Messaging+Pillar+word+11294)Brand Messaging Pillars Template**

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| Vision  *Where do we want to be in the future?* Describe the long-term aspirations for the brand. | Mission  *Why do we exist?* Summarize the purpose driving the brand’s existence. | | Target Audience  *Who are we speaking to?* Define the primary groups the brand seeks to engage. | | Brand Promise  *What can customers count on us for?* State the consistent value the brand pledges to deliver. |
| Overall Value Proposition  *What sets us apart?* Outline the unique benefit that the brand provides. | | Tagline  *How do we communicate our essence in a few words?* Craft a brief phrase that captures the brand’s spirit. | | Tone  of Voice  *How do we sound?* Specify the style and personality the brand uses to communicate. | |
| Brand Pillars  Define the central themes that guide our brand’s message.  Pillar 1: Theme that sets our brand apart  Pillar 2: Core value that our brand embodies  Pillar 3: Principle that resonates with our audience | | | Proof Points  Details & differentiators that support our brand pillars.  Supporting Point 1: How does this pillar benefit customers?  Supporting Point 2: What makes this pillar credible?  Supporting Point 3: What evidence or facts reinforce this pillar? | | |

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