

## Brand messaging framework

<b>Vision</b>	<i>[Aspirational picture of the world in this future]</i>		
<b>Mission</b>	<i>Helping you feel great.</i>		
<b>Brand promise</b>	<i>[The value customers can expect when they interact with your company]</i>		
<b>Overall value proposition</b>	<i>[Overall value creating proposition of your company]</i>		
<b>Target audience</b>	<i>[Your ideal customer]</i>		
<b>Tagline</b>	<i>[Catchphrase or slogan you use to describe your company or product]</i>		
<b>Brand essence</b>	<i>[Core attributes that you want to be known for]</i>		
<b>Tone of voice</b>	<i>[The personality traits of your brand and voice you want to embody]</i>		
<b>Brand pillars</b>	<i>[Theme that sets your brand apart]</i>	<i>[Theme that sets your brand apart]</i>	<i>[Theme that sets your brand apart]</i>
<b>Proof points</b>	<i>[Details and differentiators that support the brand pillar]</i>	<i>[Details and differentiators that support the brand pillar]</i>	<i>[Details and differentiators that support the brand pillar]</i>



