

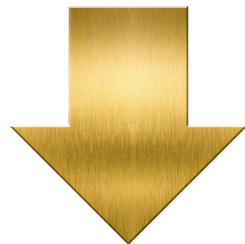
HELPING YOU TRANSFORM THE
ORDINARY INTO THE

EXTRAORDINARY

A strong Brand Strategy begins with how you communicate your unique value.

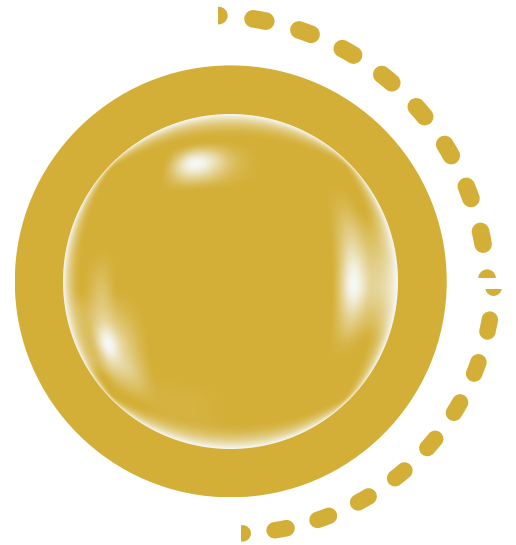
- **Clarity** ensures your audience instantly grasps your purpose and benefits.
- **Confidence** builds trust and strengthens brand loyalty.
- **Consistency** creates a memorable, unified presence that boosts recognition.

TOP 10 BRAND MESSAGING GUIDELINES



CLARITY

Having Clarity in your Brand Messaging ensures your audience quickly understands your value. Clear brand messaging helps your audience understand what your business does, and what it stands for. It ensures that potential customers can quickly grasp the essence of your brand.



CONFIDENCE

Confidence in your brand messaging builds trust and loyalty with your audience. Your voice gains vibrancy and your audience “hears” you when your messaging is clear. Confident messaging projects authority and expertise. When a brand speaks with confidence, it reassures the audience that the brand knows its industry, products, and services well, which enhances its credibility.



CONSISTENCY

Consistency ensures a unified and memorable brand presence that reinforces recognition and trust. When customers know what to expect from your brand, they are more likely to rely on and trust your products or services.



1

PURPOSE

What is our purpose? Why do we exist? Reflect on the origins of your brand and the initial problems it set out to solve or the needs it aimed to fulfill.

Example: "To inspire and empower people to live healthier, happier lives."



2

VISION

Envision Your Long-term Goals: What future do we want to create? Think about the impact your brand aims to have and the legacy you wish to leave.

Example: "To create a world where every person has access to affordable, sustainable energy solutions."



3

MISSION

Define your brand's purpose beyond profit. What are we here to do? How do we create that future? Your mission statement should embody your brand's values and guiding principles.

Example: "To empower individuals through education and technology."

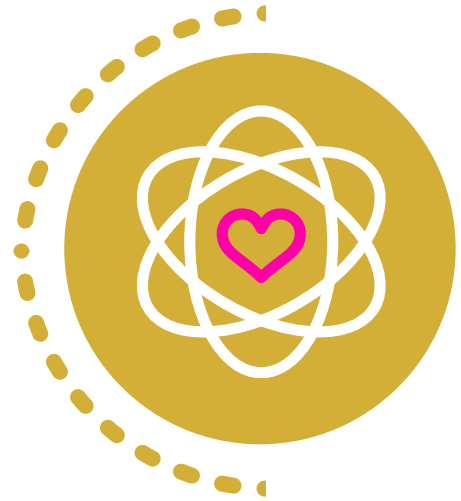


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VALUES

Identify the core principles and beliefs that drive your brand. What ideals are essential to your brand's identity and mission? How will we embody these values to support our mission, vision, and purpose?

Example: Integrity. Innovation. Customer-Centricity.



5

PERSONAS

Discover and understand your audience's characteristics and behaviors through market research to tailor your brand messaging to their unique needs. Engage with your existing customers to gain insights into their needs and motivations.

Example: Age: 35, values efficiency and convenience, family-friendly products, email newsletters.



6

COMPETITORS

Identify your competitors to better differentiate your brand. Use search engines and social media to find businesses that are targeting the same audience or addressing similar needs.

Example: Competitors include Fitbit, Garmin, and Apple Watch in the fitness tracking market."



7

VISUAL IDENTITY

Your visual identity communicates who you are. Think about your Brand Purpose and Vision. Design your logo, website, icons, graphics, photography and other visual elements that represent your brand consistently across all social platforms and materials. This includes identifying your brand color palette.



8

VALUE PROP

Write a brief, clear, and memorable statement that summarizes your unique value. Showcase what makes your offering special and better suited to meet your customer or client needs. Highlight your purpose, mission, and values in this statement.



9

TAGLINE

It's your big idea. Keep your tagline brief and easy to understand, typically no more than a few words or a short sentence. Capture the essence of your brand's identity, values, and personality in a concise phrase. Make it simple, easy and memorable.



Example: "Purpose Beyond Profit"

10 MESSAGING PILLARS

Messaging Pillars are the core messages that consistently communicate your brand's value, mission, and unique qualities to your audience. Here are the main components of messaging pillars.



BRAND MESSAGING PILLARS

Define Each Pillar with your Main Product or Service Offering

Pillar



Pillar



Pillar



SUPPORTING POINT

SUPPORTING POINT

SUPPORTING POINT

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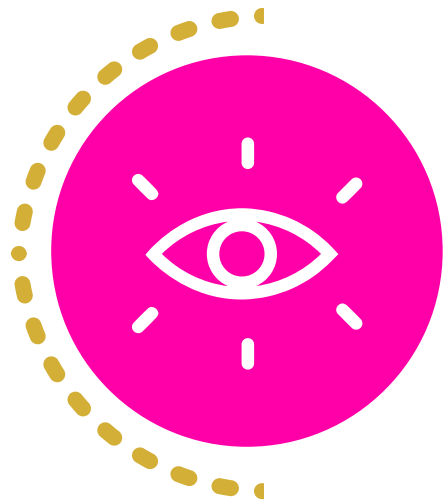
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PURPOSE



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VISION



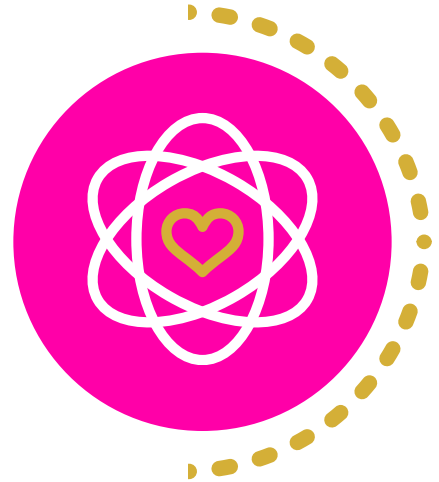
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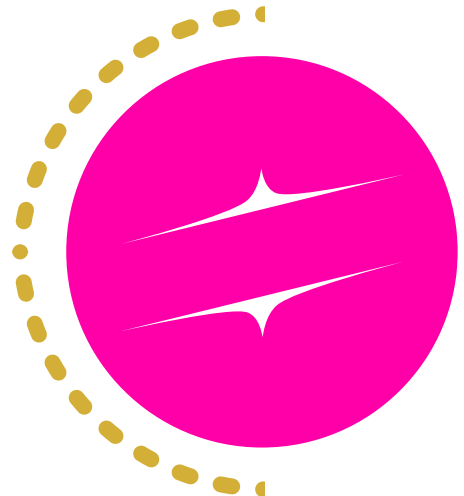
7 VISUAL IDENTITY



8 VALUE PROP



9 TAGLINE





Feeling stuck? Let us help! Discover the experience of building your Brand Messaging with **s.h.e. CONSULTING.**

“*The only Brand Messaging Architect Who Helps You Transform Your Messaging From the Ordinary to the Extraordinary.*”

s.h.e. CONSULTING is a boutique consultancy that helps aspiring businesses and nonprofits discover their best messaging to connect people to their brand and generate real results.