

**Branding and Messaging Guide Worksheet** 

## **Branding and Messaging Guide** Worksheet

Use this worksheet to work through developing a branding and messaging guide for your association to use to ensure your content development stays consistent.

Step 1: Identify your association's GOALS AND PRINCIPLES for the content you develop. Think of each piece of content as a building block toward something greater. What do you aim to achieve?		

Step 2: Identify the type of VOICE AND TONE you want your association's content to show. What is the consistent voice of your content? How will your tone change when writing to different audiences and on different platforms? This will help your staff ensure your content sounds like it's all coming from the same team, even if multiple people work on the same products.		

Step 3: Define how the association will use GRAMMAR AND MECHANICS in its content development. Consider things that could otherwise be inconsistent like the use of abbreviations, active vs. passive voice, emojis, text formatting, etc. You may also want to consider writing boilerplate language around your organization's purpose and value proposition.		

Step 4: What are your association's LOGO(s) and their required formatting standards?	
Insert your logo(s) here.	
Logo formatting standards	

Step 5: Identify the COLOR PALETTE your association will use. Insert colors and codes here.
Step 6: Identify any rules around the use of PHOTOGRAPHY that you want to be consistent.

Step 7: Identify the FONT STYLE(s) you want to use and when you will use them. Consider a style for headings and a style for paragraph text.		

Step 8: Identify ICONS (if any) that you want to be consistent in all content. Insert icon images here.

