

Name: _____

Office: _____

Today's Date: _____

Due Date: _____

Contact Info: _____

Project Title: _____

Medium of Communication:

Audience(s):

Key Message:

Proof Points:

Call to Action:

Additional Considerations:

STRENGTHS (Check all that apply.)

One or more of our key strengths should come through in the content of every communication.

- CONVICTION
- EXCELLENCE
- SCALE
- DIVERSITY

TONE (Check all that apply.)

Choosing specific traits of the Berkeley brand to highlight will help you communicate with a consistent voice.

- CURIOUS
- INTENSE
- INFLUENTIAL
- OPTIMISTIC
- REAL
- INDEPENDENT
- OPEN
- SOCIALLY CONSCIOUS

VISUAL SPECTRUM

Our brand can flex in many directions depending on what's appropriate for the audience. Choose the right balance for your communication here.

