

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

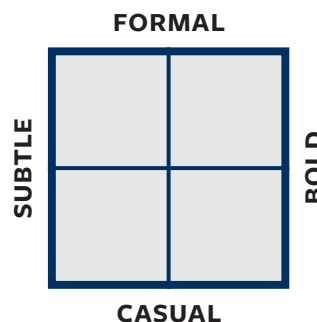
**STONE** (Check all that apply.)

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.



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