COMMUNICATION BRIEF

NAME: ____________________________________________  OFFICE: ____________________________________________

TODAY’S DATE: ____________________________  DUE DATE: ____________________________

CONTACT INFO: ____________________________________________  PROJECT TITLE: ____________________________

MEDIA/FORMAT: ____________________________________________

AUDIENCE(S): ____________________________________________

BRAND ATTRIBUTES (Check all that apply)
One or more of our key attributes should come through in the content of every communication.

☐ Purposeful  ☐ Global
☐ Ambition ☐ Perspective
☐ Radical  ☐ Bold
☐ Empathy  ☐ Participation

TONE—Verbal (Check all that apply)
Choosing specific personality traits of the Buffalo brand to highlight will help you communicate with a consistent voice.

☐ PRAGMATIC  ☐ TENACIOUS
☐ INCLUSIVE  ☐ AMBITIOUS
☐ PROUD  ☐ DYNAMIC

TONE—Visual (Mark the appropriate quadrant)
Our brand can flex in many directions depending on what’s right for the audience. Choose the balance for your communication.

EXAMPLE:

(SOPHISTICATED)

(FORMAL)

(VIBRANT)

(CASUAL)

KEY MESSAGE: ____________________________________________

PROOF OF MESSAGE: ____________________________________________

CALL TO ACTION: ____________________________________________

ADDITIONAL CONSIDERATIONS: ____________________________________________