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

- Purposeful
- Ambition
- Global
- Perspective
- Radical
- Empathy
- Bold
- 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:

- FORMAL
- MUTED
- CASUAL
- VIBRANT

Key Message:

Proof of Message:

Call to Action:

Additional Considerations: