

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.

- | | |
|--|---|
| <input type="checkbox"/> Purposeful Ambition | <input type="checkbox"/> Global Perspective |
| <input type="checkbox"/> Radical Empathy | <input type="checkbox"/> Bold Participation |

TONE—Verbal (Check all that apply)

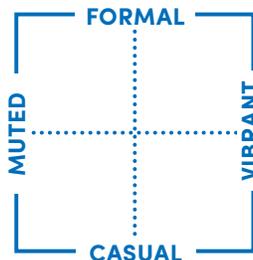
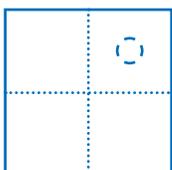
Choosing specific personality traits of the Buffalo brand to highlight will help you communicate with a consistent voice.

- | | |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> PRAGMATIC | <input type="checkbox"/> TENACIOUS |
| <input type="checkbox"/> INCLUSIVE | <input type="checkbox"/> AMBITIOUS |
| <input type="checkbox"/> PROUD | <input type="checkbox"/> 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:



Key Message: _____

Proof of Message: _____

Call to Action: _____

Additional Considerations: _____