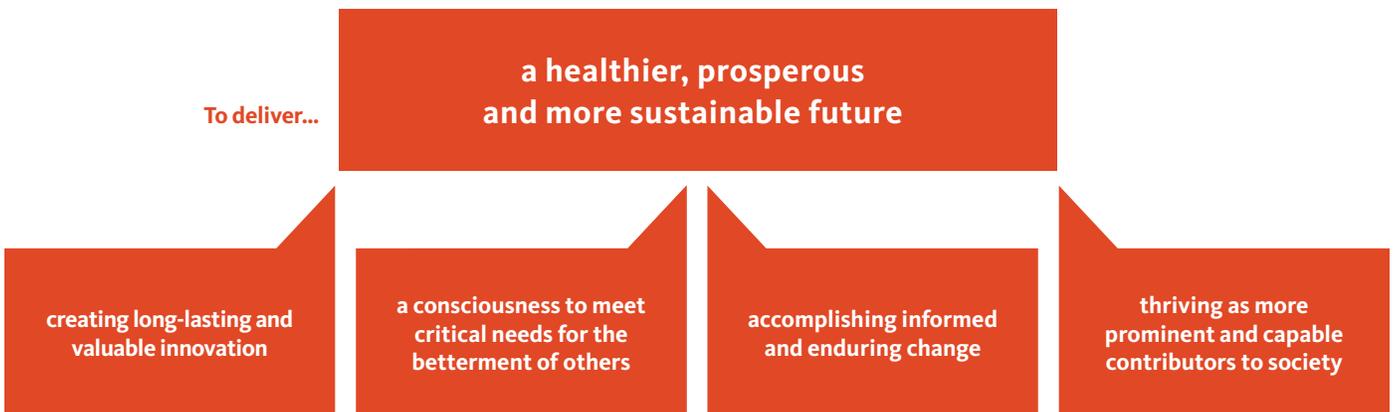
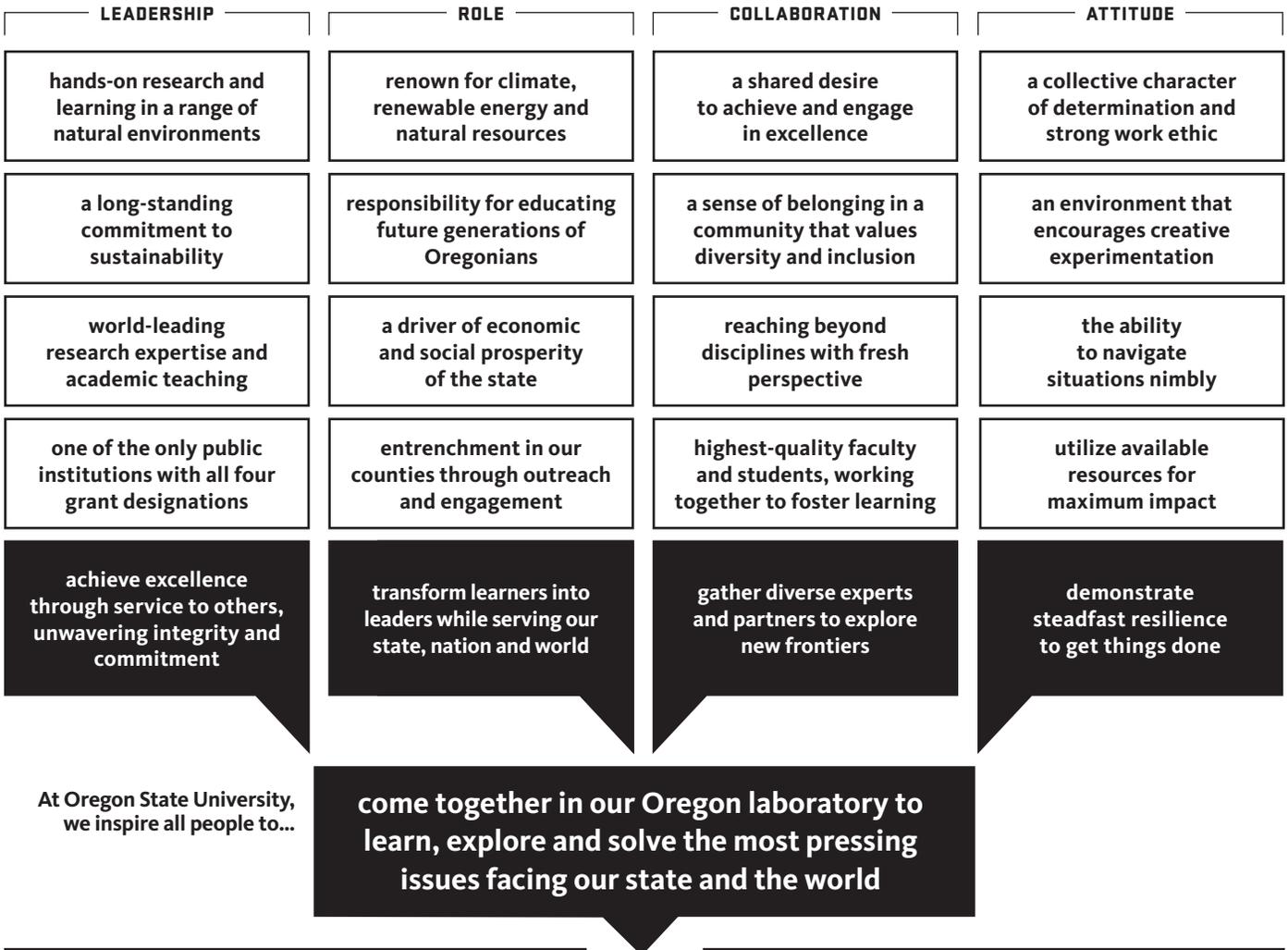
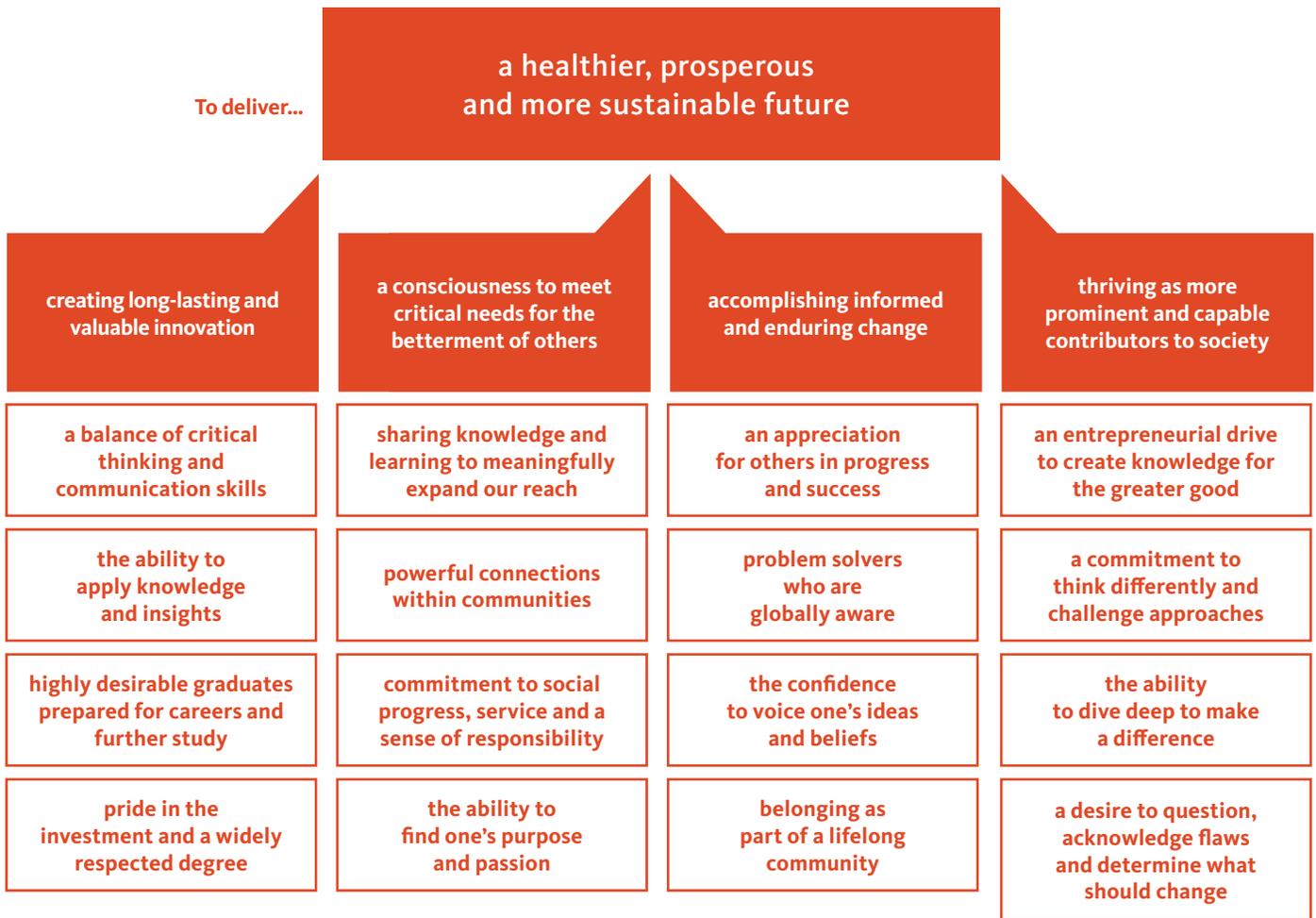


USING THE MESSAGE MAP

Use the interactive message map on the brand guidelines website to determine which attributes and benefits apply to your audience. Then choose which messages and proof points to build into your copy.





Note: Not all of these messages will apply to your project, nor will every proof point be used every time. Sometimes, only one or two elements from the message map will be relevant. More importantly, the message map contains the ideas you want to get across in your writing. Don't just copy and paste text from the message map.