

Name: _____

Office: _____

Today's Date: _____

Due Date: _____

Contact Info: _____

Project Title: _____

Media/Format:
(flyer, web page, video, social post, article)

Audience(s):

Key Message:

TONE — Verbal (Check no more than three)

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

- WITTY**
Earthy, Pithy
- SMART**
Intellectual, Perceptive
- COMPASSIONATE** **MINDFUL**
Benevolent, Human *Aware, Deliberate*
- EARNEST** **PROFOUND**
Diligent, Sincere *Momentous, Meaningful*
- CURIOUS** **FORWARD-LOOKING**
Explorative, Inquisitive *Proactive, Groundbreaking*

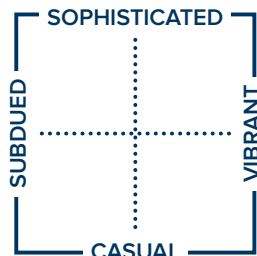
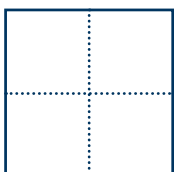
Goals:

Call to Action:

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:



Additional Considerations: