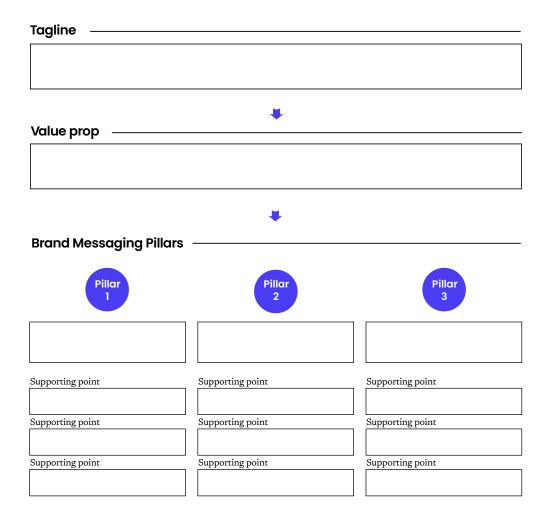# Brand Messaging Template

**Define your value proposition, tagline, and messaging pillars to help content creators maintain a cohesive brand narrative.**

For more detail on how to use this template, see our [How to Craft Your Brand Messaging](#) blog article.

**Tagline**

**Value prop**

**Brand Messaging Pillars**

| Pillar 1 | Pillar 2 | Pillar 3 |
|---|---|---|
| | | |
| Supporting point | Supporting point | Supporting point |
| Supporting point | Supporting point | Supporting point |
| Supporting point | Supporting point | Supporting point |

# Kelp

## Still need help to figure it all out?
Reach out. We'd love to help you bring your brand to life.