

Create a Simple Brand and Message Guide

A starter guide for helping your team communicate consistently across channels.

Consistency Makes Communication Easier

Your brand is more than your logo. It includes your tone, visuals, photos, colors, and the words you choose. In drug and alcohol, gambling, prevention, and support-related communication, language can either reduce barriers or create them.

What to Include:

- Colors and fonts
- Logo usage
- Photo or image style
- Preferred tone of voice
- Words to use and avoid
- Common calls to action
- Approved descriptions of your organization, services, or programs
- Key audiences
- Trust signals
- Examples of clear, supportive language



Starter Questions

- Do we currently have a guide?
- Does it need to be created, refreshed, or reviewed?
- Who needs to use it?
- What messages should be consistent across all materials?
- What wording should our team avoid or reconsider?

Team Activity

Gather your current website copy, one flyer, one social post, one email, and one referral resource. Compare the tone, language, visuals, and calls to action. Identify what should be standardized in a simple guide.

Reach Out

If your team organization needs help creating a brand and message guide your team can actually use, the Dail Digital Team is happy to connect with you.

Visit www.daildigital.com and click 'Reach Out' or email support@daildigital.com today.

