

Introduction

Consistent usage of Brandt’s official corporate tagline and various supporting messaging themes is critical to building our brand’s ability to communicate in rich, diverse and relevant ways with its many audiences.

Terminology

Tagline

The most concise expression of the master brand value proposition. For Brandt, Powerful Value. Delivered. faithfully represents the key brand attribute(s) that should be true for every piece of communication – internal or external – that the company creates.

Battle Cry

Marketing claims that are specific to our various divisions and are tailored to the needs and aspirations of their unique audiences/industries. Battle cries are the outward-facing expression of the value proposition for that division and are the targeted way in which we express how Powerful Value. Delivered. is made true for their specific audiences. Examples include:

- Hard To The Core (Brandt Equipment Solutions)
- Work Ready (Brandt Trailers)
- We Build Confidence (Brandt Engineered Products)
- Stand Tall (Brandt Tractor Ltd.)

Headline

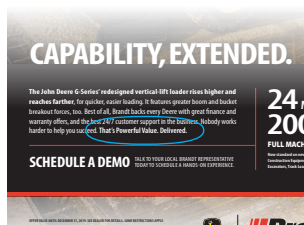
Opportunity-specific claims, used in advertising and marketing materials to capture the attention of the reader and prompt them to investigate further. Headlines tend to change frequently based on evolving product/service offerings and are inspired by the spirit and language of the battle cry and the tagline.

Absolute Terms

Slogan, motto, catchphrase, jingle, etc. – this is outdated language and should not be used in lieu of the above as it will cause confusion in message creation and utilization.

Usage

Brandt’s tagline and battle cries are highly-complementary statements that, used properly together, serve to assure our many audiences that we understand their needs and will do whatever it takes to meet them. As such, they are not mutually-exclusive and should always be used together. The battle cry should always take a leading role in guiding primary messaging – even being used as a headline where appropriate – while the tagline punctuates our claim at the end. Both statements should appear in relevant Brandt corporate, communications, and promotional materials.



Exceptions

Copy

- In some advertising body copy, use of the tagline may not fit within tight word/character-count restrictions without sacrificing key product/service content (e.g. online display ads or social media posts). In this case, the product/service information always takes precedence.
- In multi-page corporate collateral documents (e.g. product brochures), the tagline will typically appear in the opening paragraphs as a part of our value promise and need not be referenced again in body copy in succeeding pages. In this case, it should still appear as a standalone graphic on the back cover.
- For www.brandt.ca, the tagline only needs to be used on higher-level pages where broad statements of value are made. It need not appear in body copy as viewers drill down further into the site.
- In non-marketing-specific external materials such as media communications or editorial content where a neutral tone is important, the tagline should be omitted for all content except if/where it is of value to include it within a quote from a Brandt employee. This is also true for case studies which, while used in support of marketing materials, will also maintain a more neutral tone.
- For internal documents, the corporate tagline need not be used within body copy if the communication is utilitarian in nature and does not make specific value claims associated with the Brandt brand.

Layout

Inclusion of the standalone version of the tagline – appearing as a distinct design element – will be the standard, except in cases where...

- it creates problematic visual clutter
- space is at a premium (small layouts, web ads, direct mail, statement stuffers, etc.)
- there are too many competing messages or more messages than the medium can shoulder (ie: outdoor, print ads, video ads)
- it already appears within body copy (print ads)



Exception: Space is at a premium



Exception: Too many competing messages