COLUMN FIVE

Brand Messaging Template

Articulate your value prop, tagline, and messaging pillars to help content creators tell a consistent brand story.

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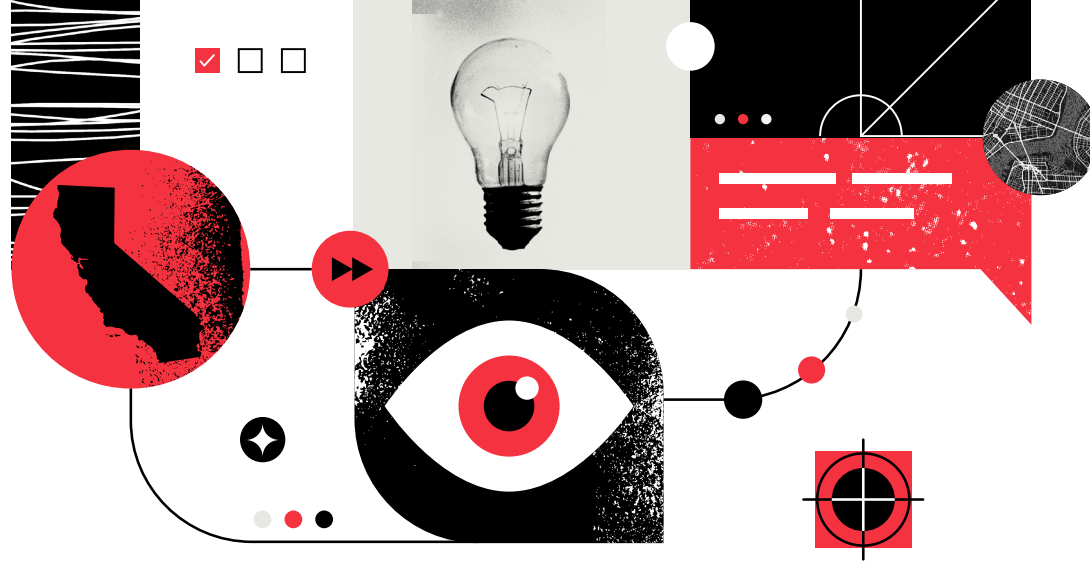
[Guide to Craft Your Brand Messaging.](#)

Tagline

Value prop

Brand Messaging Pillars

Pillar 1

Supporting point

Supporting point

Supporting point

Pillar 2

Supporting point

Supporting point

Supporting point

Pillar 3

Supporting point

Supporting point

Supporting point

Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

Learn more at **columnfivemedia.com.**