**COMPANY: Key Terms**

****

**SPECIAL ANNOUNCEMENT:**

**You can put any special announcement here that is important for users of this document to know. It may be something that is more timely and that would change with an update.**

|  |  |  |  |
| --- | --- | --- | --- |
| AREA & TERMINOLOGY | Last Revised | Rating | Positioning/Messaging |
| **COMPANY (L1)**What core message is and what is meant at a company level. | June 2020 |  | Top-Line Company Messaging:What it means: |
| **COMPANY (L2)**What core message is and what is meant at a company level. | June 2020 |  | Second-Level Corporate Messaging:What it means: |
| **COMPANY (L2)**What core message is and what is meant at a company level. | June 2020 |  | Second-Level Corporate Messaging:What it means: |
| **COMPANY (L3+)**“Customers” | June 2020 |  | Example: We use the term “customers” for organizations that use our products. We do not refer to them as “clients.”  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**OFFERINGS**

|  |  |  |
| --- | --- | --- |
| **OFFERING**What core message is and what is meant. |  | Top-Line Offering Messaging:What it means: |
| **OFFERING**What core message is and what is meant. |  | Top-Line Offering Messaging:What it means: |
| **OFFERING**What core message is and what is meant. |  | Top-Line Offering Messaging:What it means: |
| **OFFERING**What core message is and what is meant. |  | Top-Line Offering Messaging:What it means: |
| **OFFERING**What core message is and what is meant. |  | Top-Line Offering Messaging:What it means: |
| **OFFERING**What core message is and what is meant. |  | Top-Line Offering Messaging:What it means: |
|  |  |  |
|  |  |  |
|  |  |  |

**CATEGORY NAME**

|  |  |  |
| --- | --- | --- |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |

**CATEGORY NAME**

|  |  |  |
| --- | --- | --- |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | Message:What it means: |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |
| **TERM**What core message is and what is meant. |  | **TERM**What core message is and what is meant. |

Core to Our Business

Peripheral Term

Important to Know