



Tagline fundamentals

A tagline is a slogan, clarifier, mantra, company statement or guiding principle that describes, synthesizes or helps create an interest. Taglines sum up the sell, evoke an emotional response and the best of them become a brand promise.

Tagline Basics

- A tagline must be short
 - It must be differentiated from its competitors
 - It must be unique
 - It must capture the brand essence and positioning
 - It must be easy to say and remember
 - It cannot have any negative connotations
 - It is typically displayed in a small font
 - It can be protected and trademarked
 - It evokes an emotional response
 - It is difficult to create
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Types of Taglines

Imperative:

Commands action and usually starts with a verb.

Nike: Just do it, HP: Invent, Apple: Think different, Mutual of Omaha: Begin today

Descriptive:

Describes the service, product or brand promise.

Allstate: You're in good hands, GE: We bring good things to life, UPS: Moving at the speed of business

Superlative:

Positions the company as best in class.

BMW: The ultimate driving machine, DeBeers: A diamond is forever, Lufthansa: There's no better way to fly

Provocative:

Thought-provoking, frequently a question.

Microsoft: Where are you going today?, Philips: Let's make things better, Dairy Council: Got milk?

Specific:

Establishes leadership of a category.

Cisco: Empowering the internet generation, Volkswagen: Drivers wanted, CDW: Computing solutions built for business

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