



Branding Copy Doc - Vermont Professionals of Color

Slogan: "Empowering Vermont's Professionals of Color"

Brand Story: VT PoC was founded with a mission to support and uplift professionals of color in Vermont. Our goal is to create a more inclusive and equitable community by providing resources, fostering connections, and advocating for change. Through our various programs and initiatives, we strive to empower individuals, promote BIPOC professional development, and support BIPOC entrepreneurship, building a stronger, more united Vermont.

Brand Overview: VT PoC is dedicated to the support and empowerment of Vermont's professionals of color. We offer a range of resources, events, and advocacy efforts aimed at fostering community, promoting equity, and driving social change. Our organization is built on the principles of inclusivity, representation, and solidarity.

Brand Positioning: VT PoC stands as a beacon of support and empowerment for professionals of color in Vermont. We provide essential resources, create opportunities for connection, and advocate for systemic change. Our unique blend of community focus and proactive advocacy sets us apart as the leading organization dedicated to the advancement and well-being of professionals of color in the region.

Brand Vision: To create an inclusive and equitable Vermont where professionals of color feel empowered, supported, and celebrated.

Brand Mission: Our mission is to advance the economic, professional, and social prosperity of all Black, Indigenous and People of Color in Vermont by:

- Recruiting and retaining BIPOC professionals in Vermont by building a strong social network for our BIPOC community.
- Driving a new era of professional mobility by promoting BIPOC professional development and supporting BIPOC entrepreneurship.
- Empowering our BIPOC youth with access to mentorship, internships, and early career opportunities.
- Influencing public policy by representing the cause of BIPOC professionals and businesses to policymakers, legislators, and corporate executives.

Unique Value Proposition (UVP): VT PoC: Empowering and supporting Vermont's professionals of color through dedicated resources, community connections, and relentless



advocacy for equity and inclusion. We are committed to promoting professional development and supporting entrepreneurship within the BIPOC community.

Brand Values:

1. Inclusivity: Embracing diversity and ensuring everyone feels valued and included.
2. Empowerment: Providing the tools and support necessary for individuals to thrive.
3. Advocacy: Actively working towards systemic change and justice.
4. Community: Fostering a sense of belonging and mutual support.
5. Equity: Striving for fairness and equal opportunities for all.
6. Development: Promoting professional growth and development within the BIPOC community.
7. Entrepreneurship: Supporting BIPOC entrepreneurs in their business endeavors.

Brand Archetype: The Advocate - VT PoC embodies the Advocate archetype, fighting for the rights and recognition of professionals of color in Vermont. This archetype is characterized by a deep sense of justice, passion for social change, and dedication to supporting those in need.

Brand Messaging:

- "Empowering Vermont's Professionals of Color."
- "Building a more inclusive and equitable community."
- "Your voice matters. Together, we create change."
- "Fostering connections, promoting equity, driving social change."
- "Supporting and celebrating the diverse voices of Vermont."
- "Promoting BIPOC professional development and entrepreneurship."

Brand Feel: VT PoC radiates a sense of empowerment, inclusivity, and community. The brand is a source of strength and support, creating a welcoming and affirming environment for professionals of color. With a proactive and dynamic approach, VT PoC is both a haven and a launchpad for those seeking to make a positive impact.

Brand Essence Keywords:

- Empowerment
- Inclusivity
- Advocacy
- Community
- Equity
- Support
- Diversity
- Solidarity
- Justice



- Representation
- Development
- Entrepreneurship

Brand Tone & Voice: VT PoC's tone is empowering, supportive, and inclusive. The voice is confident and clear, advocating for change and highlighting the importance of community and solidarity. Communications are warm, welcoming, and driven by a passion for equity and justice.

Target Audience: Our target audience includes professionals of color in Vermont, allies and supporters, local businesses, community organizations, and policymakers. We cater to individuals seeking community, support, and resources, as well as those committed to advocating for social change and equity.