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**Purpose
Mission
Values
Tone & Voice**



Our Purpose:
Achieving **peace** and **prosperity**
through international exchange.



Our Mission

In the next 5 years Made Impact will enable a systematic shift in awareness of the transformative power of international exchange. By increasing accessibility and intentionality, we will double the impact of international exchange within 10 years.

Our Values

- Team-oriented
- Personal Qualities
- Strategic

Collaborative
Inclusive
Resilient
Daring
Values based
Purposeful
Dynamic
Structured



Brand Voice

Tone and style of written content, ensuring it feels both professional and energetic, and aligns with the overall brand aesthetic.

Voice & Tone

Our tone reflects who we are: professional yet vibrant, welcoming yet authoritative. It guides how we communicate with our audience and express our mission to amplify the impact of international exchange.

When we speak we are...

Friendly & Approachable:

We speak warmly and openly, building connections without being too casual.

Empowering & Inspirational:

Our words inspire action and highlight the transformative power of exchange.

Inclusive & Global:

We embrace diversity, creating messages that welcome everyone.

Knowledgeable & Authoritative:

We communicate with confidence and expertise, offering valuable insights clearly.

Vibrant & Energetic:

Our tone mirrors the energy of our audience, keeping messages lively and engaging.

Clear & Direct:

Simplicity is key. Our messages are concise, actionable, and easy to follow.