

BRAND PLATFORM

Defines the brand and informs how the Program communicates about itself.

« WHAT »

VISION

U.S. global leadership in advanced manufacturing

MISSION

Connecting people, ideas, and technology to solve industry-related advanced manufacturing challenges, thereby enhancing industrial competitiveness and economic growth and strengthening our national security

PROMISE

Reinvigorate American manufacturing by fostering integrated collaboration to smartly and efficiently advance technology that leads to cutting-edge products and services built by American workers

« HOW »

BRAND PILLARS

Technology
Advancement
Collaboration
Workforce
Development

« WHY »

VALUE PROPOSITION

Secure America's future through manufacturing innovation, collaboration, and education

« WHO »

INNER CIRCLE

- Institute Staff, Organizers, and Members
- Funding Agencies
- Program Managers

MANUFACTURING COMMUNITY

- Industry (OEM to SME)
- Academia (Tier 1 & 2)
- Government (Federal, State, and Local)
- NGO

POLICY

- Federal
- State
- Local

MEDIA

- Mass
- Niche

GENERAL PUBLIC

- Taxpayers
- Workers
- Students

THEMES

Help us tell the Program's story. They guide the strategic messages developed to reinforce the brand promise and value proposition.



MESSAGES

Are the foundation for storylines about the Program. Each relates to at least one of the themes.

Related Themes

● ●	You are part of something bigger — a family that is greater than the sum of its parts, benefiting the greater good.
● ●	You are building a new future through shared risks, with shared rewards.
●	A strong Manufacturing sector leads to economic and security opportunities, from individual and collective returns on investment, to jobs and training, and to improved quality of life.
● ●	The future of Manufacturing is secure for workers and investment.
●	People believe in the mission of Manufacturing USA.
● ● ●	The public investment in Manufacturing is paying off. The Program is working. America is safer. Local, regional, and national economies are growing. Technology is advancing and positively impacting lives.
●	You hold the Program accountable, helping build public trust by ensuring investments are justified and there is a return on them.
●	There are stories to be told about the successes in Manufacturing, from the impact on everyday lives to exciting innovations, that will attract audiences.