

Brand Mission Statement Overview: National Quilters Circle

Our Vision	To help you become a better quilter
Mission Statement	<i>National Quilters Circle is your go-to online resource for new quilting instruction, ideas, and information - a community where passionate quilters can come together to express their creativity and learn to create something beautiful.</i>
What We Do	Our main goal is to help you become a better quilter, and we teach through video. Our instructional quilting videos are taught by friendly, talented quilting experts who take the time to walk you through the techniques and demonstrations, providing helpful tips and ideas along the way.
How We Do It	On the website you'll find an entire library of quilting videos at your fingertips, plus brand new videos to enjoy throughout the month. You'll also find interesting articles, project ideas, product reviews, Q&As with expert quilters, and lots more. Make sure to follow our social media pages too – these are great places to ask questions, share your stories, and connect with your fellow quilters.
Why We Do It	At NQC, we know that quilting is so much more than a hobby for you – it's a lifestyle. We want to be your favorite place where you can feed that passion by learning new techniques, getting inspiring new ideas, and connecting with other quilters who feel the same way as you.

Brand Personality	Authentic, passionate, honest		
Tone of Voice	Genuine, approachable, friendly		
Key Messages	Learn to Make Something Beautiful	Engage Your Passion	Express Your Creativity
Examples	Learn new techniques Get inspiration Make more quilts	Connect with other quilters Ask questions, share ideas Share the love of quilting	Find personal value Challenge yourself Leave a legacy