

# Defining Your Brand: Strategy

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## The Cone Nonprofit Power Brand 100

In collaboration with Intangible Business



*“In a sector where more than 1.5 million organizations compete for dwindling resources to carry out their missions, a solid brand identity helps tell an organization’s story. It sets expectations, gains attention, fosters relationships and ultimately helps ensure long-term survival.”*

*“The Arc is more than an organization, it is a movement.”*

Peter Berns, CEO, The Arc of the United States

*Name recognition gives us the opportunity to speak on behalf of the voiceless and marginalized in our society as we continue to advocate, serve and convene on behalf of the poor.”*

Father Larry Snyder, President, Catholic Charities USA

# Your Visual Identity...

Is your *First Impression*

Supports and differentiates your brand (*takes separate elements and unifies them into whole systems*)

Builds awareness and helps *differentiate the emotional essence of the brand*

Engages supporters



**DEFINE YOUR BRAND**

# Define Your Brand Elements

## MISSION OVERVIEW

- Your core (*this is your brand essence, your “heart and soul”*)
- What should drive all communications

## HISTORY (if appropriate, share your history and brand evolution)

- Helps with internal communication
- Shows heritage and commitment
- Demonstrates a nimble nature – doing what’s right for the mission

# Define Your Brand Elements

## MARKET POSITIONING

- Clearly define your niche and brand promise
- Understand how you fit into your competitive landscape

## BRAND ARCHITECTURE

- Are you part of a group, consortium or national organization?  
Or does your brand exist alone?

## BRAND ASSETS

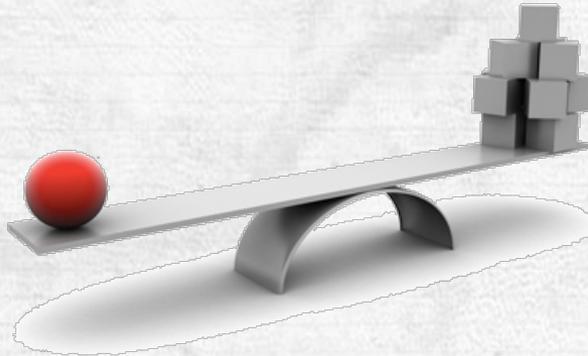
- Brand colors, fonts, design styles
- Logo variations
- Digital and print usage parameters

**DEFINE PERCEPTION**

# How To Create An Impactful Strategy



**LOOK BACK**



**LOOK AROUND**



**LOOK AHEAD**

# Look Back

## REVIEW AND UNDERSTAND THE STATE OF YOUR BRAND

- “In a sector where more than 1.5 million organizations compete for dwindling resources to carry out their missions, a solid brand identity helps tell an organization’s story. It sets expectations, gains attention, fosters relationships and ultimately helps ensure long-term survival.”

## GATHER AND ANALYZE

- Surveys, polls, social monitoring, general feedback
- Site assets / artifacts
- Brand history

# Look Around

## UNDERSTAND BRAND PERCEPTION

- Brand story, tone, visual design
- Collateral – “Put everything on the table, does it match?”

## IDENTIFY YOUR AUDIENCE

- Who are you communicating with?
- What are the audience groups and segments?

## CONDUCT USER RESEARCH

- What do your users think of your brand?
- Where do they see inconsistencies?

## UNDERSTAND THE ENVIRONMENT

- Determine your support group
- Identify challenges
- Analyze the competition
- Staff expertise and ownership

# Look Ahead

## **SET GOALS FOR FUTURE ANALYSIS**

- 1 Year, 3 Year, 5 Year, 10 Year

## **SET REALISTIC BUDGET AND PLAN RESOURCES**

## **DOCUMENT ACTION PLAN**

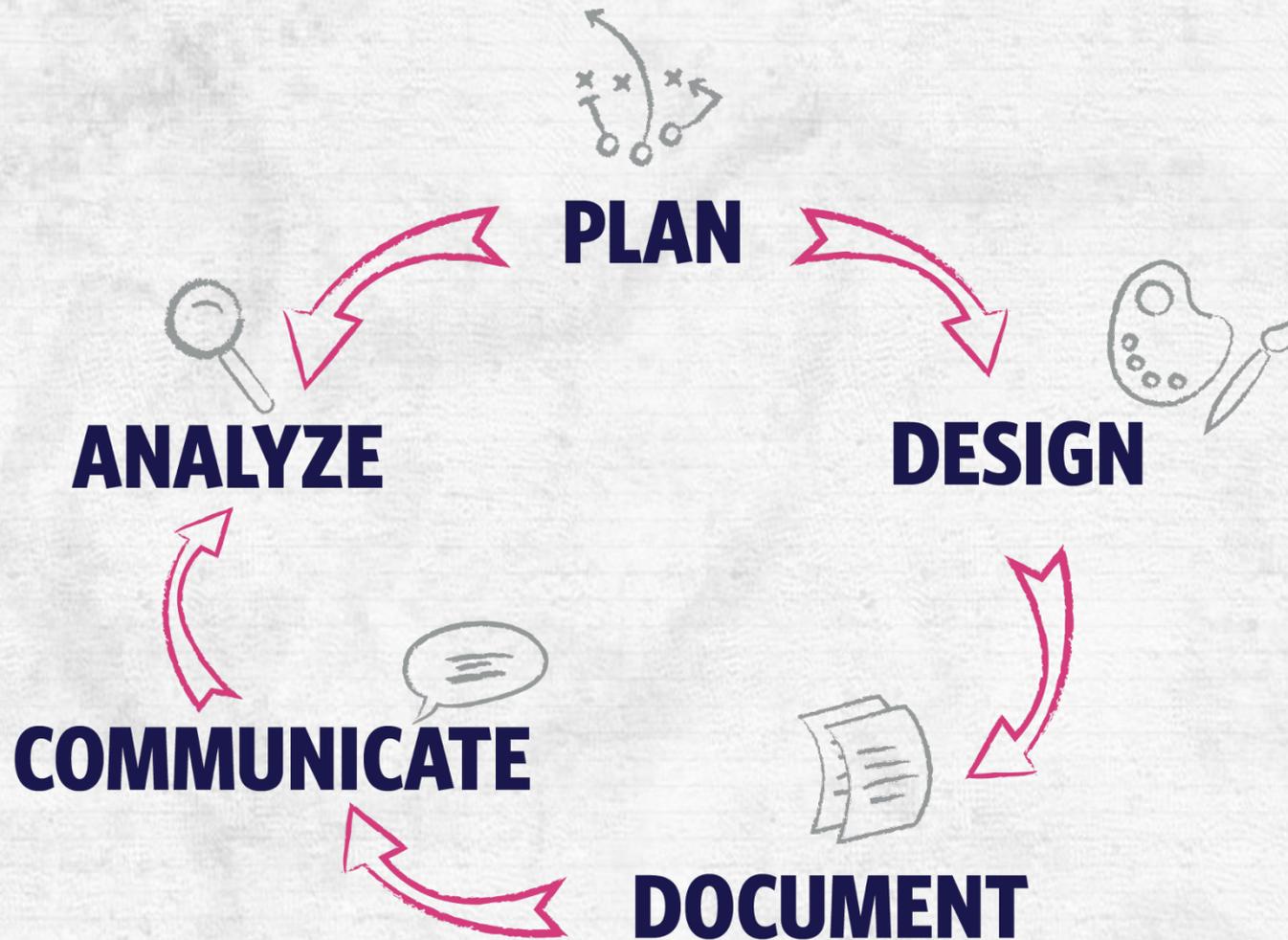
- Every action should link directly to a goal
- Every action should be measurable
  - Brand survey
  - Logo testing
  - Social monitoring

## **WHAT DOES SUCCESS LOOK LIKE?**

## **EXECUTE**

**CREATE YOUR PLAN**

# Branding Process



# Determine Your Need

## A FULL BRAND REDESIGN

- New organization
- Brand redesign: Your voice or tone needs changing
  - Y-ME → Network of Strength
- Your brand lacks clarity
- Your brand doesn't support your strategic goals
- Taking a new direction in your mission
- Perception change



# Determine Your Need

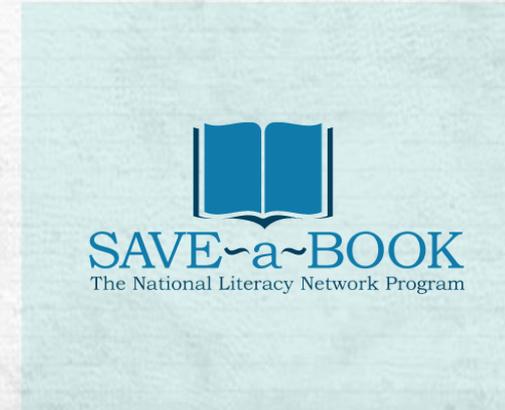
## MILESTONE BRANDING

- Event
- Anniversary
- Campaign



## A LOGO REFRESH

- Your Mission is not changing
- Your tone is not changing
- Your Voice is not changing
- Something is not working
- You need an update!



# Set Up For Success

## **SHHHHHH....LISTEN**

- How are people responding to you?
- What makes people happy?
- What inspires them to act?
- What are your competitors doing?
- Conduct brand awareness/perception surveys

## **CHECK FOR CONSISTENCY – PUT THEM ALL ON THE TABLE**

- Print collateral – annual reports, letterhead, business cards, marketing
- Website
- Social pages – twitter, Facebook, Pintrest, etc.

## **REVISIT YOUR BRAND MANUAL**

- Does your logo accurately represent your organization?
- Does the color palette communicate the appropriate message?
- Does the typography give the appropriate voice?

# Plan Your Communication Strategy

## INTERNAL

- Assign a Brand Owner
- Define and Document a
- Give them the tools for success
- Remind the Team!

## EXTERNAL

- Verbal
- Written
- Graphic Design
- Digital



# Implement Tools

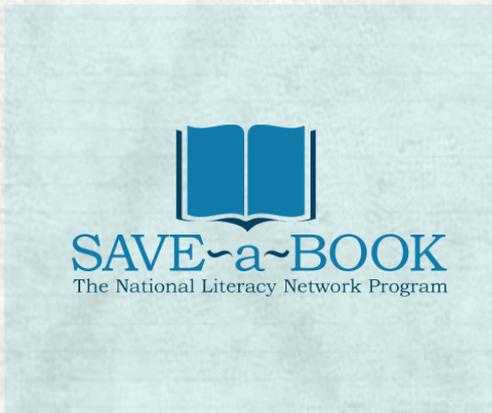
Surveys

Social monitoring

Pop quiz for prizes

Consistency check across all channels

5 Second test – logo



1. What does this organization do?
2. What services does it provide?
3. What 3 personality traits do you associate with this organization?

# Defining Your Brand: Strategy

Define your brand

Define perception

Create your plan

Test and refine

# The Guide Series Continues...

**Living Your Brand: IMPLEMENTATION**

*Tuesday, June 26<sup>th</sup>*

**Communicating Your Brand: THE BRAND MANUAL**

*Wednesday, June 27<sup>th</sup>*

**Expanding Your Brand: MILESTONE LOGOS**

*Thursday, June 28<sup>th</sup>*

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# Questions?

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