Defining Your Brand: Strategy
Aga Siuda, Brand Designer
Kelley Jarrett, Market Manager
“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 \textit{(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

1. Plan
2. Design
3. Document
4. Communicate
5. Analyze

Guide Creative
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 26th

Communicating Your Brand: THE BRAND MANUAL
Wednesday, June 27th

Expanding Your Brand: MILESTONE LOGOS
Thursday, June 28th

www.guidecreative.com
Questions?

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