PROVEN PROCESS: GUIDE TO BUILDING A
BRAND

— A RESOURCE BROUGHT TO YOU BY —

RED CHAIR
COMMUNICATIONS
MARKETING | DESIGN | PUBLIC RELATIONS

Branding is
more than a logo

As you think about your organization's brand, you must analyze and understand your organization's purpose, target audience, and how you want to be perceived.

Branding is everything you are putting out into the world in regards to your organization, and works to build recognition, loyalty, and trust.

Visually, it does include the logo. But, it also includes how and what you tweet, your overall look of your website, whether or not your images utilize a lot of white space, and so on. Outside of visuals it includes understanding what your mission is, where you want your organization to go, and who you serve. Most importantly, it all ties together in a cohesive and memorable way.

BRAND IDENTITY

The "internal" view of the brand - i.e. how the organization perceives and communicates the brand's image to the market place and how the organization wants the brand to be perceived.

BRAND'S IMAGE

The "personality" of the brand - i.e. how the organization is viewed in the marketplace and by consumers.

A successful brand image is therefore one that matches the brand identity. The identity is how the brand wishes to be known, whereas image is how it is perceived.

AH's Branding Process

AH's branding process is derived from the innovation and product life cycle: discovery, development and delivery. During the process, new audiences and potential growth opportunities are often discovered, as well as the organization's voice. When execution begins, it's imperative to have quantifiable results that drive engagement.

DISCOVERY

During discovery, focus on:

- Holding a strategy and brainstorming session with key stakeholders, preferably in person

- Understanding depth: Are we enhancing a current brand or creating a new one?

- Reviewing the organization's strategic plan

- Reviewing member and industry surveys conducted in the last three years

- Conducting member and industry surveys (when appropriate)

- Leading phone interviews and focus groups with members and strategic partners (when appropriate)

- Analyzing competitors' voices and presence

- Understanding the organization's assets and value proposition
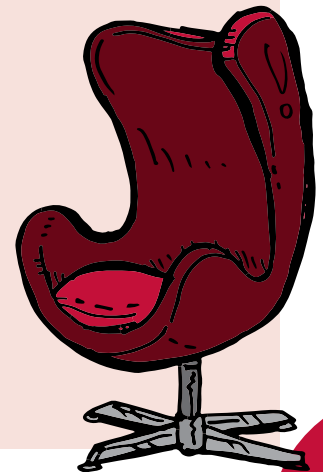
DEVELOPMENT

During development, focus on:

- Compiling research and developing messaging, which may include, but is not limited to, the organization's:
  - Brand story
  - Brand archetype
  - Brand architecture
  - Tagline
  - Mission, vision, and value proposition

- Creating the overall brand strategy, which may include, but is not limited to:
  - Brand archetype
  - Brand architecture
  - Internal and external audience plan

- Brainstorming design elements that are scalable and translate to all assets: website, social media, on-site events, collateral, etc.

- Developing a color palette

DELIVERY

During delivery, focus on:

- Delivering:
  - Logo(s)
  - Style guide
  - Color treatments
  - Approved fonts
  - Templates
  - Messaging
  - Collateral

- Providing a recommended strategy for implementation

- Executing strategic and tactical plan

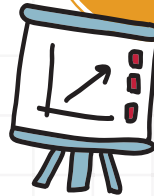- Instilling a branding nurturing and maintenance program

DISCOVERY
START YOUR ENGINE

AH's Branding Process Elements
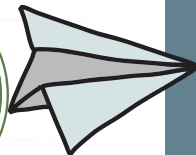
Getting to Know You
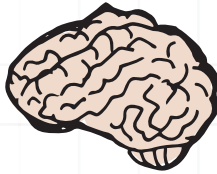**Understanding Your Needs**

DEVELOPMENT
PEDAL TO THE METAL

Brainstorming Design Elements
Creating the Message

DELIVERY
TIME TO DRIVE

BRAND

DISCOVERY
- Meeting of the minds
- Review of strategic plan
- Industry & member research
- Understanding the organization's assets and value proposition

DEVELOPMENT
- Brand strategy
- Brand story
- Brand archetype
- Brand architecture
- Internal and external audience plan

DELIVERY
- Logo(s)
- Style guide
- Color treatments
- Approved fonts
- Templates
- Messaging
- Collateral
- Recommended strategy for implementation
- Execution of strategic and tactical plan
- Brand nurturing and maintenance program

The View From Your Seat:
If You're Working with a
Third Party

You need a partner who will:

- Evaluate the effectiveness and alignment of your brand
- Develop a comprehensive brand strategy (including brand architecture for a multifaceted organization that addresses relationships between programs, campaigns, and partnerships)
- Create an updated brand identity, including logo redesign
- Develop a branding guideline, including positioning, personality, promise, differentiation, and value proposition
- Develop and help implement a strategy to gain organizational consensus for the new brand
- Develop an integrated marketing and communications plan to roll out and promote the brand
- Execute the brand engagement campaign, including new and out of the box ideas
- Implement a branding nurturing and maintenance program

Proposed Outcomes

- An enhanced, unified brand
- Guidelines to share internally and with partners
- Standard messaging, imagery, fonts, and colors on all channels
- Increased awareness

BRAND DEVELOPMENT & STRATEGY

Speaking with a **consistent voice** across platforms—from your website, to e-newsletters and advertising – helps develop your organization's unique **personality** and **identity** in the space. A **brand** is a **personification** of your organization's **products**, **services**, and **collaborative spirit**. Like a person, it has a personality, a character, and reputation. The **tone** may **vary** as you communicate to different audiences via different channels. For example, social media content might call for a particularly informal tone, while information in publications and research might allow for longer, more complex matter and structure.

A core concept about marketing is that **brands should be humanized**. Personal brands (and brands with personality) are more powerful than ever, because deep down we want to connect with people – not products or services. If a brand adopts a **primary character archetype**, people **recognize** it – it's familiar. They understand what you stand for…and what you DON'T stand for.

The key is to *be* something. Define yourself. Make people *feel* something about your brand.
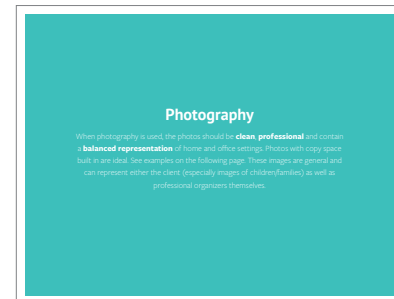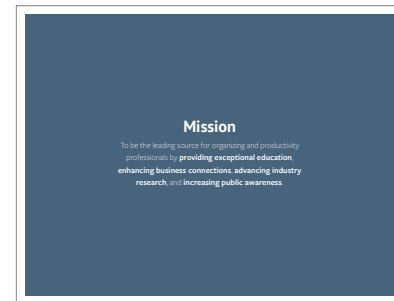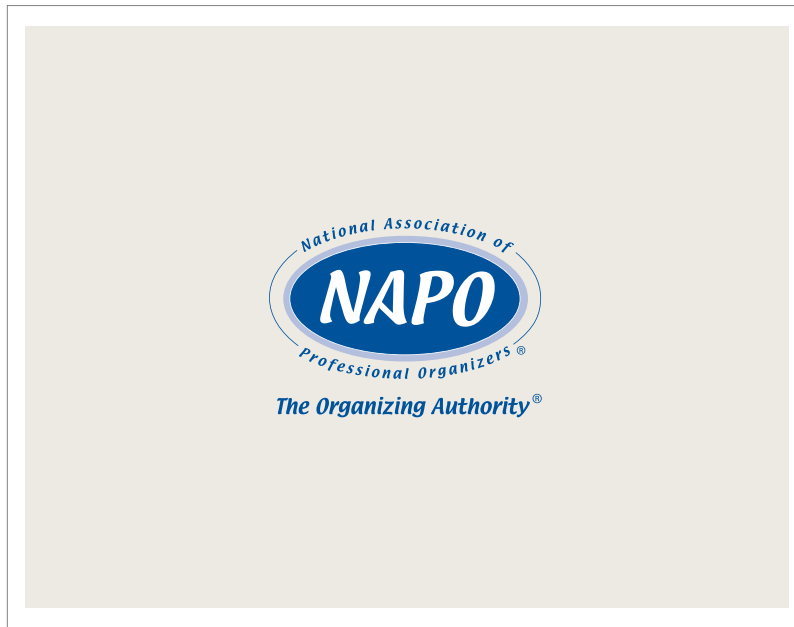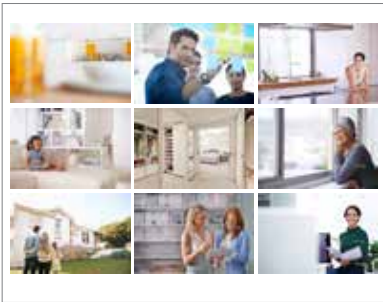
Inspiration
Brand Refresh

Some of AH's client partners find that a "brand refresh" is most appropriate for them. This maintains the essence of the organization's existing brand, but revitalizes the look and feel. For example, the logo, basic fonts, and main colors will remain the same, but these areas of the brand are enhanced, along with new fresh elements.

Brand Refresh Benefits:

- A refresh breathes new life into your brand without the risk of being unrecognizable to your members.
- A refresh gives your organization a chance to assess what works about your existing brand and reimagine what does not seem to work.
- Your brand refresh is often less costly than a total logo and branding redesign.
- Refreshing your brand will keep your organization looking relevant, keeping up with today's rapidly changing design trends.

Example:

National Association of
NAPO
Professional Organizers ®
The Organizing Authority®

Mission
To be the leading source for organizing and productivity professionals by **providing exceptional education**, **enhancing business connections**, **advancing industry research**, and **increasing public awareness**

Photography
When photography is used, the photos should be **clean**, **professional** and contain a **balanced representation** of home and office settings. Photos with copy space built in are ideal. See examples on the following page. These images are general and can represent either the client (especially images of children/families) as well as professional organizers themselves.

Typography

Fonts should be consistent throughout NAPO branded pieces. To keep the **modern**, **professional** feel of the NAPO brand, use the fonts indicated on the following page as a guide when creating both web and printed pieces.

WEB FONTS

Raleway Bold
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567980

PT Sans Bold
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567980

PT Sans Regular
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567980

PRINT FONTS

Freight Sans Pro Bold
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567980

Freight Sans Pro Semibold
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567980

Freight Sans Pro Book
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567980

Color Palette

The color palette was developed to **complement** NAPO blue. On the following page is the official NAPO color palette along with a sub-palette of colors that work with the main palette.

MAIN NAPO COLOR PALETTE

SUB-PALETTE (ACCENT COLORS)

Branded Samples

The following pages display the NAPO brand **in use** through a variety of reimagined pieces.

NAPO MEMBERSHIP TRIFOLD BROCHURE

Design has been updated using new **typography** styles, **color** palette and on-brand **photography**.

DISCOVER THE
NAPO
ADVANTAGE
BENEFITS OF MEMBERSHIP

NAPO GOLDEN CIRCLE LOGO

Logo design has been refreshed to fit with revised color palette. The gold color was pulled directly from the sub-palette. The overall look is **clean** and **refined** and fits seamlessly with the new NAPO style.

WEBSITE STORY SLIDERS

Photos depicting organizers and clients in the field are used to display the **four major pillars** of the new NAPO mission. The photos were chosen to be vague enough to **relate** to the diverse group of organizers and potential clients.

MAIN SLIDER AND "FIND AN ORGANIZER" SECTION

This main slider will be the beginning and end of the story slides, displaying the NAPO logo. The "find an organizer section uses the yellow color from the sub-palette as well as imagery that came from the infographic. It **evenly represents** business & home organization needs.

WEBSITE SUB-PAGE DESIGN

ICONS

EDUCATION   RESEARCH   CONFERENCE   CERTIFICATION   MEMBERSHIP

The above icons can be used to visually represent the different aspects of NAPO.

NAPO embarked on a brand refresh to **revitalize** their look. This **expansive refresh enhanced** their brand.

Inspiration
Meeting Rebrand

Capacity and performance impacts every aspect of technology, old and new. As technology changes, the demand and responsibilities of capacity and performance professionals grows. The Computer Measurement Group (CMG), an association that has been providing education and networking opportunities to capacity and performance professionals for over 40 years, strives to host an event that truly encompasses the impact they make.

After meeting with attendees and members at CMG's annual conference, it was clear that their audience did not feel that the conference brand truly reflected what the event was about, and needed to be updated to appeal to a larger audience.

AH and CMG partnered on a brand renaming initiative, and refreshed the Performance & Capacity annual conference to appeal to a wider audience. AH designed and presented three new options for the conference, along with messaging, and marketing for imPACt just launched! Through the new brand, we are showcasing that IT professionals make an impact on business and technology daily, and this event is the place to be for professional development and networking opportunities.

Example:

2016 imPACt

INTERNET • MOBILE • PERFORMANCE & CAPACITY • TECHNOLOGY
NOVEMBER 7–10, 2016 | HYATT REGENCY | LA JOLLA, CA

POWERED BY

CMG
Computer Measurement Group

COLOR PALETTE

ACCENTS

TYPOGRAPHY

GOTHAM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789**

BEBAS NEUE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

Inspiration
New Logo Design

The On Demand Industry Association (ODIA) is a new start-up non-profit that AH partnered with in 2016 to help develop their brand. One of ODIA's unique challenges as a start-up is that the brand has to make a great first impression. Prospective members are busy entrepreneurs in the technology industry, so the branding must be clear, modern, and memorable.
As part of their brand development, AH presented ODIA with three different options for their logo that conveyed three different aesthetics. From mobile-centric design to sleek and sophisticated, the three logos presented captured the tone of ODIA.

While the initial logo design was key, a secondary, but equally vital, part of ODIA's branding was developing logos for their various sectors. From delivery to health, beauty, pets, and events, ODIA's sectors are vastly different in focus and needed identities that allowed them to be separate from each other while still remaining unified under the ODIA brand. Recognizing the importance of the sector logos, and how the branding for those would be an important facet of ODIA branding, proposed logos for ODIA sectors were included in the plan that was presented to ODIA.

Highlight of ODIA Name & Mark and Iconography (Sector logos)

NAME AND MARK

This logo is based primarily around the "hour glass" icon. The yellow fill at the top represents a full glass of sand. The On Demand industry is about immediate results. The hourglass symbolizes the importance of the present, and recognizes the past and future.

ICONOGRAPHY

Each segment of ODIA is represented with a photo from the industry. Each segment is color coded. This is open ended for future On Demand industries.

Transporation Segment

Health/Beauty Segment

Pets Segment

Primary Mark

Secondary Mark

App Art

COLOR SCHEME

The color scheme is decidedly modern and on-trend, which is very important with a target market comprised of young innovators. Teal represents stability and balance, yellow represents creativity and innovation and purple represents the future.

| C:81 M:24 Y:30 K:0 | C:0 M:25 Y:70 K:0 | C:56 M:51 Y:38 K:0 | C:0 M:0 Y:0 K:15 | C:0 M:0 Y:0 K:82 |

COLOR SCHEME

The color scheme is bright, energetic, and fast paced. Colors to represent each segement as well as room for growth.

| C:63 M:55 Y:52 K:27 | C:0 M:24 Y:81 K:0 | C:9 M:100 Y:61 K:0 | C:58 M:0 Y:32 K:0 | C:70 M:63 Y:58 K:50 |
| C:4 M:3 Y:3 K:0 | C:0 M:24 Y:81 K:20 | C:9 M:100 Y:61 K:20 | C:58 M:0 Y:32 K:20 | C:70 M:63 Y:58 K:70 |

COLOR SCHEME

The color scheme is focused on ODIA's drive to recruit new members and become a leader in the industry. The green color is often associated with growth and freshness, the slight blue tint to the color scheme embuing the logo with the vibe of stability and confidence.

| C:55 M:0 Y:38 K:0 | C:42 M:35 Y:35 K:0 | C:85 M:15 Y:55 K:0 |

Inspiration
Brand Consistency Through Awareness Weeks

Tying in a national awareness week is the perfect way to engage members, as well as the public. One of AH's specialty nursing groups celebrates **WOC Nurse Week** the second week of April each year. Members of the Wound, Ostomy and Continence Nurses Society™ (WOCN®) have patients they care for and patience for the work and dedication it takes to be a wound, ostomy and continence (WOC) nurse. A WOC nurse serves as a clinical expert, educator, consultant, researcher and administrator while playing a pivotal role in providing optimal care for patients in various healthcare settings. The time and effort is takes to not only obtain their certification but then maintain it, speaks to how dedicated WOC nurses are to their patients and their profession.

This messaging is consistent throughout all WOCN communications when talking about the profession, and is especially highlighted through the organization's awareness week. The example below showcases how the WOC nurses are the "total package," as they are educators, researchers, decision makers, and clinical experts.

Poster

Banner Ad

Pin

Logo

Members of the WOCN Society received WOC Nurse Week kits that included a branded poster, brochure, button, and letter. The Society held a WOC Nurse Week photo contest, urging members to use social media to share their favorite photos from the week. To be entered to win, members were asked to upload photos displaying their WOC Nurse Week materials (wearing their WOC Nurse Week buttons, standing near their WOC Nurse Week posters, holding their WOC Nurse Week brochures, etc).

The Results

- 40 new LinkedIn followers
- 43,760 Facebook users seeing WOC Nurse Week posts
  (compared to 9,000 the prior year)
- Hundreds of shares, likes, and comments on Facebook
- 97 new followers on Facebook
- Email open rates of 40% with a click-through of 31%

The **WOCN Society** develops a new theme for their annual **awareness** week. They needed a brand that conveyed the theme but also incorporated their own **brand elements**. AH incorporated the **logo mark** as a central focus of the **WOC Nurse Week theme**.

Inspiration
Annual Meeting Branding

We incorporate consistent, recurring elements in the branding for the Society For Biomaterials (SFB) conference. For SFB, that element is their affectionately named "blue man." The blue man graphic has been used for several years in the branding for each meeting, but in new and different ways each year to keep the design fresh. Blue man caught on with members, as well, who eventually started looking forward to how he'd evolve the next year.

SFB wanted to create **brand continuity** for their annual meeting and ditch the location-specific themes. AH developed a **memorable brand element** that strengthens SFB's overall brand and creates quick **brand recognition**.

Inspiration
Concept to Creation

An eye-catching design is more than just random fonts and colors – each interlocking element is chosen to fit together with all the others, creating a unified message. The campaign for the Juvenile Products Manufacturers Association (JPMA) was developed to apply to a variety of platforms: websites, interactive magazines, brochures, and meeting materials. These are materials designed to last.

JPMA needed a strong **membership campaign** that translated to **every communication channel**. AH developed a bold block theme that could be **easily customized** for an asset like a brochure or a video.

We **understand** the **view** from where **you** sit.

AH specializes in helping non-profit organizations achieve their mission, create value, and advance their causes, industries, and professions. Our MarCom agency, Meetings & Events team, and our specialists that focus on other custom solutions, such as strategic planning, technology assessments, website builds and database integrations, accounting, recruitment, public affairs and lobbying, and non-dues revenue, can help your organization achieve greatness. We provide full service, hybrid, and project services to over 40 national and international associations and non-profit organizations.

RED CHAIR
COMMUNICATIONS

Red Chair Communications
AH has an entire division dedicated to helping non-profits develop a visual identity, create awareness, and grow meeting attendance and membership. If you are looking to improve your social media presence, increase member retention, recruit new members, manage publications, or conduct market research, Red Chair Communications is for you.