branding 101 for non-profits

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what is branding?

Who you are
How you look
How you communicate
Feeling that you invoke

“A brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers, and to differentiate them from those of other sellers.”

– The American Marketing Association

what is a brand

what makes up a brand?

name

Building equity in the name
First thing people see/hear
Memorable without being audacious
Descriptive of your mission

naming examples

logo

Most important visual representation
Audiences should understand at a glance
Simple
Timeless
Important graphic investment

logo examples

color

Consider color meanings
Appropriate to mission
Want to stand out – yet timeless
Refrain from bold patterns
Pantone Matching System (PMS)
    Proprietary color space used primarily among printers; most vendors, printers, and designers will understand and match PMS colors

color examples

Voice is the tone of your messaging
Messaging should attract audiences
and garner results; voice helps manage
that initiative
Your voice should be reflective of your mission
Voice should be consistent across all materials

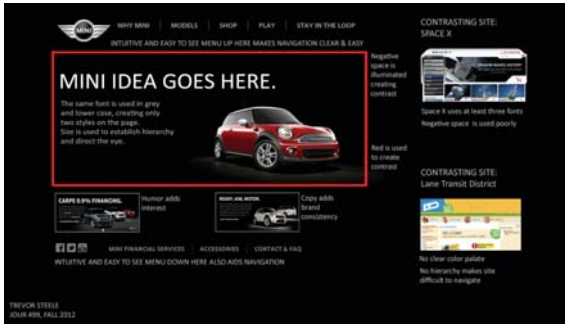
voice

voice examples

Combination of graphics, colors, and emotions emitted through your visual branding pieces
Everything works together to create the look and feel
The goal is to create a memorable, recognizable look that invokes a feeling of support for your nonprofit

look and feel

look and feel examples



tools of a brand

Logo acts as a physical representation of your brand

Logo becomes part of brand identity

Identity creates a connotation for your audiences

Can stand alone – make people recognize your brand

logo and identity

The first place audiences will search to find more information about your nonprofit

Keep design, layout, and content simple, and to the point

Easily navigable

Logo should be prominent, and branding should be clean and consistent

Functionality always trumps design

Create a call to action while providing necessary information

website

Supporting materials that have your organization logo, name, or branding of any kind

Collateral materials can consist of:

- Letterhead/stationery
- Business cards
- Notepads
- Brochures
- Banners/displays
- SWAG (Stuff We All Get)
- Office branding pieces such as rugs/door signage

collateral

Platform for your nonprofit to communicate and interact with audiences
Should not be used in place of a website
Used to invoke conversation and engagement leading to support for your nonprofit
Page layouts should reflect your brand's look and feel, voice, colors, logo, etc.

social media

branding in action

WE ARE COMING HOME
CELEBRATE DOUGLASS LITTLE LEAGUE
AT OUR 60TH ANNIVERSARY LUNCHEON
Friday, May 23rd, 2014
Douglass
60TH
ANNIVERSARY
LITTLE LEAGUE
douglasslittleleague.org

DOUGLASS LITTLE LEAGUE 60TH ANNIVERSARY
DONATION FORM
NAME (FIRST - LAST)
ADDRESS
CITY
STATE
EMAIL
I WOULD LIKE TO MAKE A DONATION IN THE AMOUNT OF:
$20
$50
$100
$200
$500
$1,000
OTHER
douglasslittleleague.com

douglasslittleleague.org
AFTER 60 YEARS, DOUGLASS LITTLE LEAGUE IS GOING BACK TO WHERE IT ALL BEGAN. THIS YEAR WE CELEBRATE THE HISTORY OF BASEBALL AND JUST HOW FAR IT HAS COME. ENJOY IT WITH US.
1954
2014
10:00 AM – NOON
COST: $100
EASTERN STAR CHURCH FAMILY LIFE CENTER
RSVP: DOUGLASSLLGO@GMAIL.COM

MARTINDALE-BRIGHTWOOD
$22,000
vs
$41,000
VOLUNTEERS NEEDED!
COME BE A PART OF THE DOUGLASS LITTLE LEAGUE'S 60TH ANNIVERSARY CELEBRATION!
THE DOUGLASS LITTLE LEAGUE IS LOOKING FOR VOLUNTEERS FOR THEIR 60TH ANNIVERSARY LUNCHEON!

matchbook

Givelify
Giving. Simplified.
It's Free.
Makes receiving easy
Church
Parishioners
NO set up or maintenance fees
NO software or programming
NO kiosk leases, credit card machines, or card readers
Donations are deposited the next day
Tap. Give. Done.
Tap. Donate. Done.
The easiest and fastest way to give.
Give your tithe and offerings from your smartphone
Track your donations
Give to any church anytime, anywhere
Free download and usage
Still want to have something to place in the offering plate?
No problem. Flip this slip over, record your app donation and drop in the plate.
Google play
App Store
Watch it Work.
Go Viral.
Maintain Tradition.
Customize Your Giving.

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HUMANE SOCIETY
of Indianapolis
ANNUAL REPORT 2015
LOVE
PERMANENCE
LOYALTY
TRUENESS
ADOPTIONS | DOG TRAINING | LOW-COST VACCINES | DOG PARK
FRIENDS FOR LIFE.
HUMANE SOCIETY
of Indianapolis
WE DO MORE THAN RUN TUNNELS
BUT WE DO THAT TOO
OUR SERVICES
Pet Adoption
Lost and Found Assistance
Dog Training
Dog Park
Low-Cost Vaccines
Microchipping
OUR FOUR-LEGGED FRIENDS
CAN ALWAYS USE A HAND
WAYS YOU CAN HELP
Adopt - Don't Shop
Make a Donation
Become a Foster Family
Volunteer at the Shelter
Donate From the Shelter Wish List
Become a Medical Sponsor
Spread the Word
COMPASSION | RESPECT | COLLABORATION | INTEGRITY | FISCAL RESPONSIBILITY
FRIENDS FOR LIFE.
ABOUT US
GET INVOLVED

Revolution Gala
THROUGH SIXTEENTH CENTURY MEXICO
Revolution Gala
THANK YOU FOR YOUR SUPPORT
Revolution Gala
Dreams in Motion
I am ready to
DONATE NOW.
Save the Date
Revolution Gala
A JOURNEY THROUGH SIXTEENTH CENTURY MEXICO
TO OUR SPONSORS & DONORS
ESQ
NASCAR
Revolution Gala
¡SALUD!
Revolution Gala
A NIGHT TO REMEMBER
¡SALUD!

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USATF

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why is branding important

how can you increase your brand equity

questions

thank you.