

Brand Building for Social Impact

Stephanie Rath

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What is a brand?

- A) A logo
- B) The most succinct summary of your organization and everything you do
- C) The perception of your organization as it exists in the mind of the public
- D) A bank of goodwill that can be fortified or depleted
- E) All of the above

Why is a brand important to a nonprofit organization?

- A) First impression
- B) Trust bank to the people you serve and the people who support your mission
- C) Unifier to all your stakeholders
- D) A symbol or beacon for an issue – a firm stance in a changing world
- E) A badge of honor that supporters are proud to wear

Today's Goals

- Learn how to apply marketing strategies to your mission
- Sharpen how to position your organization to drive wider support
- Review tools you can use
- Connect and learn from one another

Brand-Building Best Practices

Strategic Foundation

- Mission Statement
- Brand Positioning
- Name and logo

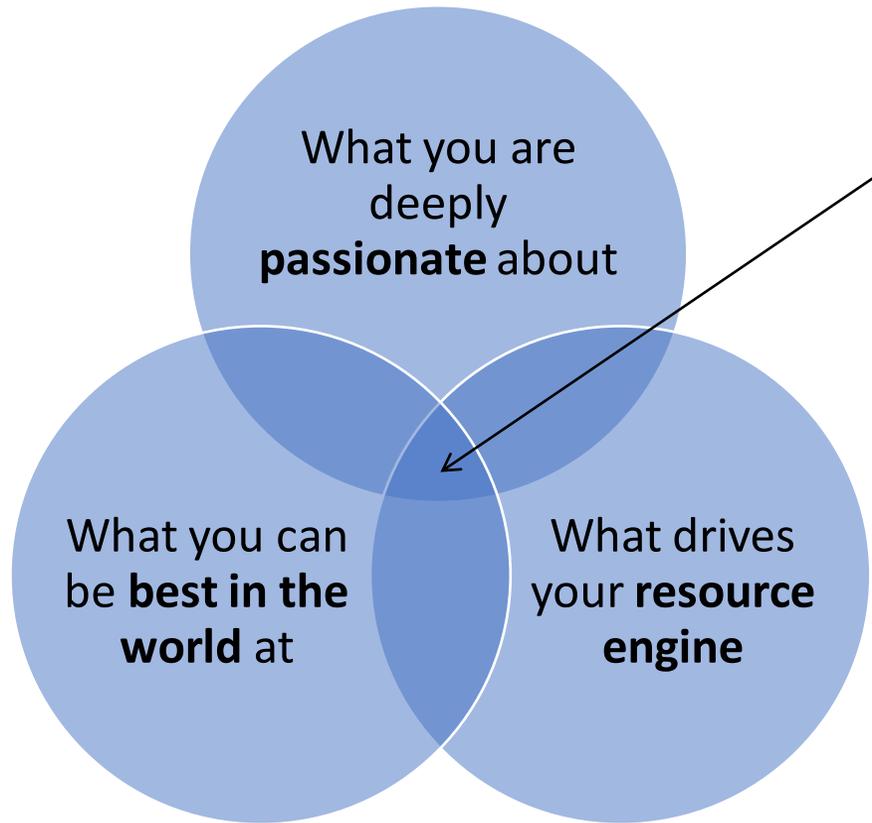
Embrace the Brand

- Audience profile
- Brand style guidelines
- Elevator pitch
- Marketing materials

Disciplined Brand Use

- Monitoring and evaluation
- Guardrails for in and out of scope

Your brand starts with your mission



Mission:

Your organization's purpose;
Why you do what you do

Vision:

Future state to which you aspire

*Source: Jim Collins, Good To Great
and the Social Sectors*



Mission:

To feed America's hungry through a nationwide network of member food banks and to engage our country in the fight to end hunger

Vision:

A hunger-free America



Mission:

To put Christian principles into practice through programs that build healthy spirit, mind and body for all

Vision:

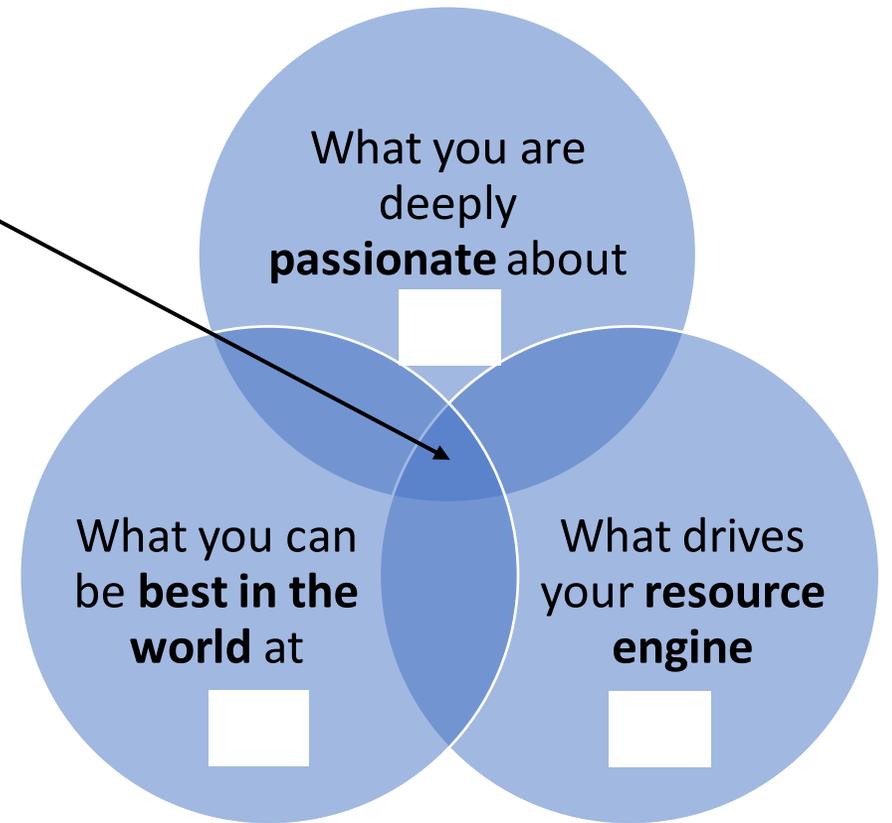
Develop new generations of changemakers who will create the communities we all want to live in

Tool: Evaluate your organization's mission and vision

Evaluation:
Rate from 1-5, 5=best

Mission: Your organization's purpose; **why** you do what you do

Vision: Future state to which you aspire



Brand Positioning

- How you express your mission to **external audiences**
 - Alternatively called “purpose” or “promise”
- Answers three questions:

Who?

Prioritized **audiences** you seek to engage

- Consider: Potential supporters, collaborators, beneficiaries

What?

Benefit your audience gains by engaging with you

- Rational and emotional

How?

Words, visuals, and experiences you use to communicate about your organization to your audience

Example: Positioning for the Y



The Y is the leading nonprofit committed to strengthening community by connecting all people to their potential, purpose and each other.

Example: Areas of Impact for the Y



FOR YOUTH DEVELOPMENT

Empowering young people to reach their full potential

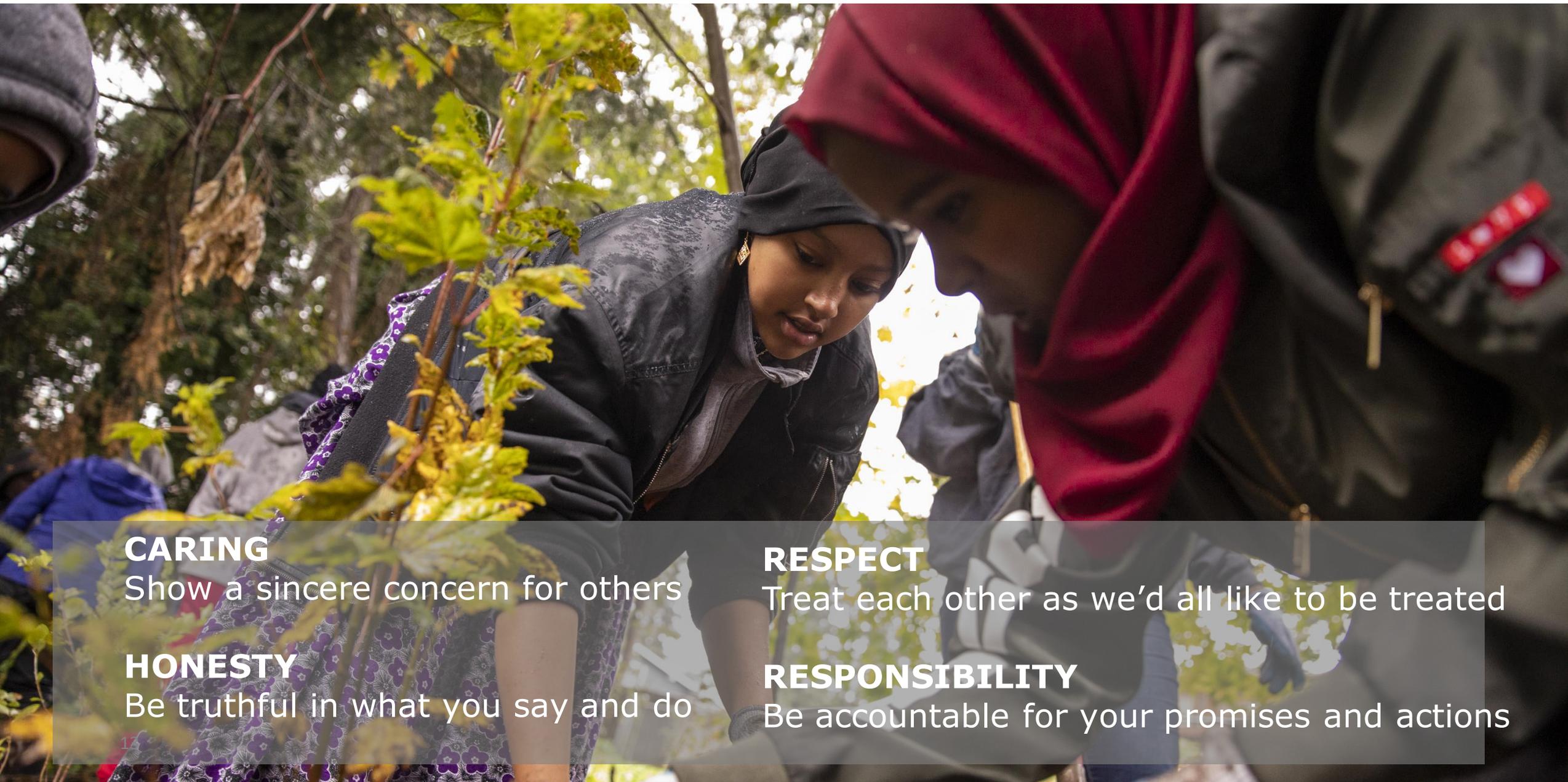
FOR HEALTHY LIVING

Improving individual and community well-being

FOR SOCIAL RESPONSIBILITY

Providing support and inspiring action in our communities

Example: Values for the Y



CARING

Show a sincere concern for others

HONESTY

Be truthful in what you say and do

RESPECT

Treat each other as we'd all like to be treated

RESPONSIBILITY

Be accountable for your promises and actions

Example: Personality for the Y



Welcoming

We're open to all and create spaces where you can be, belong and become

Genuine

We value who you are and encourage you to be true to yourself and others

Nurturing

We're with you on your path to reach your full potential

Hopeful

We believe in your ability to inspire a brighter tomorrow

Determined

We work relentlessly to strengthen communities, starting with you

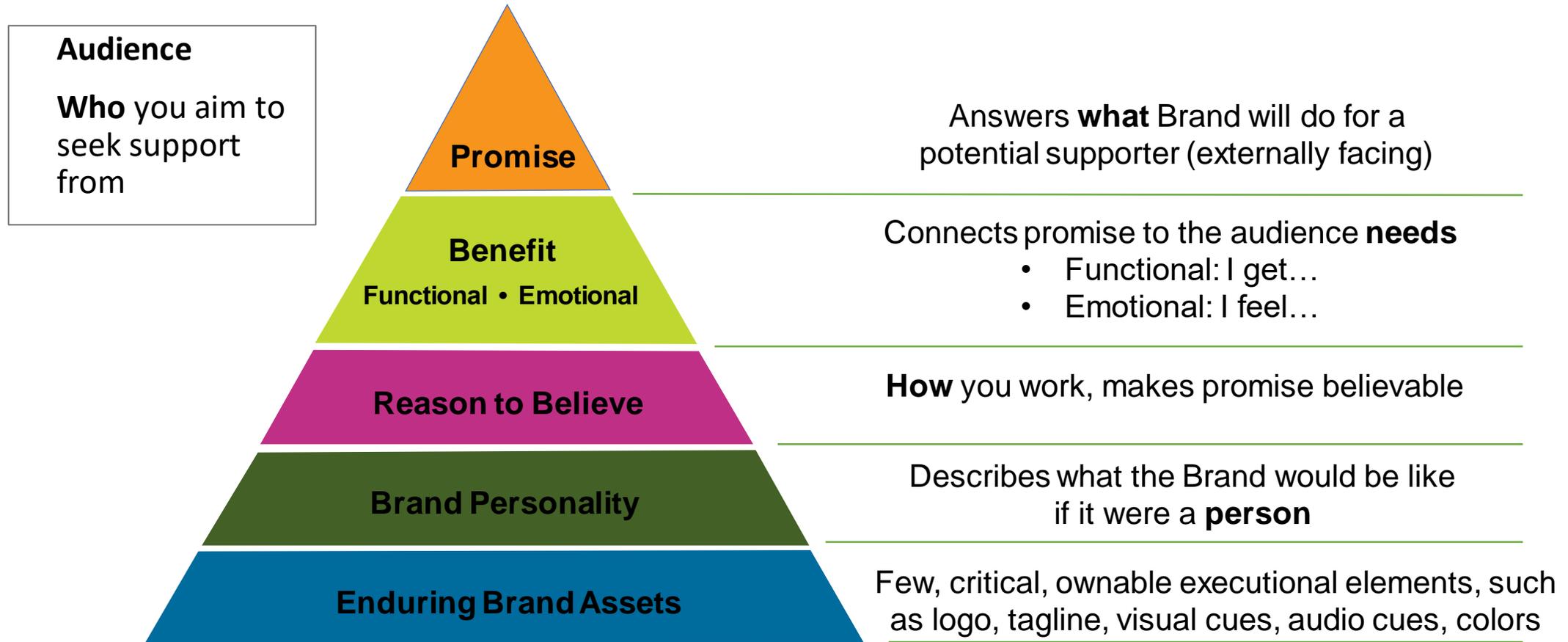
Example: Tagline for the Y



The Y.™ For a better us.



Tool: Brand Positioning Pyramid Model



Example: Feeding America Target Audience is Today's Family



Example: Feeding America Brand Positioning Pyramid

Audience:
today's families



We share meals that matter

- Connect America's abundance of food with families facing hunger
- Know that I made a smart investment with my donation
- Feel the satisfaction of sharing a meal with a family facing hunger today
- Belong to a community making an impact across America

- The efficient nationwide network of food banks, pantries, and meal programs together serving virtually every community in the US
- Helping provide 4 billion meals to 1 in 7 Americans annually (and more children than any other charitable organization)
- Rescuing more than 3 billion pounds of good food annually that would have gone to waste
- A \$1 donation helps provide 10 meals
- Mobilizing 2 million passionate volunteers and staff on the frontlines fighting hunger every month.
- Collaborating to find pathways for the people we serve to achieve more stable lives

Everyday hero
Empathetic, Deeply Committed, Persistent,
Resourceful, Collaborative, Humble

Logo, color orange, wheat stalk, fresh foods, families



What makes strong brand positioning?



Source: Jim Collins, Good To Great and the Social Sectors

Tool: Create a Positioning Pyramid for your Organization

Audience:



[]

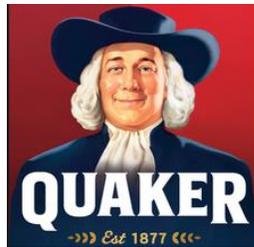
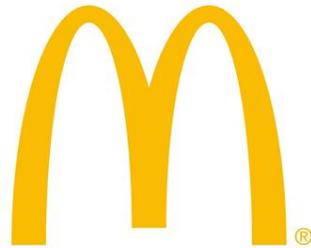
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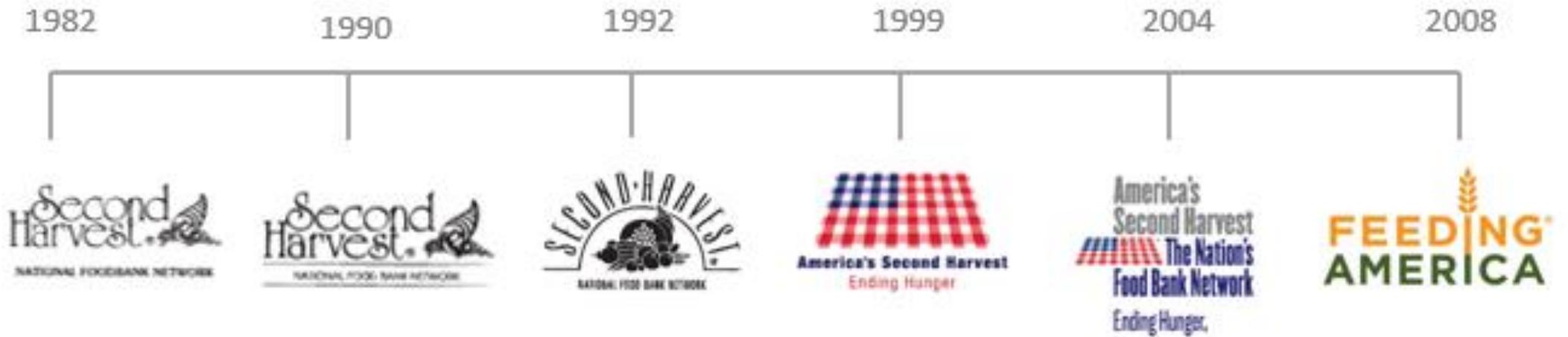
What memorable brand logos
come to mind for you?



What do they have in common?

- Name conveys brand positioning
- Unique from others
- Succinct
- Logo incorporates simple telegraphic visual cue
- A color that conveys the positioning
- Looks great large and small
- Used consistently

America's Second Harvest became Feeding America in 2008

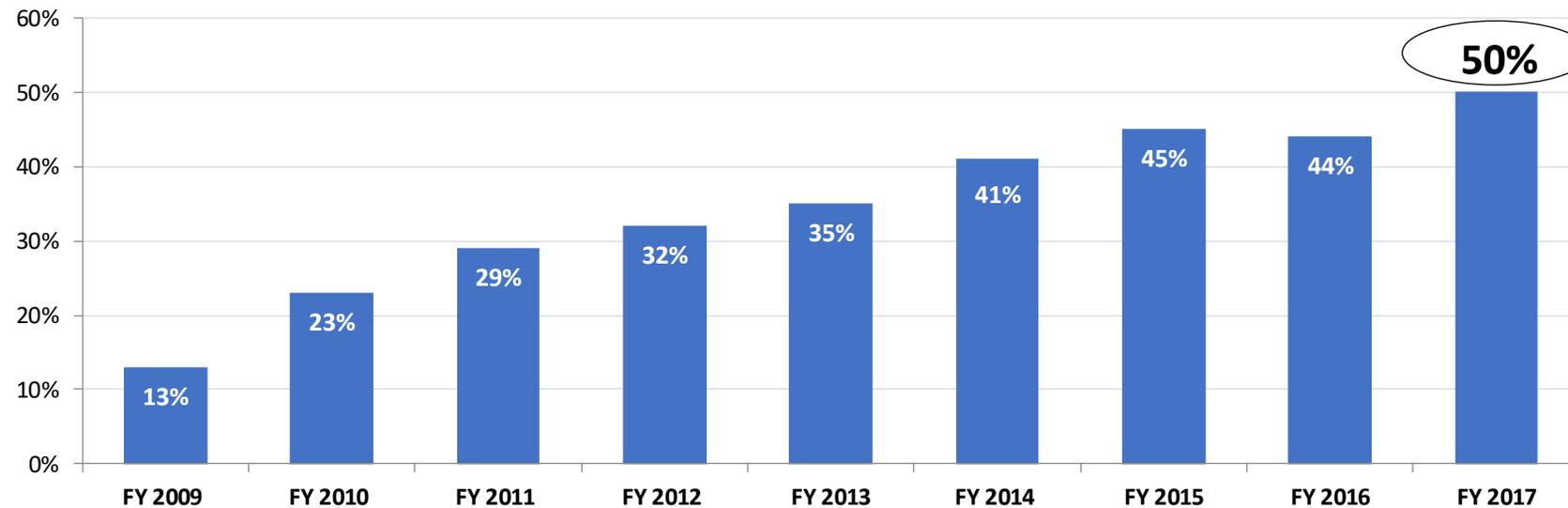


The logo succinctly embodies the mission



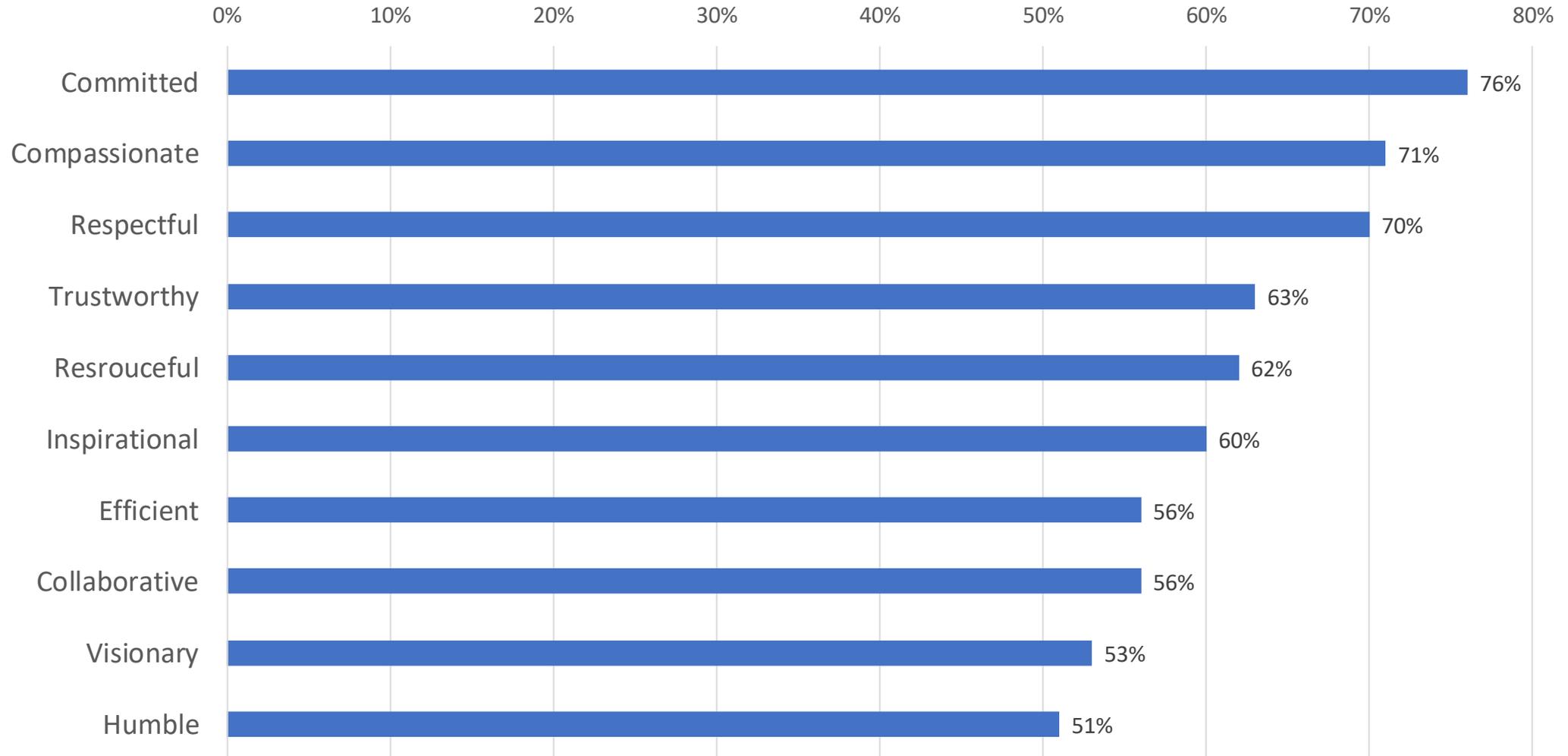
Public awareness of Feeding America grew

Feeding America Aided Brand Awareness by Fiscal Year



Feeding America brand attributes are strong

People who agree that Feeding America stands for the attribute



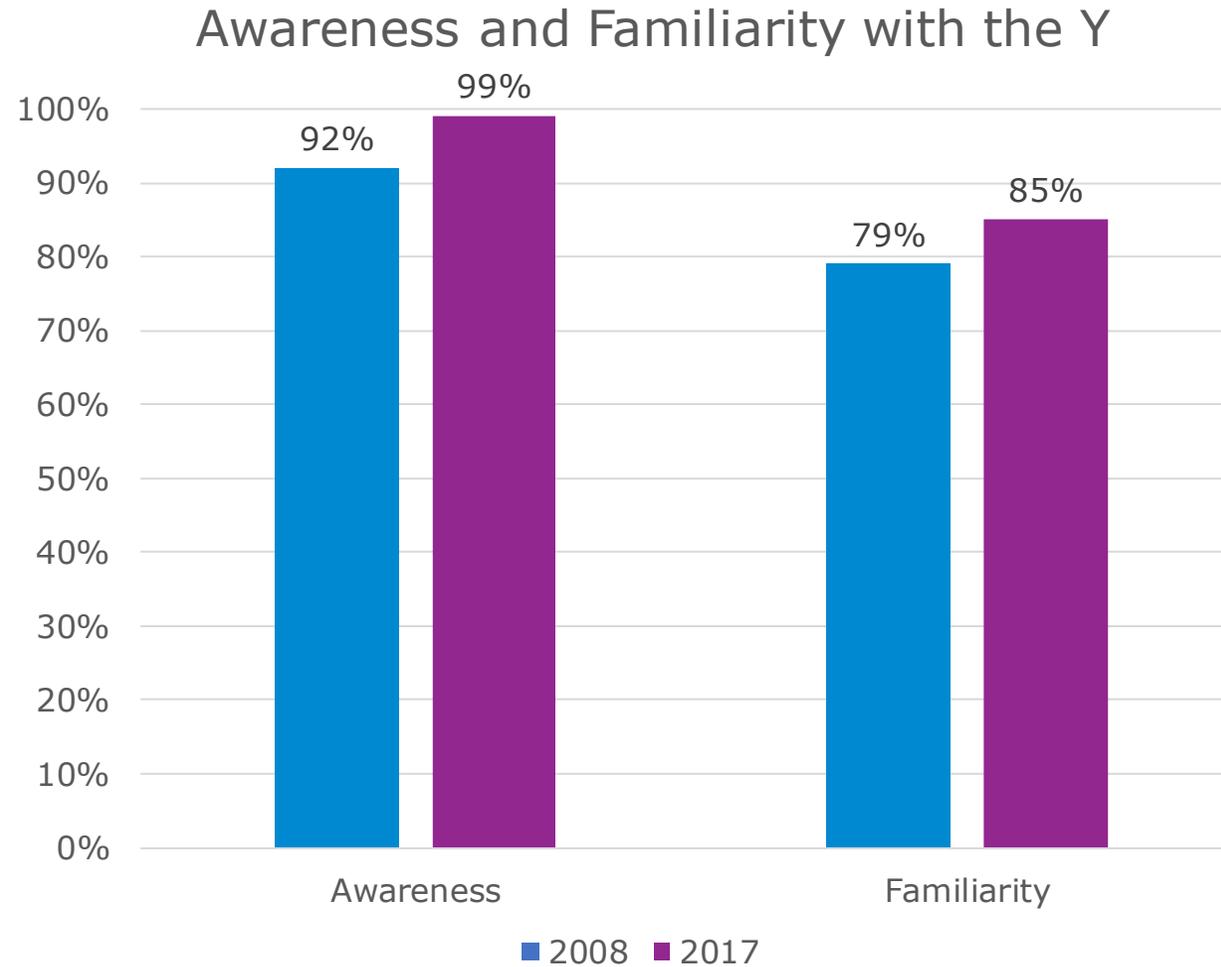
In 2006, the YMCA lacked unity



In 2008, we updated and unified as “the Y”

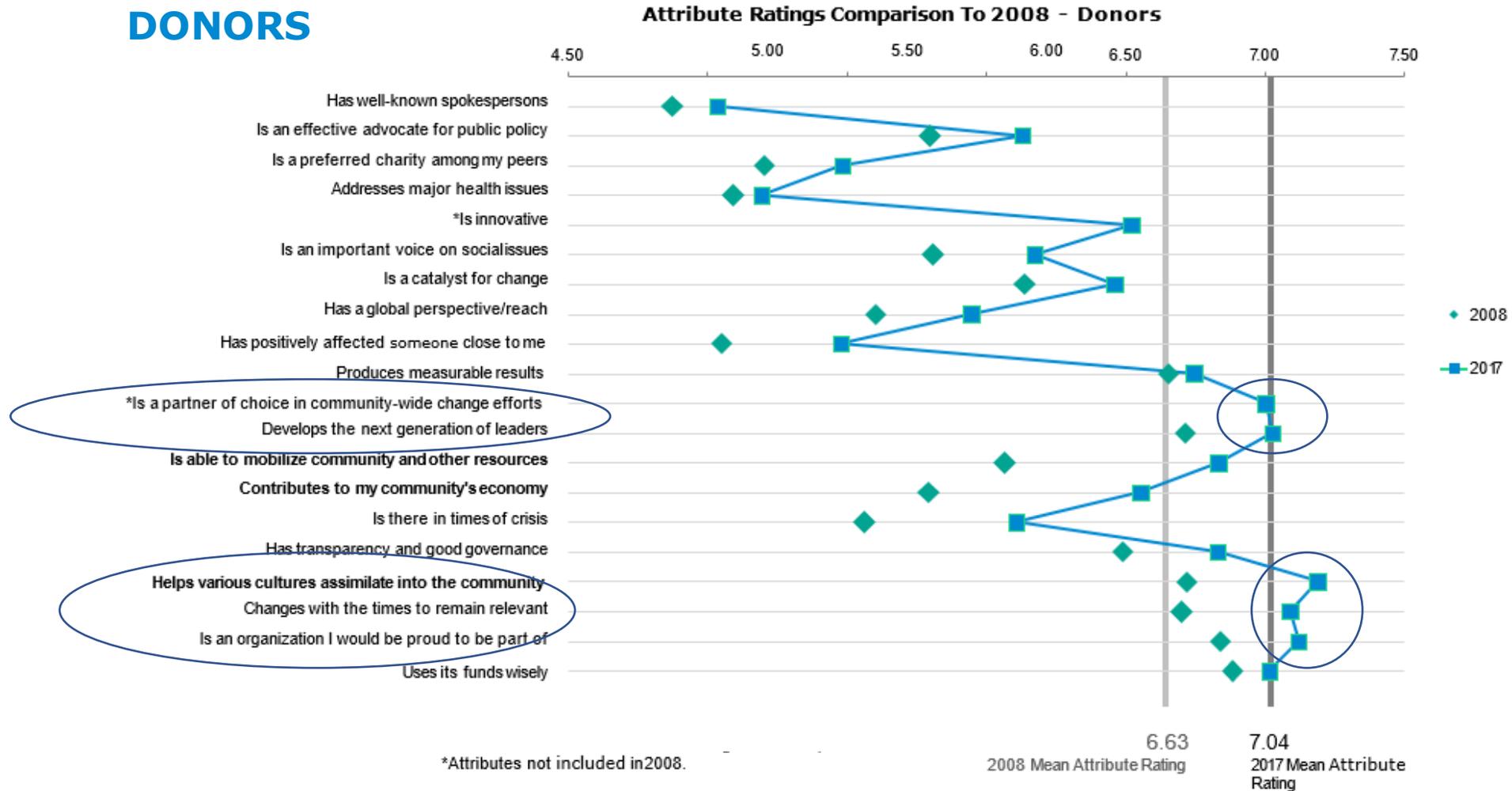


Awareness and familiarity grew



Y brand attributes improved

DONORS



Tool: Evaluate your name & logo

- Name conveys brand positioning ?
- Unique from others ?
- Succinct ?
- Logo incorporates simple telegraphic visual cue ?
- A color that conveys the positioning ?
- Looks great large and small ?
- Used consistently?

Five Key Steps to **Successful Re-branding**

1. First, do an **objective measure** of the strength of your existing brand among *external* audience
2. Don't rush – **plan ahead** (2 years)
3. Enlist **stakeholders**
4. Create name and logo with **high standards**
5. Plan a transition period with **BOTH logos**, at least 1 year

Brand-Building Best Practices

Strategic Foundation

- Mission Statement
- Brand Positioning
- Name and logo

Embrace the Brand

- Audience profile
- Brand style guidelines
- Elevator pitch
- Marketing materials

Disciplined Brand Use

- Guardrails for in and out of scope
- Evaluation and monitoring

The brand links all messaging and experiences



Know Your Audience

Example: Feeding America Audience Profile



Amy, Kind-hearted Parent

The true definition of a supermom, Amy balances a busy family life with the demands of her career. She is nurturing by nature, which makes her empathetic toward less fortunate families.

"My family and I believe it's our social responsibility to help others who are less fortunate than we are. My heart breaks for other families who are having trouble getting proper nutrition, especially children."

General

Demographics

- Gen X professionals with kids at home
- 35-54 YO
 - HHI \$50K-\$125K
 - 70% Female, 30% Male
 - Western European ethnicity with Hispanic skew
 - Married with Kids in Household
 - Homeowners
 - High school educated with some college

General Attitudes

Work and family demands make life busy. Really busy

Family

- Spending time with my family is my top priority 94% 107
- I try to eat dinner with my family almost every night 87% 113

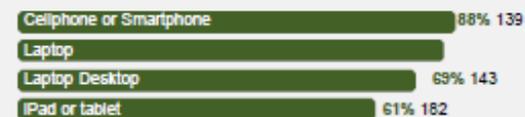
Work

- I prefer a set routine in my daily life 80% 108
- I am so busy, I often can't finish everything in a day 75% 114
- I often find myself in a leadership position 69% 112

Media & Technology

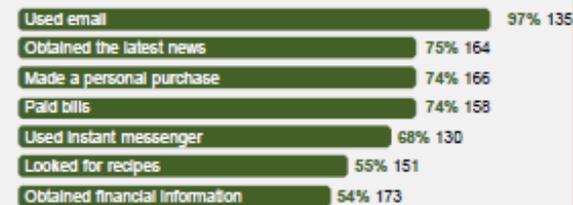
Devices used to access the Internet

Devices are the key to everyday survival



Online Behavior

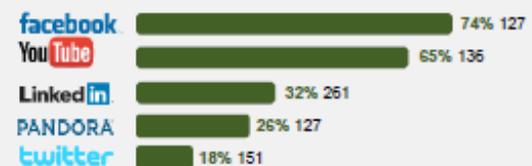
Always-on for both household management and pleasure



Social Media

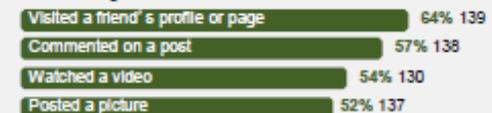
Social Sites

Social media is for networking and entertainment



Social Behavior

Stays in touch with family and friends, and reserves time for entertaining content



Drive Consistency with Brand Style Guide

Example: Feeding America Logo Guidelines

PRIMARY & PREFERRED



TWO-COLOR SPOT
FA_LOGO_2cs.eps
For use only in two-color spot litho or silkscreen applications.



CMYK FOUR-COLOR PROCESS
FA_LOGO_4cp.eps
For use only in four-color process litho applications.



RGB
FA_LOGO_rgb.eps
For use only in RGB applications.



RGB
FA_LOGO_rgb.jpg
For use only in on-screen or internet applications. DO NOT print.

FULL-COLOR POSITIVE
This is the preferred usage of the logo and should be used whenever printing allows for full color. This version of the logo should be placed on either a white or light colored background.

Suggested uses: print collateral, stationery, on-screen, web, signage, advertising, banners, sponsorships, merchandise.

SECONDARY



FULL COLOR IN "SEED"
In order to use a two-color logo in materials with a colored background, you can surround the logo with the white "seed" so that it will read against the colored background.

TERTIARY



ONE COLOR—LIMITED USE
This version of the logo is for use only in materials that are black and white or single color.

ONE-COLOR BLACK
FA_LOGO_1c_black.eps
For use in one-color spot litho or silkscreen applications only.

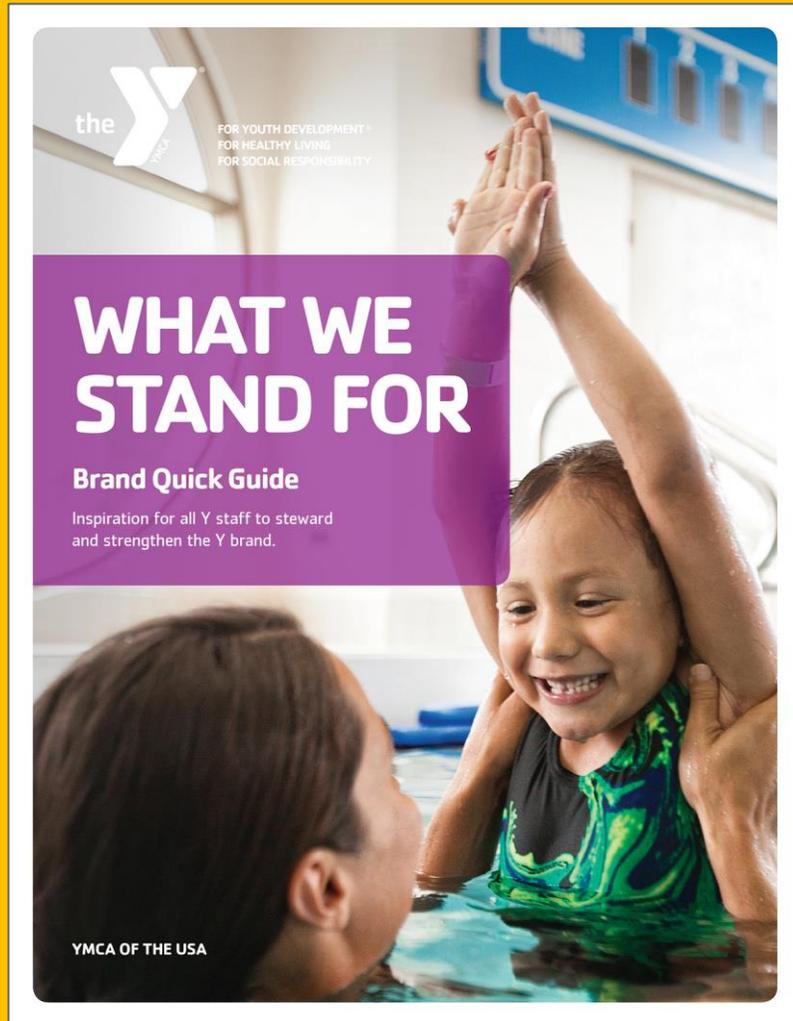


ONE COLOR—LIMITED USE
This version of the logo is for use only in materials that are black and white or single color and the logo is used on a dark background.

ONE-COLOR BLACK
FA_LOGO_1c_black.eps
Black used to indicate background color for one-color black printing applications; box shows above is not a logo holding shape.

COLOR EXCEPTIONS: Should a reproduction require a one-color logo in a non-Feeding America color, it should always be printed in the darkest color option available.

Example: the Y Brand Quick Guide



- Simple, all-purpose guide for all staff and volunteers
- The most salient information to help all staff and volunteers represent the brand
- Supported by more detailed guides for Messaging and for Graphics

Example: the Y Brand Quick Guide

If you work for or volunteer at the Y, then this brand quick guide applies to you.

Why?

Our brand is a guide for how we think, act and communicate. So everything we do impacts our brand.

"The Y is a place where you can come and make connections and become stronger and realize who you are"
- Y member

"I'm just so elated and happy to be part of something that's bigger than myself"
- YMCA Volunteer

"The YMCA is another safe space that I can go to in this community."
- participant at Welcoming Week

"The Y just opens doors for so many people"
- YMCA Safe Corners participant

OUR BRAND FOUNDATION

OUR ORGANIZATIONAL AND BRAND FUNDAMENTALS

MISSION	Why we exist	To put Christian principles into practice through programs that build healthy spirit, mind and body for all.
VISION	What we seek to achieve in the future	The Y's Commitment to America is developing new generations of changemakers who will create communities we all want to live in. We envision communities where all people achieve health, gain confidence, make connections and feel secure at every stage of life.
PURPOSE	What we stand for, how we're different, and why audiences should engage with us	Our brand purpose crystallizes what we stand for, how we're different and why audiences should engage with us. If you have a minute... The Y is the leading nonprofit committed to strengthening community by connecting all people to their potential, purpose and each other. If you have a minute more... Working locally, we focus on empowering young people, improving health and well-being, and inspiring action in and across communities. If you have a little bit longer... By bringing together people from different backgrounds, perspectives and generations, we ensure that we all have access to the opportunities, relationships and resources necessary to learn, grow and thrive.
VALUES	What essential principles guide us in everything we do	CARING: Show a sincere concern for others HONESTY: Be truthful in what you say and do RESPECT: Treat each other as we'd all like to be treated RESPONSIBILITY: Be accountable for our promises and actions
PERSONALITY	How we show up across all experiences and communications	WELCOMING: We're open to all and create spaces where you can be, belong and become GENUINE: We value who you are and encourage you to be true to yourself and others NURTURING: We're with you on your path to reach your full potential HOPEFUL: We believe in your ability to inspire a brighter tomorrow DETERMINED: We work relentlessly to strengthen communities, starting with you
AREAS OF IMPACT	How we strengthen community	FOR YOUTH DEVELOPMENT: Empowering young people to reach their full potential FOR HEALTHY LIVING: Improving individual and community well-being FOR SOCIAL RESPONSIBILITY: Providing support and inspiring action in our communities

SHARING OUR STORY

STANDARD MESSAGING FOR USE IN PUBLIC-FACING COMMUNICATION

WHY OUR WORK MATTERS NOW MORE THAN EVER

- In America today, we are increasingly divided.
- Places where common ground is found are a rarity.
- Digital bubbles separate us.
- We are polarized, lonely and craving real human connection.

TAGLINE

For a better us.

ROLLERPLATE

Driven by its founding mission, the Y has served as a leading nonprofit committed to strengthening community for more than 175 years. The Y empowers everyone, no matter who they are or where they're from, by ensuring access to resources, relationships and opportunities for all to learn, grow and thrive. By bringing together people from different backgrounds, perspectives, and generations, the Y's goal is to improve overall health and well-being, ignite youth empowerment and demonstrate the importance of connections in and across 10,000 communities nationwide.

ELEVATOR SPEECH

At the Y, we take immense pride in our work to strengthen communities and help all of us be our best selves. We provide a place to play, to learn, to be healthy, to rest well, and to give back. We give parents children, young adults job training, seniors a way to connect and children a safe place to go. We believe that everyone—no matter who they are or where they're from—deserves the opportunity to reach their full potential. Everything the Y does is in service of making our people and communities thrive.

SHOWING OUR STORY

Our brand identity is one of the most powerful ways to bring our promise to life. The basic elements—logo, benefit-driven headlines, tagline, tagline font, color, areas of impact—are the building blocks for consistency and effectively communicating who we are and how we impact our communities.

LOGO VARIATION

Our logo adds vibrancy to our identity. The Y has a masterboard strategy that mandates the use of a single, stand-alone logo. Below are the only accessible versions of our logo. Make sure to use a variety of logo colors in your Y logo system, and use the trademark and black versions only when necessary. Logo color should not be assigned to a location, department or program. The logo is available in full-color, 2-color, white and black on the Brand Resource Center.

AREAS OF IMPACT

When we do present our areas of impact with our logo, we provide a clear framework around how we strengthen community and where our impact can be seen. When a logo is paired with the areas of impact, the primary color from the logo is applied to the areas of impact. Do not alter these colors for any reason. Do not use the areas of impact without the logo. The areas of impact are available in full-color, 2-color, white and black on the Brand Resource Center.

CLEAR SPACE/AREAS OF IMPACT

The correct amount of clear space gives our logo maximum impact. The minimum clear space around our logo is equal to the full height of the word "the" in the logo. Also, there is the preferred relationship of the logo to the areas of impact. FOR YOUTH DEVELOPMENT aligns with the baseline of "the" in the logo. FOR SOCIAL RESPONSIBILITY aligns with the baseline of the logo.

MINIMUM SIZE

To ensure legibility, the logo must always be 0.25" in height or larger.

FONT

Typography gives our words a distinct look and feel. **Cachet** and **Verdana** are the only two fonts ever to be used for YMCA collateral. Cachet, as our primary font, should be used for all internal and external materials. For online applications or instances in which Cachet font is not available, use Verdana.

Primary font: Cachet

Secondary font: Verdana

SHOWING OUR STORY

TAGLINE

"For a better us." is the Y tagline. It is a succinct expression of our brand purpose to strengthen communities. Use of "For a better us." is encouraged in public-facing marketing and communications including in advertising, on websites, brochures, etc. "For a better us." can be used as the benefit-driven headline or as a sign-off message.

Color application on the tagline should be derived from the color family used on the layout. It can be of the same family or a neighboring color family.

Proper Formatting

The tagline may be used two ways.

On the name: **For a better us.** Per use major committed para todos.

On the logo: **The Y. For a better us.** Per use major committed para todos.

COLOR PALETTE

The use of color helps us express that we are as vibrant as the communities we serve, and it is important to be consistent and use only the colors that we've chosen as part of our brand.

Primary colors: #0070C0, #00AEEF, #00B0F0, #00B3E6, #00B5E8, #00B7EA, #00B9EC, #00BBEE, #00BDF0, #00C0F2, #00C2F4, #00C4F6, #00C6F8, #00C8FA, #00CAF0, #00CCF2, #00CEF4, #00D0F6, #00D2F8, #00D4FA, #00D6FC, #00D8FE, #00DAFF, #00DCFF, #00DEFF, #00E0FF, #00E2FF, #00E4FF, #00E6FF, #00E8FF, #00EAFF, #00ECFF, #00EEFF, #00EFF0, #00EFF2, #00EFF4, #00EFF6, #00EFF8, #00EFFA, #00EFFC, #00EFFE, #00F0FF, #00F2FF, #00F4FF, #00F6FF, #00F8FF, #00FAFF, #00FCFF, #00FEFF, #00FFFF

Secondary colors: #0070C0, #00AEEF, #00B0F0, #00B3E6, #00B5E8, #00B7EA, #00B9EC, #00BBEE, #00BDF0, #00C0F2, #00C2F4, #00C4F6, #00C6F8, #00C8FA, #00CAF0, #00CCF2, #00CEF4, #00D0F6, #00D2F8, #00D4FA, #00D6FC, #00D8FE, #00DAFF, #00DCFF, #00DEFF, #00E0FF, #00E2FF, #00E4FF, #00E6FF, #00E8FF, #00EAFF, #00ECFF, #00EEFF, #00EFF0, #00EFF2, #00EFF4, #00EFF6, #00EFF8, #00EFFA, #00EFFC, #00EFFE, #00F0FF, #00F2FF, #00F4FF, #00F6FF, #00F8FF, #00FAFF, #00FCFF, #00FEFF, #00FFFF

Grey, black and white

To download color swatches for applications, go to the Brand Resource Center

SHOWING OUR STORY

PHOTOGRAPHY

Our approach to photography conveys the feelings of community: a community that is strengthened by our work in connecting people to their own potential and to each other. Whether the photo is showing people in an activity, conversation or just driven, it will communicate our optimism and the determination that drives us toward a better future in every one of our local communities. **Photographs show the human connections made at a Y in a natural, authentic way.**

ILLUSTRATION

Illustrations are another way we can convey community. When our illustration style is applied to our brand colors, it can be a powerful storytelling device, sparking interest and driving action. Our illustrations are clean and simple and should ideally complement the logo.

Use illustrations from the Brand Resource Center or create illustrations that align with the brand color identity. This is achieved by matching the colors, making details when possible and not use of black outlines. Do not use clip art.

To download color swatches for applications, go to the Brand Resource Center

SHOWING OUR STORY

Example: YMCA Brand Style Guide Visual Summary



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



FOR YOUTH DEVELOPMENT®
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FOR SOCIAL RESPONSIBILITY



FOR YOUTH DEVELOPMENT®
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FOR SOCIAL RESPONSIBILITY



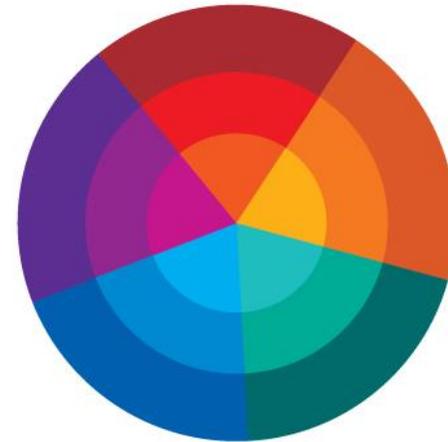
For a better us.

Cachet Extra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#%&*

Cachet Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#%&*

Cachet Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#%&*

Cachet Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#%&*



Example: the Y brand – “Don’t do”



Do not lock-up the Y logo with copy or YMCA name.



Do not add your YMCA name.



Do not remove "the."



Do not remove "YMCA."



Do not create new logo color combinations.



Do not remove the registered mark (trademark).



Do not alter how color is applied.



Do not use a full- or 2-color logo on a photo.



Do not create in grayscale.



Do not use a full- or 2-color logo on a colored background.



Do not use "Y" as a stand-alone letter or as part of a word.



Do not create a lock-up (locking our logo and all of its elements to another logo or word).



Do not place a shadow behind or beneath the logo.



Do not stretch the logo.



Do not rotate the logo.



Do not enclose the logo in any shape or illustration.



Do not add words or phrases.



Do not outline.

Elevator Pitch Example



How can one in eight people face hunger while billions of pounds of food go to waste?

← The hook

The Feeding America network of food banks secures 4 billion meals, and provides them to people in every community in America through food pantries, soup kitchens, and meal programs.

} what we do

We all have a role to play in solving hunger: businesses, charities, government, and you.

Together we can solve hunger.

← Inspiring vision

Support your local food bank and Feeding America

← Call to action

Tool: Write an Elevator Pitch

The
hook

What you
do

Inspiring
vision

Call-to-
action

Example: the Y Marketing Materials



Example: the Y Marketing Materials



Example: Feeding America Marketing Materials

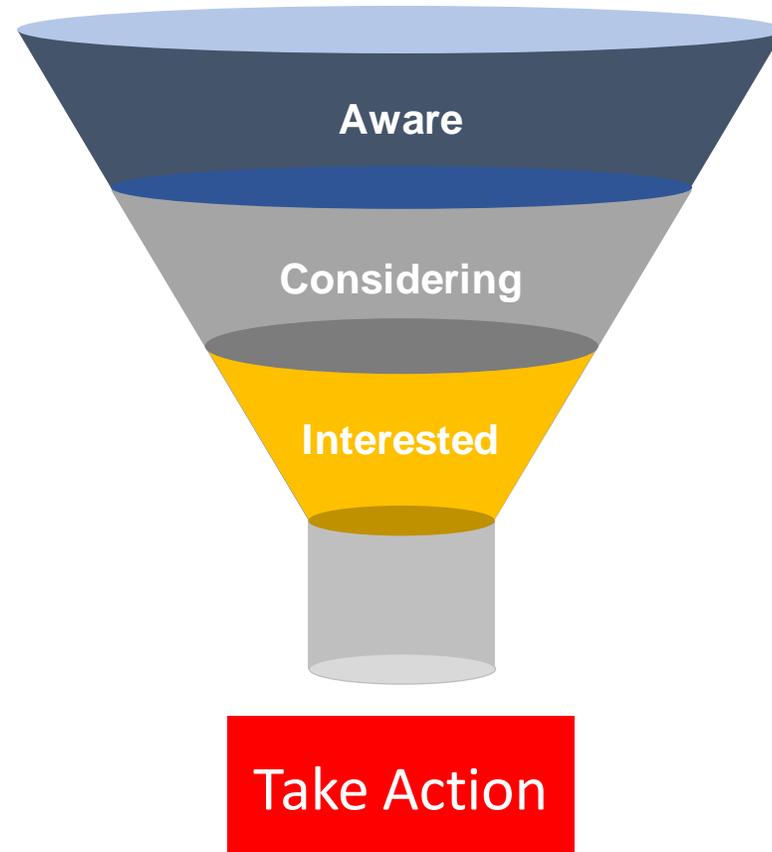


<https://www.youtube.com/watch?v=ghFU6O40Skw>

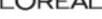
Brand-Building Best Practices

Strategic Foundation	Embrace the Brand	Disciplined Brand Use
<ul style="list-style-type: none">• Mission Statement• Brand Positioning• Name and logo	<ul style="list-style-type: none">• Audience profile• Brand style guidelines• Elevator pitch• Marketing materials	<ul style="list-style-type: none">• Monitoring and evaluation• Guardrails for in and out of scope

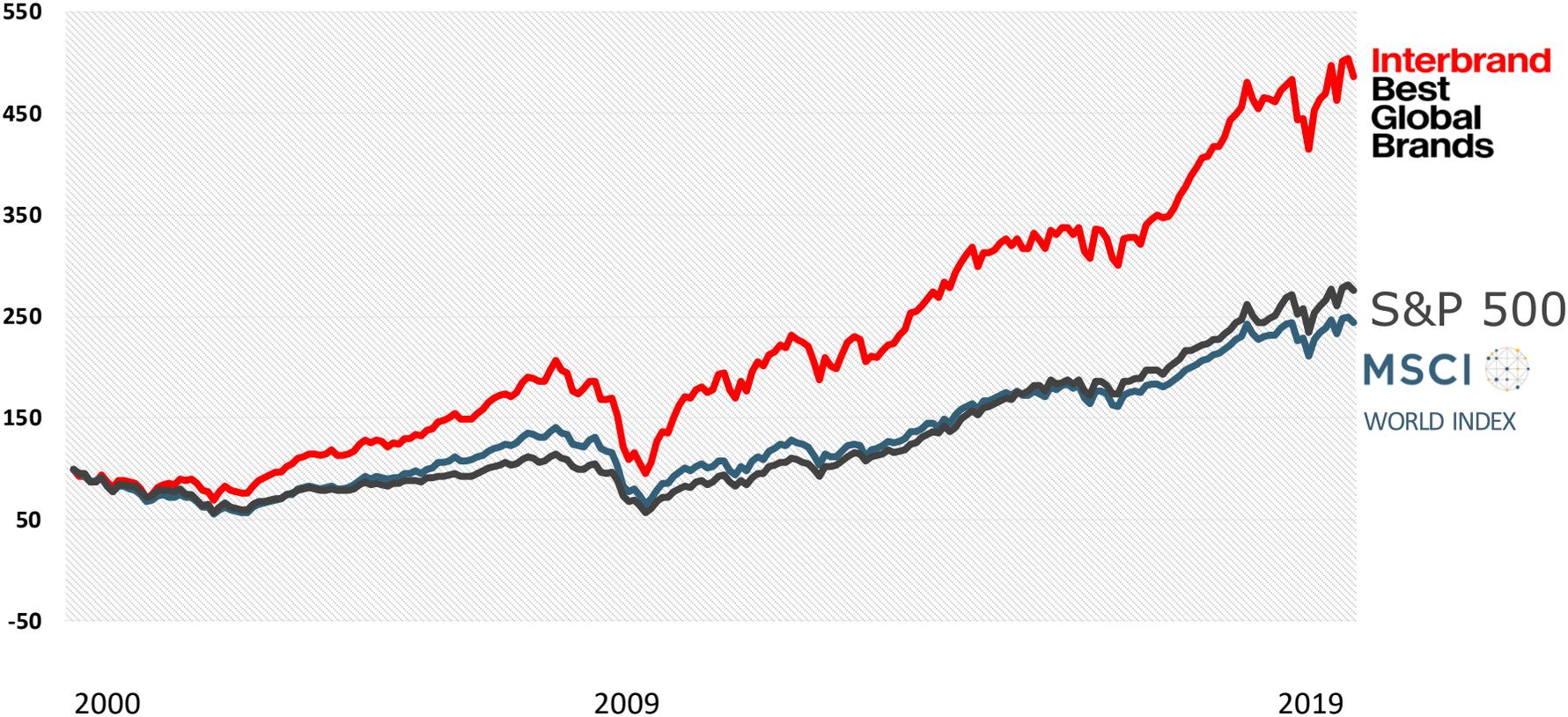
Engagement Funnel



Interbrand Best Global Brands 2019

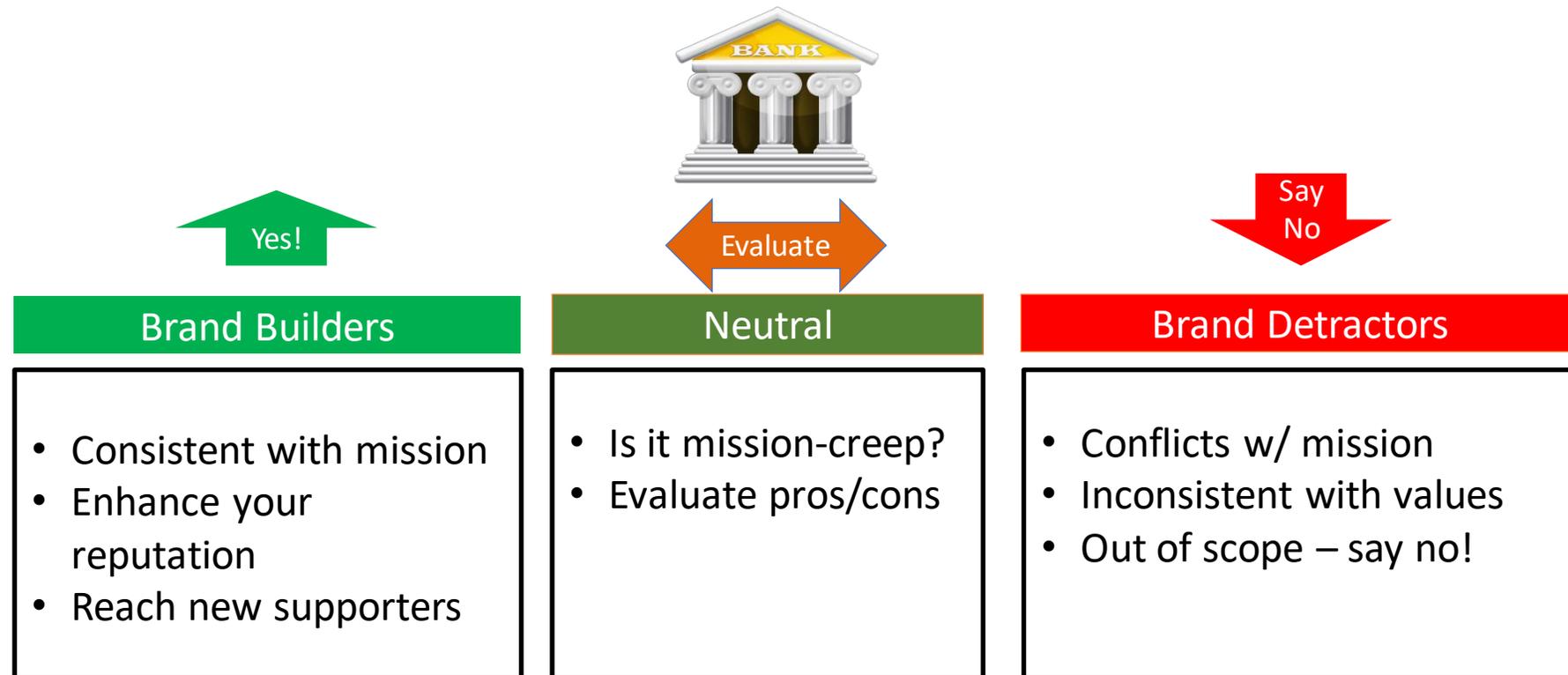
01  +9% 234,241 \$m	02  +8% 167,713 \$m	03  +24% 125,263 \$m	04  +17% 108,847 \$m	05  -4% 63,365 \$m	06  +2% 61,098 \$m	07  +5% 56,246 \$m	08  +5% 50,832 \$m	09  +4% 45,362 \$m	10  +11% 44,352 \$m
11  +1% 41,440 \$m	12  -6% 40,381 \$m	13  -7% 40,197 \$m	14  -12% 39,857 \$m	15  +3% 35,559 \$m	16  -7% 32,376 \$m	17  +14% 32,223 \$m	18  -1% 26,288 \$m	19  -22% 25,566 \$m	20  +10% 25,092 \$m
21  -3% 24,422 \$m	22  +11% 22,134 \$m	23  +19% 21,629 \$m	24  -1% 20,488 \$m	25  -8% 19,044 \$m	26  +5% 18,407 \$m	27  +7% 18,072 \$m	28  -9% 17,920 \$m	29  -3% 17,175 \$m	30  -3% 16,345 \$m
31  +14% 16,205 \$m	32  +3% 16,018 \$m	33  +23% 15,949 \$m	34  -5% 15,773 \$m	35  +2% 14,325 \$m	36  +5% 14,156 \$m	37  -18% 13,753 \$m	38  +4% 13,605 \$m	39  +20% 12,937 \$m	40  +6% 12,921 \$m
41  +10% 12,689 \$m	42  +4% 12,689 \$m	43  +12% 12,078 \$m	44  -8% 12,010 \$m	45  +11% 11,992 \$m	46  +6% 11,830 \$m	47  +5% 11,816 \$m	48  +23% 11,798 \$m	49  -4% 11,661 \$m	50  +9% 11,652 \$m
51  +4% 11,589 \$m	52  -6% 11,502 \$m	53  -4% 11,352 \$m	54  +4% 10,891 \$m	55  +19% 10,756 \$m	56  +13% 10,514 \$m	57  -2% 10,419 \$m	58  -1% 10,259 \$m	59  +4% 9,915 \$m	60  +7% 9,534 \$m
61  -9% 9,482 \$m	62  +25% 9,430 \$m	63  Now 9,086 \$m	64  -1% 9,035 \$m	65  +10% 8,963 \$m	66  -2% 8,824 \$m	67  +13% 8,521 \$m	68  -7% 8,192 \$m	69  -7% 8,185 \$m	70  +24% 8,004 \$m
71  -3% 7,909 \$m	72  +15% 7,604 \$m	73  +2% 6,998 \$m	74  -9% 6,887 \$m	75  +5% 6,884 \$m	76  +19% 6,791 \$m	77  +12% 6,458 \$m	78  -7% 6,428 \$m	79  +15% 6,369 \$m	80  +13% 6,347 \$m
81  -2% 6,189 \$m	82  +16% 6,045 \$m	83  +2% 5,987 \$m	84  -9% 5,883 \$m	85  -6% 5,855 \$m	86  -8% 5,720 \$m	87  Now 5,714 \$m	88  +4% 5,626 \$m	89  +18% 5,560 \$m	90  +5% 5,532 \$m
91  +4% 5,525 \$m	92  +7% 5,516 \$m	93  +1% 5,509 \$m	94  -5% 5,335 \$m	95  +12% 5,297 \$m	96  +4% 5,205 \$m	97  -3% 5,105 \$m	98  Now 4,836 \$m	99  -7% 4,793 \$m	100  -1% 4,781 \$m

Strong brands deliver superior business growth



Brand Guardrails Help Protect the Brand

Does the initiative add or subtract from your organization's bank of goodwill in the mind of the public?



Brand-Building Best Practices

Strategic Foundation	Embrace the Brand	Disciplined Brand Use
<ul style="list-style-type: none">• Mission Statement• Brand Positioning• Name and logo	<ul style="list-style-type: none">• Audience profile• Brand style guidelines• Elevator pitch• Marketing materials	<ul style="list-style-type: none">• Evaluation and monitoring• Guardrails for in and out of scope

Thank you!

Stephanie Rath

www.linkedin.com/in/stephanierath