

Communicating Your Brand: The Brand Manual

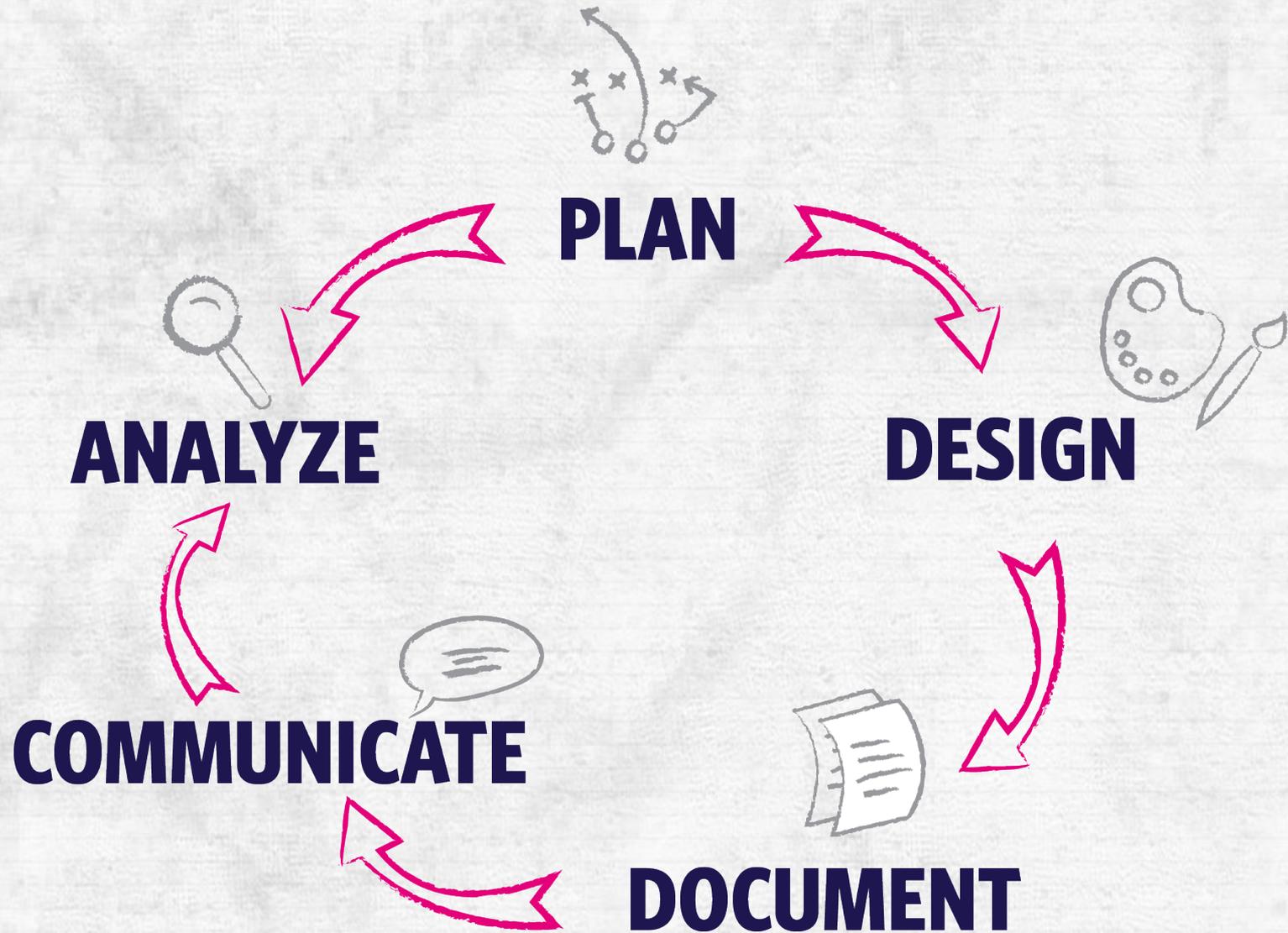
Aga Siuda, Brand Designer

Kelley Jarrett, Market Manager

“You are a brand whether you like it or not....you’re going to leave some impression in a person’s mind [and] it’s your choice whether you want to actively manage that impression or whether you want them to come to their own conclusions of what they think about you.”

Ingrid Srinath, Secretary General of CIVICUS: World Alliance for Citizen Participation

<http://elainefogel.net/2012/04/03/theres-still-confusion-about-nonprofit-branding/>



In all forms of communication, your PROMISE and PERSONALITY should shine through.

A RECAP

Promise

THE COMMITMENT YOU MAKE TO YOUR CONSTITUENTS

The American Heart Association has an extraordinary impact on your life by empowering you and your loved ones to save lives, live healthier, and enjoy more peace of mind about cardiovascular health.

Personality

IDENTIFY THE HUMAN CHARACTERISTICS YOUR BRAND UPHOLDS

- True
- Positive
- Committed
- Heroic

Tone

CLEAR, CONCISE AND RESULTS-DRIVEN

- Honesty
- Clarity
- Action-oriented

INTERNAL COMMUNICATION

HOLD REGULAR BRAND TRAININGS

- Brand Workshops
- Collage building– Live or Pinterest

ASSIGN A BRAND MANAGER

- Monitor and guide social media
- Recruit brand ambassadors
- Share brand success stories with the staff

PROVIDE TOOLS FOR SUCCESS

- Email, blog, letterhead and collateral toolkit
- Call scripts, email samples
- Tone editing

DEFINE AND DOCUMENT ALL ASPECTS OF YOUR BRAND

- The Brand Manual
- Quarterly social monitoring results
- Visible examples of success
- Quarterly email newsletter to staff

LET THEM TELL THEIR PERSONAL STORIES

- Involvement will increase success
- Use their stories as examples of “living your brand” on your website, for trainings or in printed materials

TEST THEM AND MAKE IT FUN!

EXTERNAL COMMUNICATION

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

Communicate – External Communication

VERBAL

- Every personal contact should carry your personality and tone
 - How your receptionist answers the phone
 - Fundraising approach and messaging (pitiful or empowering?)

WRITTEN

- Blog, Proposal and Email Tone

GRAPHIC DESIGN

- Imagery should fit the mood
- Collateral should ALL match – business cards, annual reports, letterhead, direct mail, internal documents

Communicate – External Communication

THE IMPORTANCE OF YOUR DIGITAL BRAND

- How well the online experience reflects the organization's image and brand is one of the two most important satisfaction drivers.
- And satisfied users are:
 - 49% more likely to donate
 - 38% more likely to volunteer
 - 57% more likely to have a favorable overall impression of the organization
 - 65% more likely to recommend the site to others
 - 55% more likely to return to the site

Communicate – External Communication

WEBSITE

- Your website must match the personality, tone and design of your offline materials

SOCIAL MEDIA

- Invest in a branded social presence
- Stay consistent in tone with tweets, posts and blogs
- Respond!
 - If your organization is mentioned in a blog, read and respond
 - Request comments on your own blogs...and answer those who do
 - Conduct brand awareness/perception surveys

THE BRAND MANUAL

Components of a Brand Manual

MISSION OVERVIEW

- Your core
- What should drive all communications

HISTORY AND BRAND EVOLUTION

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

MARKET POSITIONING

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

Components of a Brand Manual

BRAND ARCHITECTURE

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

BRAND ASSETS

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

Welcome to Guide Creative's Corporate Identity and Brand Standards Manual

page 1

BRAND DEFINITION

Brand implementation principles
Compliance

GUIDE CREATIVE BRAND

Vision, Mission, Values
Positioning
Message and tone
Maximizing the Guide Creative brand

BRAND COMPONENTS

Logos without tagline
Tagline principles and usage
Logos with tagline
Brand architecture
Incorrect logo treatments
Color Palette (print and web)
Typefaces
Photos and images

STANDARD COMMUNICATION

Introduction
Letterhead
Business cards
Envelopes
Faxes
E-mail
Signage
Apparel
Checks

CORPORATE COMMUNICATION

PowerPoint
e-Newsletter
Internet and intranet Web sites

Alert
FDA announces possible risks when using blood pressure medicines containing aliskiren with other drugs in diabetes and kidney (renal) impairment patients. [Learn more.](#)



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Importance Of Branding

The American Heart Association's mark, the Heart and Torch, dates back to 1924 when it was first adopted as our mark. The mark has been modified several times over the years, but it's still the recognized icon for the organization.

However, our brand is more than just a visual representation of who we are — it also helps us effectively transform attitudes and behaviors. While we have many programs and initiatives, we need one strong, unmistakable identity to clearly and effectively communicate who we are and what we do as an organization.

Communicating Our Brand



BRANDING
Learn about the history of our brand, the importance of building and sustaining a strong brand, and our brand traits. You will also find links to our branding guidelines, image library, logos, and marketing hub.



TELL OUR STORY
Strengthen your communications that will encourage dialogue that is meaningful and resonates with our audiences. You will also find links to our social communities.

The Guide Series Continues...

Expanding Your Brand: **MILESTONE LOGOS**

Thursday, June 28th

www.guidecreative.com

Questions?

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