

09•13•17

IDENTITY CRISIS

HOW TO DEFINE &
BUILD YOUR BRAND



PRESENTATION *and* PANEL DISCUSSION

Key Elements of
Brand Strategy

Courtney O'Malley
Marketing Specialist

Expressing
Your Brand

Laurelee Langan
Marketing Manager

Content
is King

Tammy Dohner
Marketing Coordinator

Key Elements of Brand Strategy

Courtney O'Malley
Marketing Specialist



Can you guess these brands?



What is a Brand?



Your brand impacts your public image, engagement and your fundraising efforts.

Yes, your brand is your *product*, your *logo*, your *website*, and your *name* but it is also all the intangibles.

Building a Brand Strategy

Long-term plan in developing your organization's identity. Must have include:

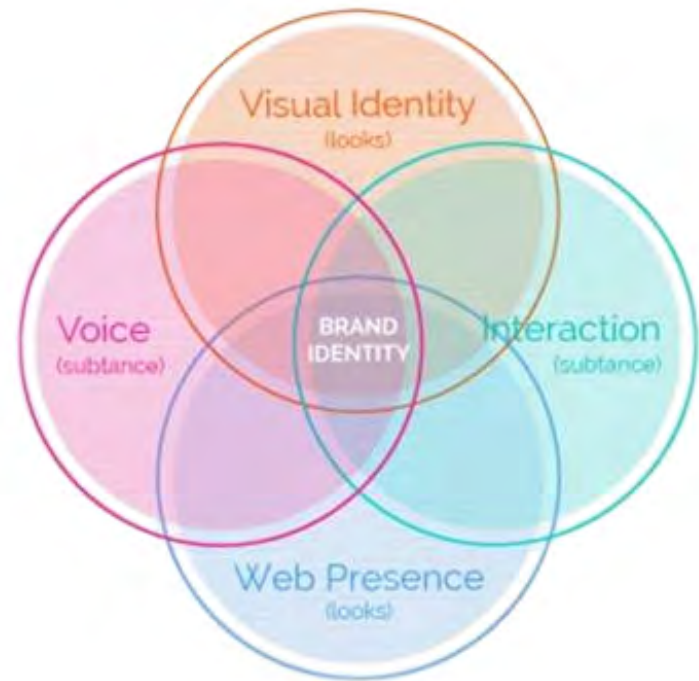
- **Functional** and **intentional** purpose
- **Consistency** (Builds a trusting reputation)
- **Emotional Influence** that connects your customers to your brand

“You can't be everything to everyone, but you can be something to someone.”

Drew Davis, Author of
Brandscaping

Tips for Developing a Successful Brand Strategy

- Clearly define your audience(s)
- Differentiate yourself
- Personalize your organization
- Be relatable
- Appeal to the emotions
- Be a leader



Mission, Values & Vision



- Determines the organization's direction
- Used to connect targeted consumers, customers, employees, donors, etc. to your organization
- Keeps your organization on track for success

A mission statement explains the company's reason for existence. It describes the company, its purpose and overall intention.

A value statement declares the company's top priorities and what its core beliefs are.

Brand Position & Perception

- **Brand position** is the conceptual place you want to own in the target consumer's mind, and the benefits you want them to identify your brand with.
- **Brand perception** is owned by consumers, not brands. It's what people are saying and thinking about your brand.



Where you are positioned and how you are perceived should correlate with your mission & value statements.

Brand Continuity

Ensures that the messages given to customers are consistent.

- Builds familiarity & trust
- Increases customer/consumer loyalty
- Avoids consumer confusion
- Allows for easier integration of new marketing strategies

The goal of brand continuity is to be recognizable in everything you do across the board.

Best Practices for Keeping Your Brand Consistent

- Establish your message
- Educate staff, board of directors and volunteers
- Develop a branding style guide and visual library
- Set and keep a consistent tone

Expressing Your Brand

Laurelee Langan
Marketing Manager



Storytelling

- Creates a brand narrative
- Touches people
- Brings your message and values to life
- Forms genuine connections to your organization
- Helps your audience understand your purpose and mission

“The best brands are built on great stories.”

Ian Rowden

Chief Marketing Officer

Virgin Group

What's Your Story?

- Every organization has a story
- Speak truthfully
- Be compelling
- Bring others into your story
- Include a beginning, middle and end
- Leave them wanting more

The very reason
your organization
exists and why
you do what you
do is filled with
stories.

Mood Board

- Helps you think big
- Reminds you of the mood you want to convey
- Fosters creativity & collaboration
- Serves as a reference for staff, volunteers, designers, others



Humanity, community and compassion

SAMPLE COLOR PALETTE

Minimalistic, Natural, ORGANIC feel overall with warm COMPASSIONATE accent tones.



COMPASSION

SAMPLE TREATMENT FOR FONTS, ICONS & BUTTONS

This soft, EMOTIONALLY MOVING, truly HUMAN treatment, combined with SOPHISTICATION and SIMPLICITY enhances the emotional connection of the visitor with the SOARINGWORDS brand.

Headline Font

This is a Subhead

All other body copy



SOARINGWORDS

SAMPLE CONTENT LAYOUT

Soaring Photographers®

Launched June 1st 2014



A Picture is Worth a Thousand Words

Welcome to Soaring Photographers! It's been said that "a picture is worth a thousand words" because a powerful photograph can capture our thoughts and emotions. Over the years, photography has become an integral part of our everyday life.

Did you know the average American encounters over 1000 camera images a day? Photography was "born" in the 1820's. A French scientist Joseph Nicéphore Niépce was experimenting in printmaking and discovered a way to copy engagements onto...

SAMPLE IMAGERY TARGET

Target image selection to include a sense of COMPASSION and HUMANITY. A simple circle cut-out creates a CLEAN, PROFESSIONAL look.

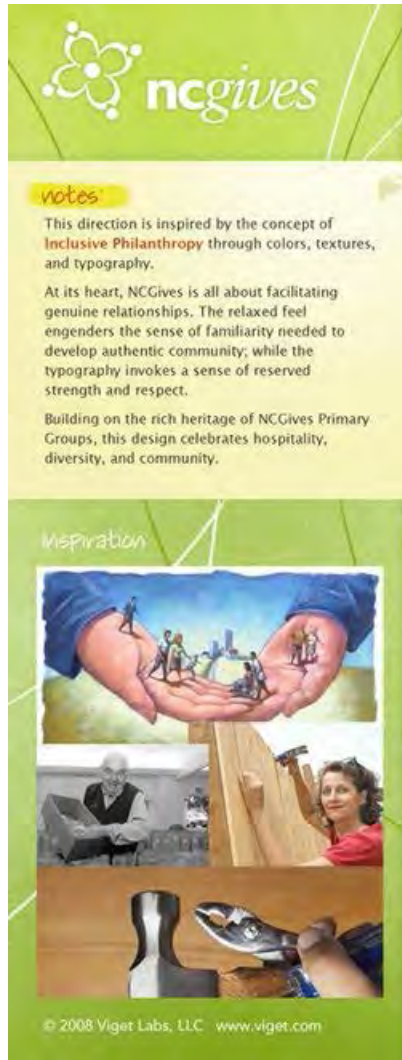


EXAMPLE OF "SIMILAR" STYLE

The following screenshot is representing the colors and overall creative feel as presented in this board.



KEYWORDS:
humanity
compassion
professionalism
sophistication
emotional
organic
natural
minimalistic



Mood Board Version 2

Sample Color Palette



Sample Patterns & Texture



Text & Form Elements

Main Headline

Font: Trinite No.1

Headline Sample

Font: Kemio PK

Lorem ipsum dolor sit amet, consetetur adipcing elit. Suspendisse dignissim mollis est. Fusce euismod. Mauris *euguet du* nisi. Duis ligula orci, pretium auctor, pellentesque eu, rutrum id, erat. In condimentum placerat libero.

Font: Arial

Contact Us

Action Button

Style Preview



**CYCLE for
COURAGE**

**CYCLE for
COURAGE**




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CYCLE for COURAGE

Saturday, January 26, 2013
An indoor cycling fundraising event to support Bonds of Courage



- HOME
- ABOUT US
- REGISTRATION
- FUNDRAISING PRIZES
- SUPPORT A RIDER
- EVENT SPONSORS
- FAQ'S
- CONTACT US

Cycle for Courage



Join your neighbors and friends on January 26, 2013 to support Bonds of Courage at the 1st annual Cycle for Courage. Be part of an amazing day and help support post-9/11 troops, veterans, and their families.

Indoor Cycling Fundraising Event

When: Saturday, January 26, 2013. From 9:00 am - 12 noon.
Where: Summit Area YMCA, 87 Maple Street, Summit, NJ 07901

- Three back to back 45 minute classes led by professional instructors.
- Ride for only a single 45 minute class or ride for multiple classes. There is a 10 minute break between classes.
- Anyone can participate, no matter what their experience.
- Help raise money by getting sponsors for your ride. **There is no minimum required to participate.**
- Prizes awarded to top fundraisers.







1st Annual CYCLE for COURAGE

Saturday, January 26, 2013



Where:
Summit Area YMCA
87 Maple Street, Summit NJ 07901

When:
Saturday, January 26, 2013
9:00am - 12 noon

- Register for a single 45-minute class or ride for multiple classes.
- All experience levels welcome.
- Raise money for Bonds of Courage by getting sponsors for your ride.
- Prizes awarded to top fundraisers.

Proceeds will be used to support Bonds of Courage programs that benefit post-9/11 troops, veterans and their families.

Pre-Event Kick Off
Friday, January 25, 2013
Summit Area YMCA
40 Maple Street, Summit NJ 07901
7:00pm - 10:00pm (free food, cash bar, and music)

Register at bondsforcourage.org

CYCLE for COURAGE

Bonds of Courage proudly supports post-9/11 troops, veterans and their families.

Join us on Saturday, January 26, 2013 at CYCLE for COURAGE



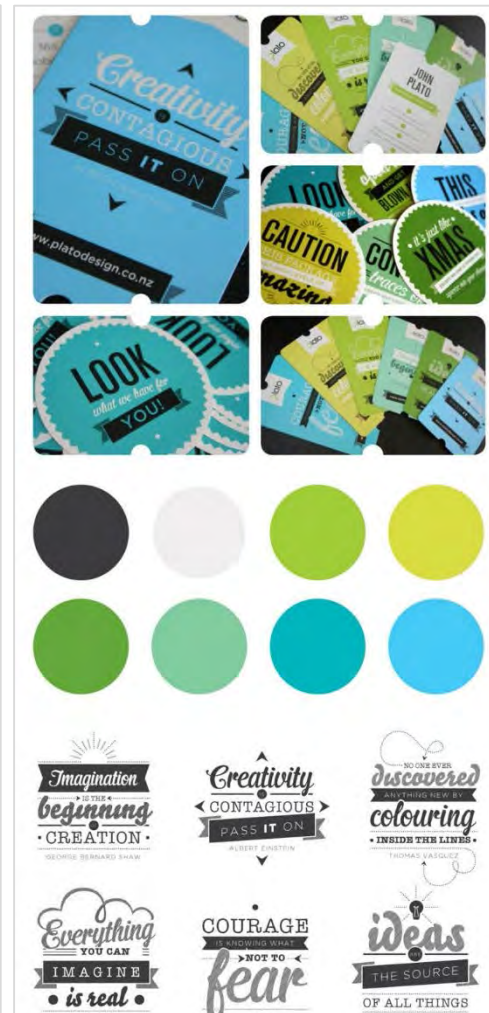
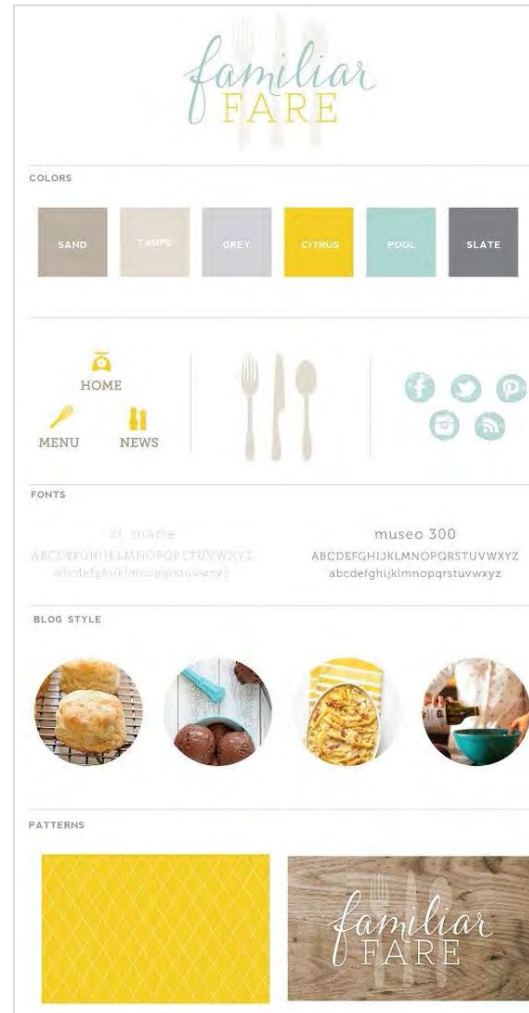
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Brand Elements

- Logo
- Typography
- Color palette
- Imagery

Developing a consistent brand starts with creating a brand style guide.




NATHALIE ELENİ

COLOUR PALETTE



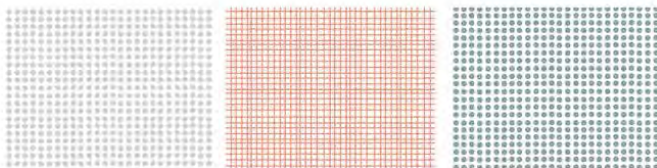
SECONDARY ILLUSTRATIONS



ALTERNATE MARKS



PATTERNS



TYPOGRAPHY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

PRIMARY LOGO:



BACKGROUNDS & TEXTURES:



TYPOGRAPHY:

Josephin Sieb:
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?/.,!@&()

HANDWRITTEN ELEMENTS:

*melanie
allison*

COLOR PALETTE:



ADDITIONAL ELEMENTS:



BRANDING BY www.LETBIRDSFLYBLOG.com

Design Basics

- Plan your design!
- Create a visual hierarchy
- Limit font styles
- Avoid color clashing
- Align & balance
- Use imagery selectively
- Leave white space
- Include a clear call to action
- Follow brand guidelines

“Make it simple.
Make it memorable.
Make it inviting to
look at. Make it fun
to read.”

Leo Burnett

Advertising Guru

Leo Burnett Company

Purposeful Hierarchy

Dear Jane, you are invited to our
2nd annual non-profit fundraiser.
The evening will feature food, fun,
live music and a silent auction.
Friday, October 20, 2017
6:00pm-9:00pm
19 Palmer Street, Lowell, MA
RSVP by October 11

You are invited to our
**2nd Annual
Non-Profit Fundraiser**
The evening will feature food, fun,
live music and a silent auction.
**Friday, October 20
6:00pm-9:00pm**
19 Palmer Street
Lowell, MA
RSVP by October 11

Color Clashing

Color Clash

Color Clash

Color Clash

Color Clash

Color Clash

No Color Clash

No Color Clash

No Color Clash

No Color Clash

No Color Clash

Free Resources



mobygratis.com

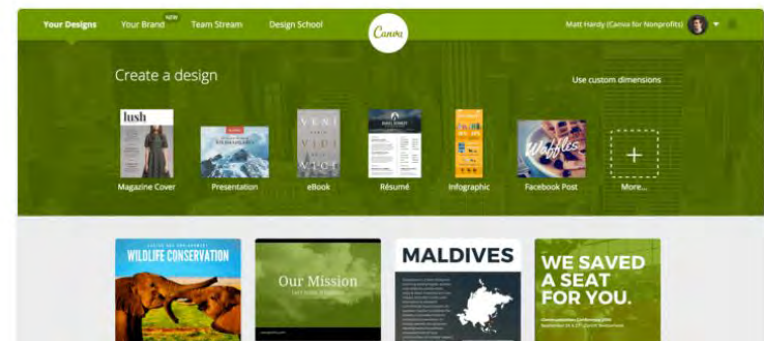


[The YouTube Nonprofit Program](#)



We're here to help

With Canva for Nonprofits, nonprofits can bring their vision to life, and through beautifully crafted content inspire a community to action.



Content
is King

Tammy Dohner
Marketing Coordinator



What is Content?

Content can be *anything* that provides value to your intended audience to drive an action on their part.



Objectives

- Gain Trust
- Answer questions that arise on the path to purchase/donate/volunteer
- Establish yourself or your organization as a thought leader, expert, trusted resource

Content should be relevant to your audience and aligned with your expertise and resources.

Strategy

- What questions are frequently asked by your program participants, donors, supporters, volunteers?
- What expertise do they seek from you and your organization?
- What can you create *consistently* with new or existing resource?

“Simplicity is the ultimate sophistication.”

Leonardo da Vinci
Inventor and visionary

Delivery

- Blogs
- Website
- Emails
- Newsletters (print and electronic)
- Social Media
- Traditional News Media

“Understand why and how your audience uses technology and then start to align your communications efforts.”

Brian Reich &

Dan Solomon

Authors of Media Rules!

Content Types

- Educational articles and whitepapers
- News articles and press releases
- Images, memes, photos
- Announcements
- Testimonials
- Event info and photos
- Infographics
- Video, podcasts, webcasts

Create original material within your organization.

Curate and share material from others (include source info).

Content Types

- Educational Information

Enterprise Bank (Enterprise Bancorp)
3w

Did you know? Fraudsters may use information from your checks, debit cards, and other forms of payment without your knowledge, learn how to [#protectyourself](http://bit.ly/2uMHIA5).
<http://bit.ly/2uMHIA5>



Online Education Center || Enterprise Bank
onlinebanktours.com

Enterprise Bank (Enterprise Bancorp)
3mo

Is that email really from your boss? Learn how fake emails are costing businesses Millions each year: <https://lnkd.in/dPhWfXF> ...see more



How this CEO avoided getting conned in a wire transfer scam
fortune.com

Enterprise Bank @EnterpriseBank · Aug 3

We look forward to seeing you at our seminar events for [#EnterpriseBanking](#) [#Nonprofit](#) Collaborative! Thanks for sharing [@AspergerWorks](#).

Asperger Works, Inc. @AspergerWorks
I'm attending Is Your Digital Marketing Strategy Socially Acceptable? seminar by Enterprise Bank conta.cc/2w6vuKj [#constantcontact](#)

Content Types

- News Articles and Press Releases

 Enterprise Bank (Enterprise Bancorp)
1mo

Read the latest #EBTC #EnterpriseBanking #FinancialNews here, via The Lowell Sun: "Another profitable quarter..." <https://lnkd.in/dH3fdus>



Another profitable quarter Enterprise Bank
lowellsun.com

 Enterprise Bank
CREATE SUCCESS

Business Personal Professional Practice Non-Profit Wealth Management Mortgage

ACCOUNT LOGIN
Personal Banking
Login • Enroll • Learn More
Business Banking
Login • Learn More
[Reset or Lost or Stolen Card](#)


FIND LOCATION/ATM
Enter a City/State or ZIP Code
ZIP Code
Go

Enterprise Bancorp, Inc. Announces Second Quarter 2017 Net Income of \$5.6 Million
James A. Marcotte, Executive Vice President, Chief Financial Officer and Treasurer (978) 656-5614

LOWELL, Mass., July 20, 2017 (GLOBE NEWSWIRE) - Enterprise Bancorp, Inc. (the "Company") (NASDAQ: EBTC), parent of Enterprise Bank, announced net income for the three months ended June 30, 2017 of \$5.6 million, an increase of \$824 thousand, or 17%, compared to the same three-month period in 2016. Diluted earnings per share were \$0.48 for the three months ended June 30, 2017, an increase of 7%, compared to the same three-month period in 2016. Net income for the six months ended June 30, 2017 amounted to \$11.2 million, an increase of \$2.1 million, or 23%, compared to the six months ended June 30, 2016. Diluted earnings per share were \$0.96 for the six months ended June 30, 2017, an increase of 12%, compared to the six months ended June 30, 2016. Diluted earnings per share for the second quarter and the first six months of 2017 include the full dilutive impact of the Company's equity offering issued on June 23, 2016.

As previously announced on July 15, 2017, the Company declared a quarterly dividend of \$0.135 per share to be paid on September 1, 2017 to shareholders of record as of August 11, 2017. The 2017 dividend rate represents a 3.8% increase over the 2016 dividend rate.

Chief Executive Officer Jack Clancy commented, "The increase in our 2017 earnings compared to 2016 has been positively impacted by our growth over the last twelve months. Total assets, loans, and customer deposits have increased 9%, 11%, and 7%, respectively, as compared to June 30, 2016. This growth continues to be driven by the collective efforts and contributions of our dedicated Enterprise team, active community involvement, relationship building and a customer-focused mindset, market expansion, and ongoing enhancements to our state-of-the-art product and service offerings."

 Enterprise Bank @EnterpriseBank · 25 Apr 2016

#EnterpriseBanking #News: Lowell bank to raise up to \$10M in new offering
bizjournals.com/boston/news/20... via @BosBizJournal

2 2

Content Types

- Announcements



Content Types

- Events



Enterprise Bank @EnterpriseBank · Jul 29

Enterprise Bankers are volunteering at @LowellFolkFest this weekend. Say "Hi," to our #LowellFolk Bucket Brigade! #EnterpriseBanking



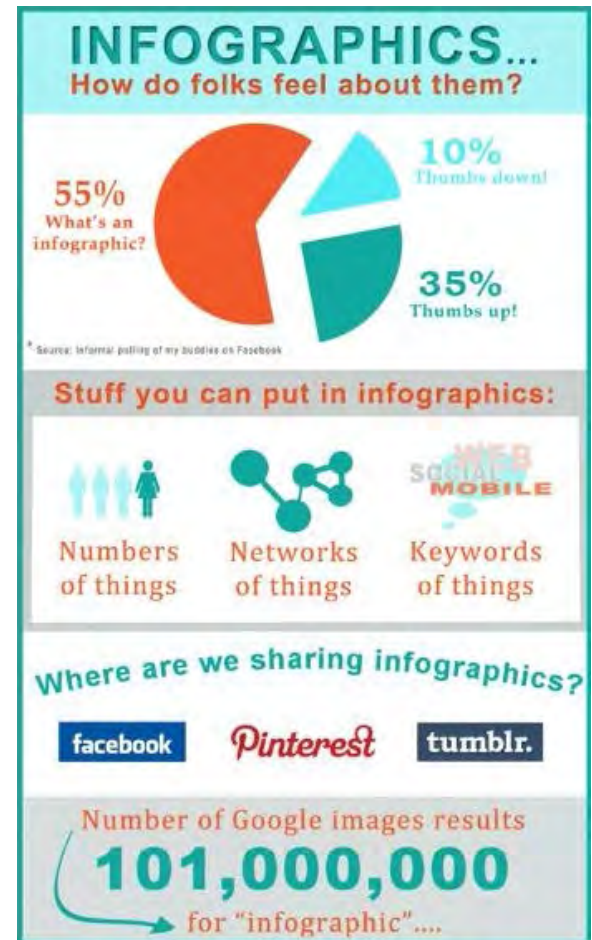
Enterprise Bank @EnterpriseBank · May 31

Wishing our #Leominster branch a happy anniversary, celebrating 22 years serving customers & community! #EnterpriseBanking #Branchiversary



Content Types

- Infographics



Frequency

- Depends upon organization goals, target audience interest
- Frequency can be altered as you discover what works
- Better to publish regularly and infrequently than irregularly and inconsistently

“Strike the balance between informative and annoying.”

NewsCred Insights

Frequency

content marketing overload



@marketoonist.com

“The secret formula for how much content to publish? As little as you can and still have the impact you desire.”

Robert Rose

Chief Content Adviser

Content Marketing

Institute

PANEL DISCUSSION

Thank You

