

Action Worksheet: Developing a Brand Identity

What is a brand identity?

A brand identity is a unique set of associations or attributes that an organization seeks to create or maintain. These associations or attributes may be both based in current reality, yet also aspirational. In total, they represent what the brand stands for and imply a promise to an organization's "customers."

Possible attributes

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-
-
-
-
-

Implied promise to your key audience or stakeholder group:

Finish this sentence...

Each time a person comes in contact with our organization, he or she will...

What is a value proposition?

The brand identity also includes a “value proposition.” This describes the functional, emotional, or self-expressive benefits of the organization and/or its products.

Your value proposition***Functional benefits******Emotional benefits******Self-expressive benefits***

Which is the most important/distinguishing benefit to your primary audience or stakeholder group?

How is a brand made real?

The attributes and value proposition are largely invisible to the customer/client, but may help to guide decision-making and strategy within the organization. The brand identity is expressed or performed both in how it is communicated visually and verbally and in the way the organization interacts with or serves its customers/clients.

Communications

Logo, tagline, messages, graphics, signage, materials, Web site, letters to funders, newsletters, case studies, media stories, advertising, articles.

Performances/Interactions

One-on-one and group meetings, phone calls, presentations, special events, workshops, trainings.

Your brand's...

Symbol or metaphor

Picture

Color

Story

Tagline

What are the benefits of a strong, well-integrated brand identity?

A strong and consistently communicated brand identity can help build awareness and speed the education of target audiences. It can quickly distinguish your organization from competitors or other occupying the same communications "space." A strong brand can also establish value in the minds of potential stakeholders and sustain loyalty in current ones, especially as you introduce new ideas, projects, or initiatives. Most broadly, in the nonprofit sector, a strong, well-communicated brand expressed in high quality materials and backed up by a similar level of excellent service can provide the foundation for expanded funding and support.