



Citrus Circuits
Fall Workshop Series

How to Make Your Team
Brand Amazing

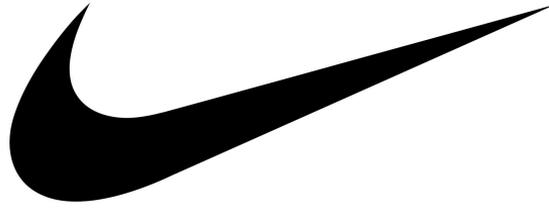
by Kristen Corsetto



What is a brand?

Origins of Branding





amazon

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font, with an orange curved arrow underneath that starts under the letter 'a' and ends under the letter 'n', pointing to the right.

Google

What is a brand?

- Not just a logo!
- Also includes colors, fonts, images, and styles associated with the brand.

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“a brand is a person’s gut feeling about a product, service, or organization.”

Consider these images.

What are your gut feelings about them?



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Branding Principle #1

Decide who your brand is for and what you want their gut feelings to be.



Defining Expectations.

What gut feelings do you want people to have about your team brand?

- High performance?
- Friendly?
- Helpful?
- Fun-loving?

All of these are valid.

What matters is deciding on your focus and sticking to it.

Defining Expectations.

What gut feelings do you want people to have about your team brand?

- Take some time with appropriate team members (leadership, mentors, media team, etc.) to decide what you want these gut feelings to be.
- Also decide who your target audience is and how *their* gut feelings will be shaped by who they are (i.e. students vs. teachers vs. sponsors).



Branding Principle #2

Make your brand your best friend and
get to know it.

Making Your Brand Your Best Friend

- Consider how your best friend would respond to a given situation.
- In general, you could guess their response in advance – **your brand should be the same way.**
- As a result, your customers should also always know in advance what to expect from your brand.
- *Example: Apple packaging*



Making Your Brand Your Best Friend



Making Your Brand Your Best Friend



Making Your Brand Your Best Friend

- Once you've made your brand your best friend, run every design decision past them.
- Just like you would ask a real friend about a big decision.
- **ASK:** Is this something my brand "would do"?





Branding Principle #3

Make a Brand Standards Guide and stick to it. Always.

Brand Standards and Style Guides

- Now we're ready to talk about the mechanics of branding
- These include (but are not limited to):
 - Fonts
 - Colors
 - Web page layouts
 - Types of images/styles of images used
 - Wording and "voice" in text



2017 Brand Style Guide – Family Hope Network



Brand Structure

The Family Hope Network logo communicates movement, change, and the breaking of cycles. The circular shape of the logo implies the cycles that at-risk individuals are often trapped in, but the Family Hope Network is placed in the gap, effectively breaking the cycle. The alternating colors also imply movement and the ways that Family Hope Network intends to mobilize churches to serve at-risk populations.

Key Messages

- Family Hope Network will focus on breaking cycles that continue through generations.
- Cycles will be broken by mobilizing churches and individuals to take action in the lives of at-risk individuals.
- Family Hope Network will provide the resources necessary to accomplish these tasks and connect individuals who are able to help with individuals in need of help

Organizational Strengths

- Integrity
- Dependability
- Connection
- Expertise
- Change

Primary Brand Logo



Proper Usage

The Family Hope Network logo is to be primarily used in one of two settings.



Improper Usage



Please don't alter logo elements



Please don't alter logo elements



Please don't stretch/distort the logo



Please don't place logo over unapproved photos

Typography

RuckSack

Used for logo text and letterhead headers and footers

Aa

RuckSack
Book

RuckSack is available for purchase here:
<http://regularbolditalic.com/fonts/rucksack>

Two weights of RuckSack (Book and Demi Bold) are available for free at the same URL.
If RuckSack is unavailable, Tahoma may be used as an alternative option

Aa

RuckSack
Bold

Tahoma

Alternative font option

Aa

Tahoma
Regular

Tahoma ships on most personal computers.

It can also be downloaded here: <http://www.fontpalace.com/font-download/Tahoma/>

Aa

Tahoma
Bold

Color Palette



Dark Grey
Pantone: 7546
CMYK: 79 66 54 50
RGB: 46 56 65
HEX: # 2e3841



Light Blue
Pantone: 2717
CMYK: 34 13 2 0
RGB: 164 197 227
HEX: # a4c4e2

Note: Please do not convert Pantone (PMS) values to CMYK process color numbers. The CMYK color values shown here are custom builds selected to closer match the corporate Pantone ink palette.

Minimum Logo Size

For print applications, do not scale the logo smaller than 1.5 inches.



1.5 in

Back to Basics:

- Definition of a brand:

“a brand is a person’s gut feeling about a product, service, or organization.”

- There are a lot more factors that go into the gut feelings around your brand than just fonts and colors, but starting there will get you off on the right foot.



QUESTIONS?

Questions?



Give us Feedback!

