Agenda

- Introductions
- Objectives
- Brand Relevance
- Brand Definitions
- Developing a Brand Identity
- Implementing a Brand
- Question and Answer
- Practice

Introductions

Joseph Boven
Research Communications Specialist
Child Trends

Stephanie McInnis
Health Communication Analyst
RTI

Katy Suellentrop
Senior Manager, Public Health
RTI

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Objectives

- Describe the meaning of brand, brand image, brand reputation, and brand identity
- Understand how brand image and identity affects public perception and interaction and can help address misinformation
- Understand the components of brand identity
- Develop and implement a brand identity for your respective PREP projects

Poll: Do you have the information you need to be a brand ambassador for your project?

- Yes, I'm ready with an elevator speech and a brand statement

- No

- What's a brand?

- I can speak knowledgeably about our project , but I'm not comfortable calling myself a "brand ambassador"

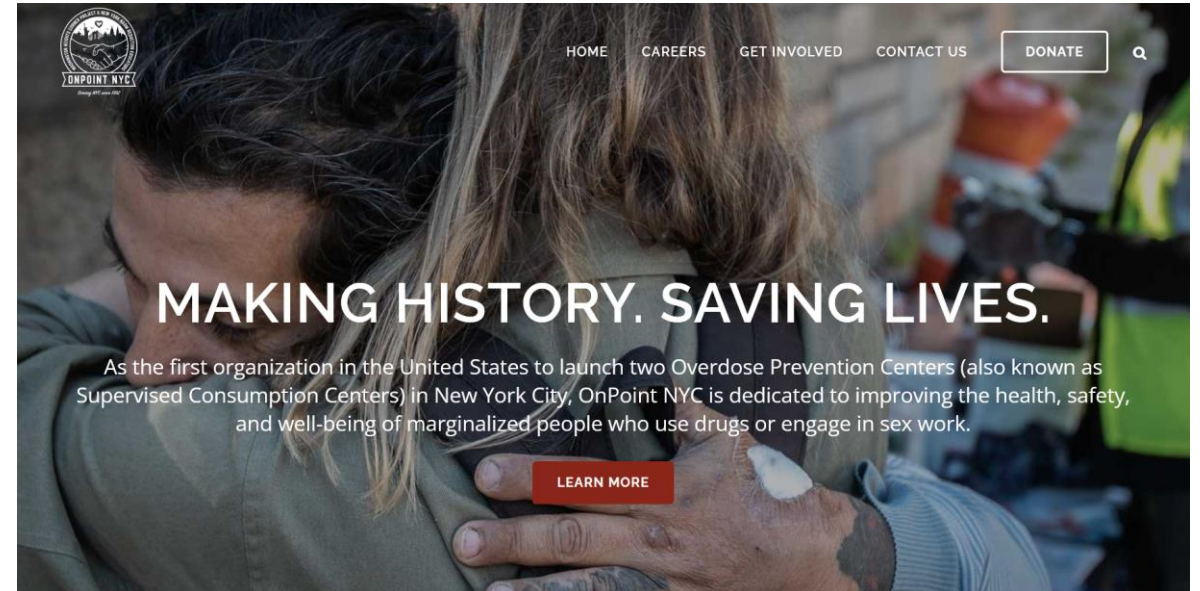# The Relevance of Brand: An Overview
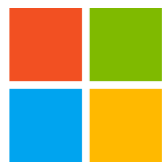
The Relevance of Brand: An Overview

New supervised injection sites cause controversy in uptown neighborhoods – Amsterdam News

MAKING HISTORY. SAVING LIVES.

As the first organization in the United States to launch two Overdose Prevention Centers (also known as Supervised Consumption Centers) in New York City, OnPoint NYC is dedicated to improving the health, safety, and well-being of marginalized people who use drugs or engage in sex work.

LEARN MORE

OVERDOSE PREVENTION CENTERS (OPCS)

We made history and became the first organization in the US to open two OPCs that monitor drug consumption on-site. – OnPoint's site

Barker, C. J. (2021, December 9). New supervised injection sites cause controversy in Uptown neighborhoods. *New York Amsterdam News*. Retrieved February 8, 2023, from https://amsterdamnews.com/news/2021/12/09/new-supervised-injection-sites-cause-controversy-in-uptown-neighborhoods/

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Poll: Which challenges have your PREP project(s) faced in how they are perceived or received? Select all that apply.

- The use of inaccurate facts by the community or press about the <u>intent</u> of the project
- The use of inaccurate facts by the community, policymakers, or media about the <u>outcomes</u> of the project
- The use of disinformation to hamper public opinion of your project
- Community or parent rejection based on preconceived notions about the project not supported by facts
- I have not experienced any of these challenges

Brand Definitions

Poll: What is a brand?

- A name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers
- Art of aligning what you want people to think about your company with what people actually think about your company
- Encapsulation of a company's mission statement, objectives, and corporate soul as expressed through the corporate voice and aesthetic
- How someone perceives a particular organization
- A promise
- Something you see on the side of cows
- I don't know yet

Brand

"A set of tangible and intangible attributes designed to create awareness and identity and to build the reputation of a product, service, person, place, or organization."

Sammut-Bonnici, T. (2015). Brand and branding. In C.L. Cooper, J. McGee and T. Sammut-Bonnici (Eds.), *Wiley encyclopedia of management.* https://doi.org/10.1002/9781118785317.weom120161

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Brand Image

"**Brand image** is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. **It is a set of beliefs held about a specific brand**."

Juneja, P. (n.d.). *Brand image*. Brand Management. Retrieved January 31, 2023, from https://www.managementstudyguide.com/brand-image.htm

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Brand Identity

"It's the collection of all visual and verbal brand elements that portray a desired image and tell a meaningful consumer story."

Jursa, K. (2021, June 29). *Brand blueprint vs brand identity vs brand*. LinkedIn. Retrieved January 31, 2023, from https://www.linkedin.com/pulse/brand-vs-branding-identity-kim-jursa

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Branding Goals

To shift public opinion from the current **Brand Image** to the aspirational **Brand Identity** by **creating the components** of a brand identity and then **growing brand awareness and reputation** through the communication and implementation of that brand identity.

The Components of Brand Identity

- What does a brand identity consist of?
  - Brand statement
  - Voice
  - Messaging
  - Talking points
  - Logo
  - Graphic design, images, colors, typography
  - Actions

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Brand Identity Example

PRIMARY COLORS

BLACK
C 0 M 0 Y 0 K 100
#000000

RED
C 0 M 87 Y 72 K 0
#EF4849

SKY BLUE
C 76 M 21 Y 3 K 0
#009FD4

GOLDEN ROD YELLOW
C 1 M 39 Y 100 K 0
#F8A71B

Safe Zone

The area that surrounds the logo is an important part of the visual identity. Using the letter "E" as our unit of measure we are able to provide adequate white space around the logo. The Safe Zone will help the mark avoid clutter and ensure i overall integrity.

MINIMUM SIZE .5 wide"

LOGO DON'TS

Don't place the logo outline on dark background. Utilize original base colors or white.

Don't place the logo directly on a bright or unapproved Colored backgrounds unless related to a specific pallette using white.

Don't place the logo directly on patterned backgrounds.

Don't stretch or skew logo.

Don't change or choose alternative fonts.

Don't recolor logo.

Don't rotate the mark.

Don't re-align logo.

Brand Identity Example

TYPOGRAPHY

TRASHHAND

The logotype is based on a popular hand-drawn font called TrashHand. This font is playful, stylized, and modern.

Trashhand can be used outside the logo as a stylized, branding element; however, it should be used in moderation. It should never be used for long sentences or paragraphs.

CHARACTERS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

FONT DOWNLOAD
https://www.fontsquirrel.com/fonts/trashhand

PHOTO DIRECTION

The photo direction of the WeThinkTwice campaign highlights and exemplifies the diversity found in modern youth. Photos used in this campaign should show a wide range of expressions in order to promote self-reflection, healthy relationships, unity, and/or specific accomplishments that youth achieve (i.e. graduating from school).

Photography can be full color or black and white. Cutout images over solid color backgrounds should be reserved for social media.
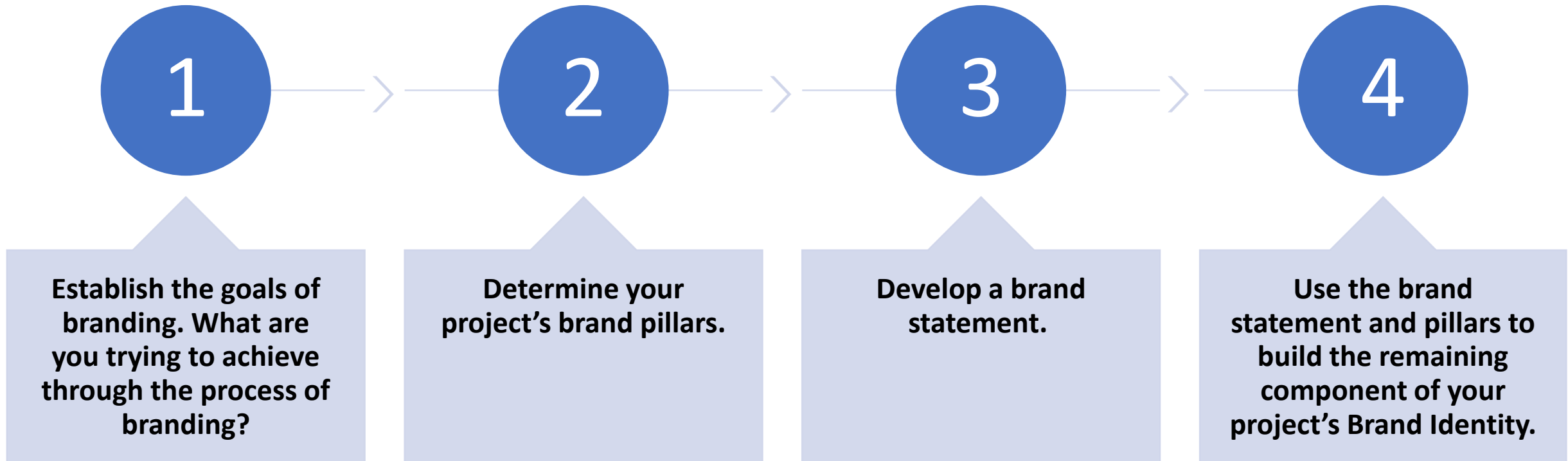
Poll: Do you have the following items related to your project? Select all that apply.

- Vision

- Mission

- Brand statement

- project objectives or goals

- None of the above

Developing a Brand Identity

Developing a Brand Identity

1 Establish the goals of branding. What are you trying to achieve through the process of branding?

2 Determine your project's brand pillars.

3 Develop a brand statement.

4 Use the brand statement and pillars to build the remaining component of your project's Brand Identity.

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Step 1: Branding Goals

Step 1: Establish the goals of branding. What are you trying to achieve through the process of branding?

- Build feelings and associations
- Create an identity
- Build a positive reputation
- Connect with clients
- Improve image
- Separate your identity from others
- Align with your community or those you serve
- Etc.

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Step 2: Brand Pillars

Step 2. Core brand concepts or Brand Pillars: A way to organize your brand

- Brand Pillars: A tool to organize the core concepts found in your mission and vision statement and means to conceptualize the values, characteristics, goals, and attitudes of the project

- Pillars: Purpose, Position, Personality, Perception, Promotion

Brand Pillars: PREP Examples

Audience	Purpose	Position	Personality	Perception	Promotion	Client Outcome
Who does the project serve? Who else are you speaking to?	Why does the project exist?	What do your clients receive from your project that they don't from a similar service or potentially no service?	What is your project's personality and attitude?	How do you want your audience to view the project in the future in comparison to how they view it now?	How do you ideally want the project to be accessed and experienced?	How do you want your clients to feel when they complete the project?
At-risk youth ages 14-16 in urban communities, Low-income earning parents, Families, School board members, Decision makers, Sub-recipients	Build personal responsibility, Reduce unwanted pregnancy, Empower youth to delay sexual activity	Evidence-based education, Proven model, Scientifically proven, Evidence-based behavior change	Friendly, Open, Family-oriented, Cool, Caring, Thoughtful, Down to earth, Educated	Trusted source, Good neighbor, Needed resource, Apolitical, Essential	Meet clients where they are, Accessible to all, Family-based outreach, High visibility and client awareness, Timely and responsive	Confident, Prepared, Educated, Empowered, Future ready, In control

Brand Pillars

Audience

> Who does your project serve? Who do you need to reach to provide access to those you serve?

> At-risk youth, Urban setting, Low-income earning parents, Families, School board members, Decision makers, Sub-recipients

Brand Pillars

Purpose

Why does your project exist?

Build personal responsibility, Reduce unwanted pregnancy, Empower youth to delay sexual activity

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Brand Pillars

Positioning

What do your clients or community receive from you that they don't from a similar service or potentially no service? What do your clients want?

Evidence-based education, Proven model, Scientifically proven, Evidence-based behavior change, Family-centered reproductive health education

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Brand Pillars

Personality

What is your project's personality and attitude?

Friendly, Open, Family-oriented, Cool, Caring, Thoughtful, Down to earth, Educated

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Brand Pillars

Perception

How do you want your audience to think of the project in the future in comparison to how they view it now?

Trusted source, Good neighbor, Needed resource, Apolitical, Essential

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Brand Pillars

Promotion (Experience)

How do you ideally want the project to be accessed and experienced?

Meet clients where they are, Accessible to all, Family-based outreach

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Brand Pillars

Client Outcome

How do you want your clients to feel when they complete the project?

Confident, Prepared, Educated, Empowered, Future ready, In control

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Brand Pillars

Audience	Purpose	Position	Personality	Perception	Promotion	Client Outcome
Youth in urban communities Parents Decision makers Public	To empower youth to delay sexual activity	Provide evidence-based behavior change model	Down to earth	Trusted source	Accessible to all	In control

Step 3: Brand Statement

A brand statement "shrinks all your thoughts about your business mission, values, promise, and character into a concise statement that defines what you do, how you differ from all other similar solutions, and what you pledge to consistently deliver."

Chiaravalle, B., & Findlay Schenck, B. (2017, January 17). *How to define your brand with a brand statement*. For Dummies. Retrieved February 1, 2023, from https://www.dummies.com/article/business-careers-money/business/marketing/how-to-define-your-brand-with-a-brand-statement-145798/

Brand Statement

Develop a brand statement

- Use the project's vision, mission, programmatic goals and objectives, and newly crafted pillars as guideposts in your choice of core concepts, audience, and phrases that define your project's brand identity

Brand Statement

Build a brand statement by using the brand pillars to…

- Describe who the project serves (*Audience Pillar*)

- Describe what the project does and its brand promise (*Purpose Pillar*)

- Show how the project differs from other solutions (*Position Pillar*)

- Use adjectives and language that represent the personality you want to convey (*Personality Pillar*)

- Add details from other pillars as desired as a result of branding goals, audience needs, or preference

Audience	Purpose	Position
Youth in urban communities Decision makers Public	To empower youth to delay sexual activity	Provide evidence-based behavioral change model

Personality	Perception	Promotion	Client Outcome
Down to earth	Trusted source	Accessible to all	In control

Brand Statement

Complete your brand statement by…

- Using the phrases, ideas, and words to write one or two sentences that define "what you do, how you differ from all other similar solutions, and what you pledge to consistently deliver."

Examples:

- "Greenpeace is an independent campaigning organization, which uses non-violent, creative confrontation to expose global environmental problems, and to force the solutions which are essential to a green and peaceful future." –Greenpeace

- "To organize the world's information and make it universally accessible and useful." –Google

- "To educate adolescents and young adults on both abstinence and contraception for the prevention of pregnancy and sexually transmitted infections, including HIV/AIDS." –FYSB (PREP)

Brand Statement

Fill in the Blank:
We [Position Pillar] for [the Audience you serve] that [Purpose: What you will consistently deliver] to support [Client Outcome].

Final Statement:
We provide evidence-based behavioral models that empower youth in urban communities to delay sexual activity by giving them tools to take control of their bodies and futures.

Audience	Purpose	Position
Youth in urban communities Parents Decision makers Public	To empower youth to delay sexual activity	Provide evidence-based behavioral change models

Personality	Perception	Promotion	Client Outcome
Down to earth	Trusted source	Accessible to all	In control

Brand Statement

Ensure your statement addresses…

- The project's audience
- The context in which the served audience and the project operates
- What the project does, how it differs from all other similar solutions, and what it pledges to consistently deliver
- What the project does so that it is not construed to do something else
- The personality and character relayed in the project's brand pillars
- Adherence to the project's mission, vision, objectives and values

Use elements of your Brand Statement…

- As the central component of communications and messaging
- In external communications and messaging
- As a central element in the development of Brand Identity Components

Step 4: Building the Components of Brand Identity

Use the elements of the brand statement and pillars as a basis for all components of your Brand Identity

- **Verbal and written communications (Messaging and talking points):**
  - Align the audience and their context
  - Include the project's purpose and position when possible
  - Use the project's personality in the writing style
  - Frame the project's messaging with the perception you want people to have.

Brand Statement

Voice/ Personality

Actions

Messaging

Brand Identity

Logo

Talking Points

Images

Design/ Typography

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Step 4: Building the Components of Brand Identity

Images, design, and logo:

- Align the visual statement with your project's audience and their context
- Choose images and design content based on purpose, position, promotional goals, desired audience perception, and personality

Actions:

- Identify what actions to take through the brand statement's promise and the desired perception.

Logo

Example 1: Logo Development

- Consider the purpose of your PREP project
- Consider whether aligning your PREP project with its federal roots is best for your audience
- Consider your brand pillars and statement, including the feelings they evoke, adjectives they use, and audiences they address
- Use the pillars and concepts in the statement to conceive images, color, shapes, and a design that represent your PREP project
- Draft concepts
- Craft the logo and test

Logo

https://www.preplesd.com/node

https://www.wethinktwice.acf.hhs.gov/
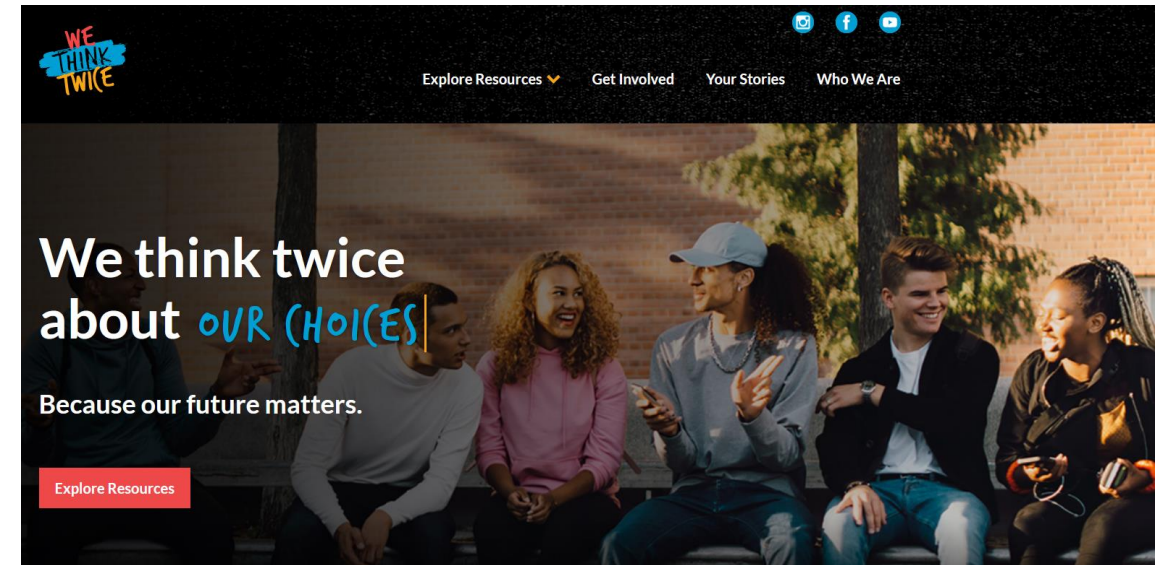
Messaging

Example 2: How to Develop Branded Messaging

- Determine your goal—what are you communicating?
- Align language from your mission and brand statement by recalling the keywords and concepts from those documents
- Ensure brand pillars align with messaging and tone—who you are, why you exist, what you value, who you serve, your unique promise and value statement, personality, and the service you offer
- Always align your message with your target audience and their context.
- Provide proof when possible that you deliver on success
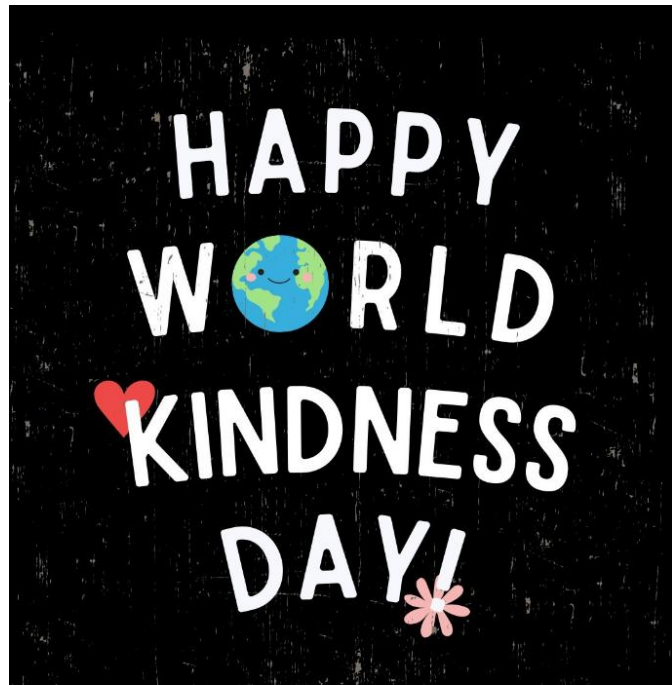- Use this message consistently across your channels in communications about your PREP project

Messaging

Empowering   **Approachable**   **Engaging**   **Positive**

HAPPY
W⊕RLD
❤KINDNESS
DAY!

wethinktwice ✓ November 13 is World Kindness Day! 😊 Being kind can be as simple as complimenting someone! How have you helped someone recently? #WTT #WeThinkTwice #Kindness #WorldKindnessDay #BeKind

Get answers and resources about jobs, money, mental health, sex, relationships, goal-setting, and more. We've got you covered.

Be bold. Be heard. Help shape We Think Twice.

IT'S YOUR FUTURE, AFTER ALL. OWN IT.

Consistency, Planning,
Implementing, and Communicating
Your PREP Project's Brand Identity

Consistency, Planning, and Internal Implementation

Create a Brand Book: This guide will house everything from your brand statement to design parameters, logo use, messaging, and even style guide.

Develop an Internal Rebrand Plan: Include a timeline for producing and developing communications materials and organizational collateral.

Develop an Employee Engagement Plan: Include a timeline and materials for the rollout of the new brand to employees. This includes employee input sessions, brand reveal meetings, and notifications for the use of branded materials.

Develop an External Communications Plan: Include a timeline to produce external outreach and talking points along with release dates for partner, client, media, and public communications.

Consider Internal Implementation: This is the process of ensuring your brand components are embedded in everything you produce and release to the public. This includes everything from your project director's comments in a public meeting to the pamphlets you hand out to youth or press releases sent to journalists.

External Implementation and Communicating Your Brand

Build Identity or Recognition: Remain consistent in voice, tone, message and visual identity

Build Trust: Do not break the promise you made in your mission and brand statement in either actions or words

Build Brand Awareness and Reputation: Share your brand statement across your channels and share success stories that support your brand identity and provide proof of your promise

Manage Brand Reputation: Address misrepresentation of the project's work through clear concise referrals to what the organization does and its brand statement and mission

Workshopping Brand Statements

- Broken into groups selected by program type.

- Each participant should use the worksheet sent to them via email and in the chat.

- Each team will have a facilitator to help guide you through the workshop process.

- Individuals will have 8 minutes to develop key words or phrases that describe your PREP project by filling out a brand pillars worksheet. You are welcome to discuss the words you are choosing with your team as you do so.

- Team members will then meet for 3 minutes to discuss their pillars and words with the rest of their team.

- If the participants are satisfied with their pillars, they can then work on developing a brand statement for the last 5 minutes of the workshop.

- Teams will then be brought back together to discuss their pillars, words, and statements.

Debrief

Thank you!

Contact Us!

Joseph Boven: jboven@childtrends.org
Stephanie McInnis: smcinnis@rti.org

Tell us what you thought:

Resources

Communication Research Resources

- Centers for Disease Control and Prevention Gateway to Health Communication: https://www.cdc.gov/healthcommunication/index.html
- Institute for Public Relations Misinformation/Disinformation Research Library: https://instituteforpr.org/category/disinformation/
- 5 Key Points About Government Branding Now: https://digital.gov/2014/07/25/5-key-points-about-government-branding-now/

Communication Design Tools

- Canva (graphics creator): https://www.canva.com/

Groups

- Federal Communicators Network Community: https://digital.gov/communities/federal-communicators-network/

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