

kracke consulting

IDEAS • SOLUTIONS • EXECUTION

A BRAND OVERVIEW

Branding Defined & Illustrated

BY SARAH KRACKE

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HAVE YOU EVER SAID THIS?

“...the board doesn’t understand branding...”

“...no one can articulate the mission.”

“We can’t afford a good communications firm...”

“...we have a hard time getting funding.”

“No one knows who we are...”

“Our logo sucks.”



TRUE OR FALSE?

Our organization understands the value of raising the visibility of its brand among stakeholders, policy-makers, funders and the public in general.

Audiences we'd like to reach clearly understand who we are and what we do.

Our brand generates a positive feeling about our organization to the point that people trust and respect what we say and do. Therefore, they support and engage with us.



IDENTITY

Identity is typically thought of as those elements encompassing mainly visual components, such as logos, stationery, print collateral, signage, etc.

Brand identity is the sum of what you say you are as expressed through words, colors, symbols, environments, attitudes, and positioning.

You have a **high degree of control over your identity.**



IDENTITY BENEFITS

A strong identity helps strengthen your image and supports your marketing.

When your identity system is consistent, you create a positive, lasting impression of your organization.

The value of your brand identity **increases** each time it's presented appropriately but **decreases** with every incorrect or improper application.



IMAGE

Image is the intangible cluster of feelings, impressions and opinions that form perceptions of a an organization, service or experience.

You can try to **project** a certain image, but it is your **audience** that forms your image in their collective mind.

Perception is reality.



IDENTITY VERSUS IMAGE

**IDENTITY IS WHO YOU
SAY YOU ARE.**

**IMAGE IS WHO YOUR AUDIENCE
SAYS YOU ARE...**



MARKETING

In the nonprofit sector, **marketing** is often considered either a luxury or a necessary evil on which few admit spending too much time, consideration or money.

But leveraging effective (often limited) resources is strategically essential to a successful nonprofit, making the **laws and tools of branding even more important.**

WHY?



MARKETING

Because powerful nonprofit brands raise more [positive] awareness and money, attract more volunteers and, ultimately, impact more people.

Everyone has a story. But if you're not telling it with an authentic and compelling narrative that is relevant and humanistic, people won't support you.

People don't give to an idea--**they give when they are compelled by an emotional connection.**



A [successful] **brand** is a promise that a company, organization or product/service/experience **keeps** to its customers/stakeholders.

Although it's intangible, it's a real, dependable, strong and **emotional** connection. An effective brand conveys your essence, character and purpose.

Using the components of your brand identity, **marketing** generates awareness for and positions the organization.



NONPROFIT BRANDS IMPACT MULTIPLE AUDIENCES





BRAND ASPECTS

REPUTATION

How well your desired audiences think about your organization.

ESTEEM

How your target audiences rate you or your organization.

RELEVANCE

How much your audiences need or care about what your organization does.

DIFFERENTIATION

How you are distinguished from others.



BRAND IMPRESSIONS

Brands are experienced internally and externally through all encounters:

- * Identity
- * Marketing
- * Public Relations
- * Fundraising
- * Collateral Materials
- * Web Site
- * Administration/Operations
- * Past Experiences
- * Environments
- * Staff and Volunteers
- * Word of Mouth
- * Programming



SUCCESSFUL BRANDS

- * Build loyalty
- * Drive perceived quality (perception is reality)
- * Provide differentiation
- * Allow flexibility
- * Create credibility



BRAND DOMAIN

Branding **IS NOT** simply a communications concept.

It is an intricate part of ALL functions and decisions and, therefore, not the exclusive domain of marketing.

Finance, operations, human resources , technology, planning and development strategies should all reflect and support your core values and attributes.



SUCCESSFUL BRAND BENEFITS

A solid branding program:

- ✿ Communicates your organization's value proposition more efficiently and effectively;
- ✿ Grows the size of your audiences (including board members, volunteers, and potential funders);
- ✿ Motivates your audiences to spread the word for you. Positive WOM (Word of Mouth) is the best and cheapest form of advertising; and
- ✿ Informs your marketing and programming.



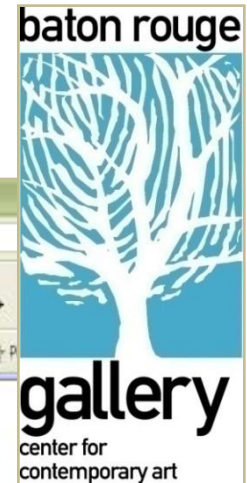
BRAND MANAGEMENT

ENCOUNTERS

If all brand encounters are not planned and controlled as an extension of the organization's business, development and programming strategy, then the result is an **accidental** brand. And, in most cases, a diminished one...



BRAND IDENTITY



The screenshot displays the Baton Rouge Gallery website in a Windows Internet Explorer browser window. The address bar shows the URL <http://www.batonrougegallery.org/pages/mission.html>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The toolbar contains various icons for navigation and utility.

The website content is divided into two main sections:

- Mission:** Features a green tree logo on the left and a dark background with the word "Mission" in white. Below the title, there is a navigation menu with links for "Current Exhibition", "Events", "Membership", and "Press". The main text describes the gallery's mission: "The mission of the Baton Rouge Gallery, as an organization dedicated to the arts, especially for professional visual arts enrichment, including multi-disciplinary arts projects."
- Join:** Features a yellow tree logo on the left and a dark background with the word "Join" in white. Below the title, there is a navigation menu with links for "Current Exhibition", "Events", "Membership", "Press", "Artist Members", "About Us", "Store", and "Contact". The main text lists "Membership Benefits" and "Membership Levels".

Membership Benefits:
Baton Rouge Gallery members attend all events free or at a price.

Membership Levels:

- Students or Senior Citizens (\$20) attend all events at half-price where admission is charged, for one student with I.D. or one senior 65 or over.
[Join Now](#) [Renew](#)
- Friend (\$40) attends all events at half-price where admission is charged.
[Join Now](#) [Renew](#)

The footer of the website includes the text "Design and Hosting by oktoberproject" and "© 2005". The browser's status bar at the bottom shows "Internet" and "300%".

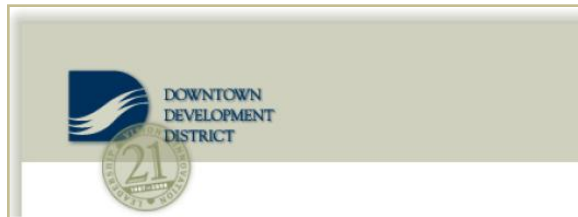
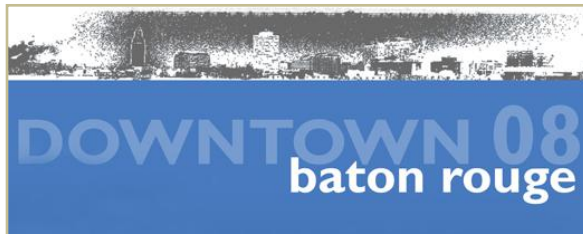


BRAND IDENTITY





BRAND IDENTITY



Baton Rouge, LA



Downtown shuttle bus service offered to LSU games

Game day shuttles from downtown to LSU football games will once again be offered this season, thanks to a deal between a private bus operator and business owners. Hotard Coaches will offer the service, beginning three hours before kickoff. The buses will pick up fans at two sites: at North Boulevard and Third Street and at France and St. Phillip streets (on the side of the Sheraton Baton Rouge Convention Center). Round-trip tickets will be on sale at the Sheraton and Hilton Baton Rouge Capitol Center and Gameday at the North Boulevard location for \$15. Fans are encouraged to take the shuttle buses as a way of reducing parking problems on campus.





BRAND IDENTITY



DOWNTOWN
DEVELOPMENT
DISTRICT

A Passion for Progress



DOWNTOWN
DEVELOPMENT
DISTRICT

A PASSION FOR PROGRESS



Downtown Events Com

Downtown
Weekend
Events

The screenshot shows a web browser window displaying the Downtown Development District website. The browser's address bar shows the URL <http://www.downtownbatonrouge.org/lay/weekend.asp>. The website content includes a navigation menu with links for 'ABOUT THE DDD', 'LIVE', 'WORK', and 'PLAY'. The 'PLAY' section lists 'Weekend Events', 'Live after Five', 'Sunday in the Park', and 'Bite & Entertainment'. A featured event is 'The 13th Gate - Haunted House, Open Every night 7 p.m. until the last victim gets it! 822 St. Philip'. A sidebar on the right contains 'ADDITIONAL INFO' with contact details for the DDD and Downtown Area Restaurants. The website also features a 'Downtown Events This Weekend' section and a 'Passion for Progress' banner.



BRAND IDENTITY

LOUISIANA

Department of Culture, Recreation & Tourism

CRT - Home Page - Windows Internet Explorer
http://www.crt.state.la.us/
File Edit View Favorites Tools Help
Google CRT
LOUISIANA
Department of Culture, Recreation & Tourism

- HOME
- LT GOVERNOR
- CRT SECRETARY
- TOURISM
- PARKS
- MUSEUMS
- CULTURE
- LIBRARIES
- AUDUBON GOLF TRAIL
- ATCHAFALAYA N.H.A.
- RETIRE IN LOUISIANA
- LOUISIANA SERVE
- SOCIAL ENTREPRENEURSHIP
- EXPLORE CRT
- MEDIA
- INDUSTRY
- LEGISLATIVE INITIATIVES
- LOUISIANA REBIRTH
- DOCUMENT ARCHIVE

LIEUTENANT GOVERNOR MITCH LANDRIEU DEPARTMENT OF CULTURE, RECREATION & TOURISM

State Museum Cabildo - New Orleans

Office of Lt. Governor Mitch Landrieu

Tourism

Office of the Secretary

Done Internet 100%





BRAND IDENTITY

VolunteerLouisiana.gov - Windows Internet Explorer


http://www.volunteerlouisiana.gov/1800Vol/OpenIndexAction.do

www.volunteerLouisiana.gov


LOUISIANA REBIRTH
THE WAY TO A BETTER FUTURE

1800Volunteer.org Part of the 1-800-Volunteer.org national network

Login | Create Account



→ HELP NOW




Hurricane Gustav

Hurricane Ike

Volunteers are asked to not self-deploy to the disaster area. Now is the time to give financially or get connected with a local relief organization.

Volunteer **Donate**



Office of The Governor

LOUISIANA
Office of the Lieutenant Governor

http://www.gov.la.gov/

Internet 100%



THE BRAND FORMULA

MISSION, VISION & VALUES + MESSAGE = **BRAND**

The power of a brand stems from connecting your mission, vision and values with your message. It's not about being "cool," rather, within the realm of nonprofits, it's about being *clear, consistent* and *compelling*.

Powerful brands are built by organizations who deliver on a message that is authentic and distinctive and, most importantly, connects with a target audience.



LINK YOUR BRAND TO YOUR CORE MISSION, VISION & VALUES

Vision —————→ *What you want to be*

Mission —————→ *What you are going to do*

Values —————→ *What you stand for*

Brand Position —————→ *How you are perceived*

Brand Voice —————→ *How you look, feel and act*

Brand Equity —————→ *The power of your brand*



BRAND IDENTITY





BRAND IDENTITY



Windows Internet Explorer browser window showing the website: <http://www.festivalinternational.com/site7.php>

Navigation menu: Board Members Only, Contact Us, Search, Music & Photo Credits

Language: En Français | Listen to KRVS | The Daily Advertiser

Header banner: **ABOUT US** | 23rd ANNUAL APRIL 22-26, 2009

Navigation bar: About Us, Visitors, Sponsors, Volunteer, Children, Artists & Vendors, Merchandise, Schedule & Performers, Press Room, Events, News, Blog

Left sidebar menu:

- Mission
- Newsletter
- Staff
- Board
- FAQ
- Contact
- History
- Employment

Main content area:

Home - English Home - About Us - **Mission**

Send this Page to a Friend

Mission Statement

- Enrich the community by celebrating its native culture;
- Educate the public to the historical achievements and artistic expressions of related global cultures;
- Encourage an appreciation for the arts;
- Enhance the economic development of the Acadiana region through the presentation of an internationally recognized arts event;
- Promote cultural exchange on a national and international level.

Done | Internet | 100%



BRAND IDENTITY



California Association
of Nonprofits

Protecting, Strengthening & Promoting Nonprofits

The screenshot shows the website's homepage with the following elements:

- Header:** The CAN logo and the text "California Association of Nonprofits" with the tagline "Protecting, Strengthening & Promoting Nonprofits". To the right is a photograph of several hands stacked together.
- Navigation:** A horizontal menu with links for "Join", "Donate", "Subscribe", "Events", and "Contact".
- Left Sidebar:** A vertical menu with links for "About", "Membership", "Events", "Advocacy", "Programs", "Resources", "Career Center", and "Media". Below this is a search bar and a logo for "CAN Insurance Services".
- Main Content:**
 - Welcome to CAN!** A paragraph describing the organization as a statewide membership network that provides resources and tools to help nonprofits.
 - Membership:** A section encouraging users to "Join CAN today" to become part of a statewide network.
 - Conferences and Workshops:** A section with a sub-header and text directing users to a "CAN Calendar" for event listings.

We Advocate.

We Strengthen.

We Inform.

We Connect.



BRAND IDENTITY



center for nonprofit advancement
Formerly known as Washington Council of Agencies

STRENGTHENING NONPROFITS IN GREATER WASHINGTON • EDUCATION • NETWORKING • ADVOCACY • BUYING POWER

- Home
- About Us
- Programs & Services
- Membership
- Nonprofit Learning
- Health Care Program
- Advocacy/Community
- VendorBank Online
- News from The Center
- Other Resources
- Nonprofit Careers
- Contact Us

Mission & Vision Statements

The Center's Mission
The mission of the Center for Nonprofit Advancement is to support and strengthen diverse needs of their communities.

To do this, the Center provides the resources it needs to succeed, including group buying programs.

The Center's Vision
The Center for Nonprofit Advancement is recognized and valued as a key partner in the region.

OTHER SECTIONS IN ABOUT US

- What We Do: Center for Nonprofit Advancement
- Mission & Vision Statements
- Values and Beliefs
- Staff List & Contact Information
- Board of Directors

Values and Beliefs

The Center for Nonprofit Advancement's Values and Beliefs

IDEAS

- Innovation: The Center is open to new ideas and opportunities, and works to engender creative thinking.
- Diversity: The Center recognizes how diversity enriches the organization, brings direct value by broadening perspectives, and enables the Center to tap into different experiences, backgrounds, and outlooks.
- Excellence: The Center strives for quality and achieving top standards among the staff and board and within the nonprofit sector through our programs and services.
- Accountability: The Center will communicate its mission clearly and serve as effective stewards of the community's and our members' trust.
- Service: The Center takes seriously its stewardship role to strengthen our members and the nonprofit sector through education, networking, advocacy and group buying.



BRAND IDENTITY



Louisiana Association of
Nonprofit Organizations



LANO's mission is to strengthen, promote and build the capacity of Louisiana's nonprofit sector through education, advocacy and member services.....VISION.....?



CASE STUDY

BREC [The Recreation & Parks Commission
for East Baton Rouge Parish]



CASE STUDY

REBRANDING FOR THE FUTURE

Expanded programming, new and updated properties meant more opportunities to reach a bigger audience with strategic positioning and an enhanced brand identity.



CASE STUDY



BEFORE



AFTER



BREC WEBSITE

BEFORE

The screenshot shows a web browser window with the address bar displaying <http://www.brec.org/>. The browser's search bar contains the text "Google". The website's navigation menu includes links for "Main Page - Wiktionary", "Wikipedia", "Apple (179)", "Amazon", "eBay", "Yahoo!", and "News (1021)". The main navigation bar features "Home", "Nature", "Sports", "History & Art", and "BREC Central", each accompanied by a paw print icon. The homepage features a large graphic with the text "It all Starts at BREC!" and a signpost with a green arrow pointing left. A search bar with the label "SEARCH" is located on the right. On the left side, there is a section titled "Recreation and Park Commission for the Parish of East Baton Rouge" and a "This week at BREC!" section with a "Get e-mail updates" button and a "SIGN UP!" button. At the bottom left, there is a "Todays Events" section. The main content area contains the text "Welcome to BREC, the Recreation and Park Commission for the Parish of East Baton Rouge." and a link: "Click on any icon below to learn more about these programs."



BREC WEBSITE

BEFORE

The screenshot shows a web browser window with the URL <http://www.brec.org/index.cfm?md=pagebuilder&tmp=home&cpid=15>. The browser's address bar includes a search box with the text "Google". The website's navigation menu includes links for Home, Nature, Sports, History & Art, and BREC Central. The main content area features a large banner with the BREC logo and the slogan "It all Starts at BREC!". Below the banner is a search bar and a "SEARCH" button. The left sidebar contains a "Recreation and Park Commission for the Parish of East Baton Rouge" box, a "This week at BREC!" section with a "Get e-mail updates" button and a "SIGN UP!" button, and a "Todays Events" section listing "Sewing Class" and "Master Planning Meeting for Howell Park". The main content area includes a photo of children drawing on a large sheet of paper, with the text "Summer FUN at BREC!". To the right of the photo are two promotional boxes: "Recreation Day Camps" with a photo of children on a golf course and the text "Children participate in games, arts and crafts, sports and field trips. More >>", and "Special Facility Day Camps" with a photo of children and the text "Fun and learning at 6 of BREC's Special".

brec.org

http://www.brec.org/index.cfm?md=pagebuilder&tmp=home&cpid=15

Main Page - Wiktionary Wikipedia Apple (179) Amazon eBay Yahoo! News (1021)

Home Nature Sports History & Art BREC Central

BREC

It all Starts at **BREC!**

Recreation and Park Commission for the Parish of East Baton Rouge

SEARCH

Email a Friend | Printer Friendly

This week at BREC!

Get e-mail updates

SIGN UP!

Todays Events

Sewing Class
9:00 a.m.- 12:00 p.m.
BREC's Gingerbread House

Master Planning Meeting for Howell Park
All day BREC's Howell Park Recreation

Summer FUN at BREC!

Recreation Day Camps
Children participate in games, arts and crafts, sports and field trips.
[More >>](#)

Special Facility Day Camps
Fun and learning at 6 of BREC's Special



BREC WEBSITE

BEFORE

Baton Rouge Gallery

http://www.brec.org/index.cfm?md=pagebuilder&tmp=home&nid=656

Main Page - Wiktionary Wikipedia Apple (179) Amazon eBay Yahoo! News (1021)

Home Nature Sports History & Art BREC Central

BREC

Recreation and Park Commission for the Parish of East Baton Rouge

It all Starts at BREC!

SEARCH

[Email a Friend](#) | [Printer Friendly](#)

Baton Rouge Gallery

City Park Pavilion
1442 City Park Avenue
Baton Rouge, LA 70808
(225) 383-1470

[Click here for upcoming events](#)

New Gallery Website

[Click here to visit the new site!](#)

Mission Statement

Baton Rouge Gallery Hours
Noon-6 p.m. Tuesday through Sunday

Baton Rouge Gallery Admission
The Baton Rouge Gallery is free to the public.

Directions to place
Take Dalrymple Drive exit off Interstate 10. Travel north approximately one-half mile. City Park Avenue is on your right.

This week at BREC!

Get e-mail updates
SIGN UP!

Today's Events

[Sewing Class](#)
9:00 a.m.- 12:00 p.m.
BREC's Gingerbread House

[Master Planning Meeting for Howell Park](#)
All day BREC's Howell Park Recreation



BREC WEBSITE

AFTER

SPEND winter WITH BREC
The Recreation & Park Commission for the Parish of East Baton Rouge

BREC

HOME
FIND A BREC FACILITY
PARKS & RECREATION CENTERS
SPORTS
HISTORY & CULTURE
Upcoming Events
Baton Rouge Gallery
Gulf Gallery
Independence Park Theatre
Magnolia Mound Plantation
NATURE & SCIENCE
ABOUT BREC
CONTACT US

Search: 60

IT ALL STARTS AT BREC!

BREC for kids **BREC for athletes** **BREC for seniors**

What's New At BREC

BREC Report

BREC Golf: A Look at 2008

Today's Events

- Watercolor Class
- "Stone Up & Play Games" Beginner Adult Tennis
- "Tinkit of Tink and Tines"
- Quilting Class
- Scrabooking Program
- Tea Dance

BREC Features

Imagine Your Parks Construction Progress

Learn EXACTLY what we're doing with our Parks!



BREC WEBSITE

AFTER

SPEND **spring** **WITH BREC**
The Recreation & Park Commission for the Parish of East Baton Rouge

BREC

E-mail this to a friend Printer-Friendly version **IT ALL STARTS AT BREC!**

BREC for kids **BREC for athletes** **BREC for seniors**

What's New At BREC

BREC Report

BREC Golf: A Look at 2008

Today's Events

- Watercolor Class
- "Shovel Up & Play Green": Greener Adult Tennis
- "Taste of Fast and Firm"
- Quilting Den
- Scrabooking Program
- Tea Dance

BREC Features

Imagine Your Parks
Construction Progress

Look EXACTLY what you're going with the new look!

WASH UP FOR THE BREC NEWSLETTER!

Search: **GO**



BREC WEBSITE

AFTER

SPEND **summer** WITH BREC
The Recreation & Park Commission for the Parish of East Baton Rouge

BREC

IT ALL STARTS AT BREC!

BREC for kids **BREC for athletes** **BREC for seniors**

What's New At BREC

BREC Report:
BREC Golf: A Look at 2006

Today's Events

- Watercolor Class
- "Show Up & Play Group" Beginner Adult Tennis
- "Tidbit of Taste and Time"
- Quilting Bee
- Scrapbooking Program
- Tea Dance

BREC Features

Imagine your Parks
Construction Progress

Learn EXACTLY what we're doing with tax funding!

Imagine your Parks

Recent News

HOME

FIND A BREC FACILITY

PARKS & RECREATION CENTERS

SPORTS

HISTORY & CULTURE

- Upcoming Events
- Baton Rouge Gallery: This is a long sub nav item
- Guid Gallery
- Independence Park Theatre
- Magnolia Mound Plantation

NATURE & SCIENCE

ABOUT BREC

CONTACT US

Search:

GO

SIGN UP FOR THE BREC NEWSLETTER!



BREC WEBSITE

AFTER

The screenshot shows the BREC website homepage with a fall-themed banner. The banner features the text "SPEND fall WITH BREC" and "The Recreation & Park Commission for the Parish of East Baton Rouge". Below the banner is a navigation menu with links to HOME, NATURE PROGRAMS, SPORTS PROGRAMS, CULTURAL PROGRAMS, GENERAL INFORMATION, PARK DIRECTORY, COMMISSION MEETINGS, ONLINE PROGRAM REGISTRATION, and PARK IMPROVEMENTS INFORMATION. A search bar is located at the bottom of the menu. The main content area includes a "What's New At BREC" section with a "BREC Report" and "Today's Events" sub-sections. The "Today's Events" section lists "Registration deadline for BREC's Annual Adult Halloween Mixer" and "Open-Hearth Cooking Demonstration". A "BREC Features" section highlights "Re-openings, Cancellations, & Rescheduling". The BREC logo is prominently displayed on the right side of the page.

SPEND fall WITH BREC
The Recreation & Park Commission for the Parish of East Baton Rouge

HOME
NATURE PROGRAMS
SPORTS PROGRAMS
CULTURAL PROGRAMS
GENERAL INFORMATION
PARK DIRECTORY
COMMISSION MEETINGS
ONLINE PROGRAM REGISTRATION
PARK IMPROVEMENTS INFORMATION

Search GO

[E-mail this to a friend](#) [Printer-Friendly Version](#) **IT ALL STARTS AT BREC!**

BREC for kids BREC for athletes BREC for seniors

What's New At BREC

BREC Report

Today's Events

- Registration deadline for BREC's Annual Adult Halloween Mixer
- Open-Hearth Cooking Demonstration


BREC Features

Re-openings, Cancellations, & Rescheduling



BREC COLLATERAL SYSTEM

RIVER ROAD
ROUNDUP
Extreme Horsemanship Challenge



WELCOME TO OUR JUDGES:
David Carter
Natchez, MS
Bruce Waguespack
Robertsdale, AL

For more information, contact BREC at
(225) 769-7805 or visit www.brec.org/roundup


BUNNY HOP
& craft fair



Saturday, March 8
9 AM — 2 PM

Perkins Road Park
7122 Perkins Road
\$2 Per Child, Adults Free

BIGGER AND BETTER THAN EVER!
In addition to our delicious crawfish and drink vendors, we will feature crafts made by local artisans. We'll have inflatables, games, pony rides, magicians, petting zoo, face painting, arts & crafts, egg hunts, an Easter Bunny available for photos and live entertainment on the BREC stage.


It all starts at BREC!



SPONSORS:  96.1 RIVER 

Get all the details at www.brec.org/specialevents

HAUNTED FOREST



SEPTEMBER 27 & 28
10:00 PM

It all starts at BREC!

Perkins Road Park
Harrell's Ferry Road

- Hayride Patch Mayhem
- Pony Rides
- Haunted Movies
- Costume Contest at 8:00
- Inflatables
- Trunk or Treat
- Arts and Crafts

Visit www.brec.org for all the details!



BREC GRAPHIC STANDARDS

1.0 A Message from Bill Palmer



Dear Colleagues,

As you've heard me say, the measure of a great recreation and park system and the success of BREC is based upon fulfilling the promises made to the public. We are an award-winning recreation and park system, with a clear vision for the future and a strong commitment to bringing that vision to fulfillment.

The purpose of this document is to provide guidelines for presenting a cohesive BREC identity, which is key to communicating our success and vision for the future. Our voices are made stronger when we speak as one. A considered, proper use of the standards outlined in this manual will help present BREC as unified, organized, progressive and on-task.

In today's increasingly complex and crowded communications environment, presenting a unified brand is especially important. You can contribute to the strength of BREC's identity by making good use of this resource. It is designed to answer your questions about the use of our logo, colors, typography and more. Please keep it handy and apply these standards consistently.

Thank you for helping BREC grow and maintain our image in East Baton Rouge Parish.

Bill Palmer
Superintendent

Expanded Color Family

In addition to the core colors, green and golden brown are possible and intended. Choose from the secondary entery color palette. This palette is designed to compliment the core colors when used in signage, publications, flyers, brochures, advertisements, etc.

General accent color—rules, bullet points, callouts, etc.—choose from the secondary color palette. If additional accents are needed to differentiate specific signage—Bunny Hop, River Road Roundup, Day in the Park—choose from the tertiary colors. However, use these colors judiciously, and every attempt to limit the color palette to one or both of the core colors plus one color from the expanded palette.

SECONDARY COLORS: General-use Accent Colors



The CMYK process color interpretation

PMS 574 Dark Green: C[54], M[24], Y[85], K[69]

PMS 7460 Blue: C[100], M[6], Y[11], K[12]

PMS 1797 Red: C[2], M[98], Y[85], K[7]

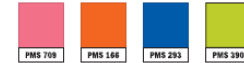
The RGB color interpretation:

PMS 574 Dark Green: R[67], G[81], B[37]

PMS 7460 Blue: R[0], G[137], B[196]

PMS 1797 Red: R[196], G[38], B[46]

TERTIARY COLORS: Event-specific Accent Colors



The CMYK process color interpretation

PMS 709 Pink: C[0], M[70], Y[27], K[0]

PMS 166 Orange: C[0], M[74], Y[100], K[0]

PMS 293 Dark Blue: C[100], M[68], Y[0], K[2]

PMS 390 Yellow Green: C[24], M[0], Y[98], K[8]

The RGB color interpretation:

PMS 709 Pink: R[234], G[102], B[130]

PMS 166 Orange: R[224], G[82], B[6]

PMS 293 Dark Blue: R[0], G[70], B[173]

PMS 390 Yellow Green: R[182], G[191], B[0]



BREC GRAPHIC STANDARDS

3.8 Signature Design Elements: Headlines and Subheads

Headlines should generally be executed in one of the following ways:

- Typeset the headline in Frutiger Bold or Black or Frutiger Bold Condensed or Black Condensed, placed at or near the top.
- If promoting a specific event that has been given special type treatment using Eidetic Neo Omni (see section 3.2), then use this treatment large at or near the top of the piece being designed.
- A combination of Eidetic Neo Omni and Frutiger, in instances where the name of the event is too long to set entirely in Eidetic.

Subheads can be set in any of the Bold or Black weights from the Frutiger font family. In most instances, subheads can be set in all uppercase, unless the design dictates otherwise.

HEADLINES & SUBHEADS

**Spend your summer
with BREC!**

BUNNY HOP

MARCH 24
9 AM – 2 PM

Parkline Riding Park
7122 Parkline Road

**RIVER ROAD
ROUNDUP**
Extreme Horsemanship Challenge

Saturday, April 12, 2008

BREC Farr Park Horse Activity Center, 6402 River Road, Baton Rouge

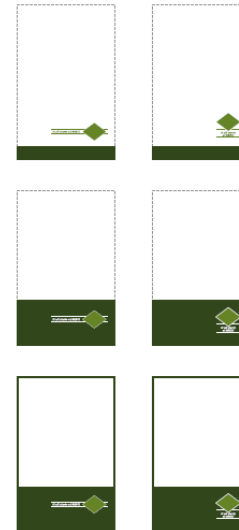
3.6 Signature Design Elements: Logo Placement and Size

The BREC logo must occupy a prominent position in the design of any visual communication. While all layout considerations are important, consistent placement of an appropriately sized logo should have priority over the image, headline and copy.

Because every communication has its own specific goals, parameters, limitations and opportunities, it is difficult to succinctly define the exact size and placement of the logo. The version of the logo used also comes into play when creating standards for use in promotional items. Generally, the logo should be placed in the lower one-third of the layout, either centered or toward the right-hand margin.

Whether reversed out of an anchor box or positioned above an anchor bar, every effort should be made to ensure the logo occupies no less than 7%–15% of the total area of the design for the horizontal version and 5%–10% for the stacked version. Keep in mind the minimum size standards for all versions of the logo (page 2.8 of this manual) when working with very small areas.

LOGO SIZE AND PLACEMENT: Relative proportions for horizontal and stacked logos





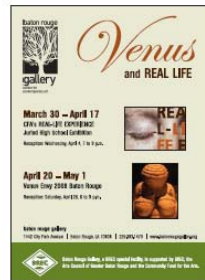
BREC GRAPHIC STANDARDS

4.1 Branding: Special Facility Endorsement

Whenever possible, BREC should take full advantage of all special facilities endorsement opportunities. This consolidates the brand, reminding the BREC audience of the full depth and breadth of BREC services and facilities.

Facilities endorsement may take many forms, but the preferred methods include use of either the BREC logo and tagline "lockup" when there is adequate space or the BREC stand-alone logo with and endorsement statement (see Baton Rouge Gallery ad example below). Keep in mind minimum size standards (see page 2.7) and minimum protected area (page 2.7) and **DO NOT** use the BREC logo and tagline lockup in conjunction with an endorsement statement.

If space is absolutely not available for one of the options listed above, then include a simple typeset endorsement statement, such as "A special facility of BREC" or "A BREC special facility."



BREC Graphic Standards Manual

ENDORSEMENT BRANDING: Special Facilities



Baton Rouge Gallery, a BREC special facility, is supported by BREC, the Arts Council of Greater Baton Rouge and the Community Fund for the Arts.

Branding: Special Facilities Endorsement

Signature Design Elements: Imagery

Important to maintain brand identity is to choose a single, "iconic" image or photo that complements rather than competes with the BREC identity. Avoid images or illustrations that are inherently literal in their execution. While it may not be a literal representation of every aspect of the message, a simple, compelling image will attract attention, promote viewer interest and ensure the message to be absorbed.

Examples of acceptable and unacceptable imagery are found on this page.



BREC Graphic Standards Manual

Signature Design Elements: Imagery



CASE STUDY

CPRT [Commercial Properties Realty Trust]



CASE STUDY

CPRT MISSION

*Commercial Properties Realty Trust is more than a real estate company. We are **trusted, confident professionals** with **dynamic expertise** and **unique talents** who measure success by the value of our impact on the communities in which we do business. We are **committed** to delivering **uncommon solutions** through **thoughtful collaboration** and **distinctive relationships** in order to create a **superior portfolio of assets.***



CASE STUDY

CPRT VISION

To build on **established ideals** and an **exceptional reputation** as a **trusted** and **dynamic real estate company** that creates **extraordinary assets** for **long-term value** and **impact**.



CASE STUDY

CPRT VALUES

ENTREPRENEURIAL

Confident • Ambitious • Courageous

DEDICATED

Passionate • Focused • Loyal

COLLABORATIVE

Open • Thoughtful • Expressive

ACCESSIBLE

Enthusiastic • Positive • Generous

CREDIBLE

Honest • Sincere • Knowledgeable

STRATEGIC

Smart • Creative • Versatile



CASE STUDY



BEFORE



INNOVATIVE DEVELOPMENTS | DYNAMIC IMPACT

AFTER



CPRT WEBSITE

BEFORE

COMMERCIAL PROPERTIES DEVELOPMENT CORPORATION

About Us

- History
- Meet Our Staff
- News Center
- Our Properties
- Acquisitions
- Under Development
- Job Center
- Contact Us

About Us

A force in retail real estate in the Southeast for more than 50 years, Commercial Properties Development Corporation is involved in the acquisition, development, leasing and management of primarily neighborhood and community shopping centers in the Southeast and Puerto Rico. Today, Commercial Properties' real estate portfolio includes 34 properties totaling nearly 3 million square feet.

With its strong financial base, the Company is well-positioned for future growth.

Our website is currently a "Work in Progress".
Please check back regularly for new and updated information.

[Copyright Policy](#)

Powered by [DvnasiteXP.com](#)



CPRT WEBSITE

AFTER



CPRT WEBSITE

AFTER

Commercial Properties Realty Trust

http://www.cprt.com/index.cfm?md=pagebuilder&tmp=home&pid=35

Covalent - Quoted (307) Covalent Logic (245) Wikipedia Main Page - Wiktionary Apple (17) Amazon eBay Yahoo! News

COMMERCIAL PROPERTIES REALTY TRUST

DEVELOPMENTS PROPERTIES FOR LEASE NEWS & INFORMATION ABOUT CPRT CONTACT LOGIN

INNOVATIVE DEVELOPMENTS DYNAMIC IMPACT

RETAIL SHOPPING CENTER

LOOKING TO LEASE?
Find a CPRT property in your location >>

ABOUT THE COMPANY

C. Cammack Morton | President & CEO

Camm Morton arrived at CPRT in 2002 with more than 20 years of experience in commercial property leasing, renovation, development and management in the Southeast and Eastern Seaboard. Today, he directs a team of industry energetic newcomers who share his philosophy of pursuing projects that benefit the stakeholders while contributing to the greater community good. Under his leadership, CPRT has quickly built a track record of noteworthy accomplishments, including mixed-use projects, traditional neighborhood developments, and the renovation of a historic hotel in Downtown Baton Rouge. Camm was born in Birmingham, Alabama, earned a bachelor's degree from Hampden-Sydney College, and holds graduate degrees from the University of Florida and East Carolina University. He has owned and successfully developed real estate in 29 states including

<< View Other Blogs

SHARE PRINT

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Acadian Village - Commercial Properties Realty Trust

http://www.cprt.com/index.cfm?md=pagebuilder&tmp=home&pid=11&mid=0&cid=0&tid=0

Covalent - Quoted (307) Covalent Logic (245) Wikipedia Main Page - Wiktionary Apple (17) Amazon eBay Yahoo! News

COMMERCIAL PROPERTIES REALTY TRUST

DEVELOPMENTS PROPERTIES FOR LEASE NEWS & INFORMATION ABOUT CPRT CONTACT LOGIN

Acadian Village - Baton Rouge, Louisiana
Mixed Use Development

RETAIL

LOOKING TO LEASE?
Find a CPRT property in your location >>

Developments

Acadian Village epitomizes Commercial Properties' goal of pursuing more beneficial uses for properties either out of use or in decline. The development is located on the former site of a "big box" retail store that relocated a few years ago. The property sits at the junction of several distinct Baton Rouge neighborhoods, including Southdowns, the Garden District and College Town, and boasts excellent access via Interstate 55 and major surface arteries (Dionicio Road and Acadian Thruway). It is being developed as a modern, convenient "mixed-use village" with a variety of attractive destinations.

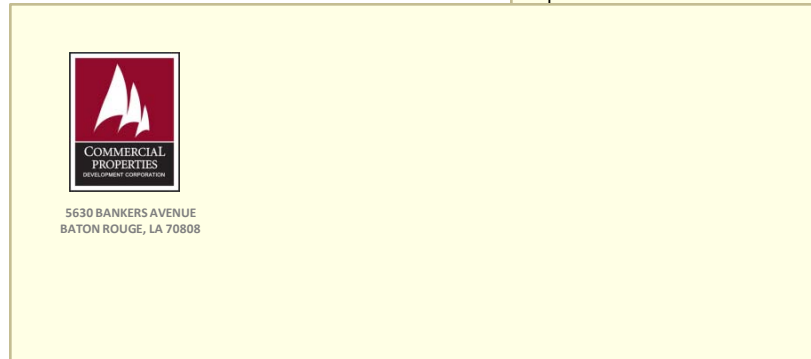
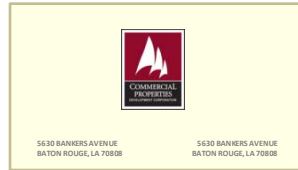

SHARE PRINT

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CPRT STATIONERY COLLATERAL

BEFORE

PLANNING FOR DYNAMIC NEW URBANIST DEVELOPMENT BEGINS ON HISTORIC BRADSHAW FARM PROPERTY

Louisiana-based Development Firm Commercial Properties Development Corporation Brings Impressive Experience and Thoughtful Perspective to Ambitious Project

FOR IMMEDIATE RELEASE

CONTACT
Sarah Kracke
sarah@sarahkracke.com
[504] 289-3537

— Commercial Properties Development Corporation (CPDC), a planning and management company affiliated with the Baton Rouge Area Chamber of Commerce, has announced plans to develop 200 acres of the Bradshaw Farm tract for a truly exciting new neighborhood. The project will include a mix of core tenets of smart growth, the proposed \$750 million development includes city planning that combines lofts, condominiums and townhomes, senior housing, movie theatres, recreational facilities, a new park and a vibrant, livable environment. The new neighborhood will be an urban tapestry of homes, shops, offices, parks and schools in a historic setting with classic architecture,” says Camm Morton, president of CPDC. The project is situated within a city that is woven thoughtfully into its surroundings but stands out as a neighborhood of exceptional caliber, CPDC brings over seventy-five years of commercial real estate development and management. Because of this, downtown Baton Rouge will soon see the revitalization of the old neighborhood, an early fall following its \$60 million renovation. Opened in 1927 and called home by the legendary Governor Huey P. Long but will be a part of the Baton Rouge Capitol Center with 18,000 square feet of meeting space and a downtown revitalization efforts and the Foundation for the City of Baton Rouge endorsed the project.

In addition, CPDC is working with the Honorable Governor Bobby J. White and Governor-elect Cormack Baron Salazar—the nation’s leading developer of economically integrated urban neighborhoods—to develop a mixed-income TND (traditional neighborhood development) in order to address the Post-Katrina affordable housing shortage in a meaningful capacity and provide Baton Rouge with alternatives to suburban sprawl that include diversity. Located in Mid-City Baton Rouge, 200 acres of lush property is the site for the \$300 million development. Built entirely on green fields and also firmly predicated on the tenets of smart growth, the proposed neighborhood is one of the largest developments in the history of Baton Rouge and incorporates broad community input on how to plan for mixed uses, incomes and ages along with new schools, parks, churches and community centers.

5630 BANKERS AVENUE • BATON ROUGE, LA • 70808 • (225) 9247206 • (225) 924-1235



CPRT STATIONERY COLLATERAL

AFTER





CPRT ADVERTISING COLLATERAL

KIDS CAN DO ANYTHING
WE OPEN THEIR MINDS TO.



Unlocking the potential for success requires leadership, determination and teamwork. Commercial Properties Realty Trust is proud to support the Baton Rouge Soccer Association in making their goal.



INNOVATIVE DEVELOPMENTS | DYNAMIC IMPACT

A STRONG COMMUNITY CAN TRANSFORM
REALITY INTO DREAMS



Hilton Capital Center, 2004

Hilton Capital Center, 2006



Progress requires action. And without your boundless energy, vision and resources, our mission wouldn't be fulfilled.

Together, we can make any dream come true.

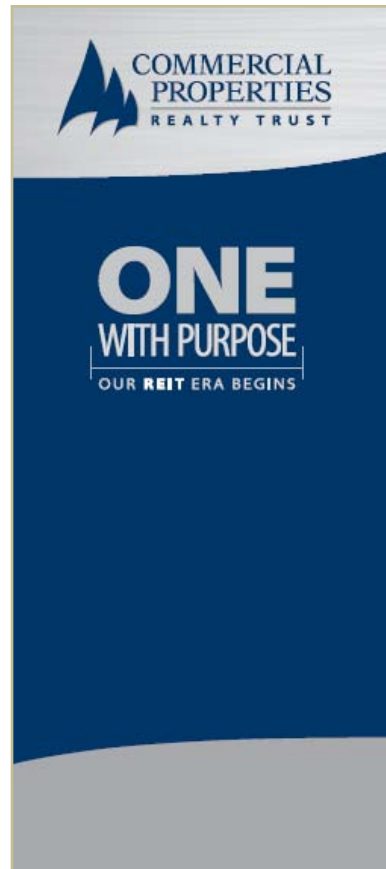


INNOVATIVE DEVELOPMENTS | DYNAMIC IMPACT

Photography courtesy of Beverly Coates



CPRT EVENT COLLATERAL





CPRT EVENT COLLATERAL

COMMERCIAL PROPERTIES REALTY TRUST

Real Estate With Real Purpose.

INNOVATIVE DEVELOPMENTS



DYNAMIC IMPACT





CPRT PRINT COLLATERAL



Never miss an opportunity to celebrate the season.



*Warmest holiday wishes from your friends at
Commercial Properties Development Corporation.*



CPRT GRAPHIC STANDARDS

Commercial Properties Realty Trust Logo Guide

CORPORATE STANDARDS

The following standards have been developed to ensure the accurate and consistent presentation of the Commercial Properties Realty Trust symbol and type. This document should be used as a guide for all instances of logo usage on all corporate communications.

TYPEFACES

The typefaces used to create the Commercial Properties Realty Trust logo are **New Aster** (for the words "Commercial Properties") and **Myriad Pro Bold Semi Extended** (for the words "Realty Trust"). The typeface used in the tagline is **Myriad Pro**.

COLOR

Two-Color: PMS 540, Dark Blue and PMS 877, Silver

One Color: PMS 540, Dark Blue is preferred. Use black, if the PMS color is unavailable. When used in one-color, the silver "shadow" effect used on the sails is deleted. If tints are available, use a 50% tint of PMS 540 (or black) for the horizontal line. (SEE EXAMPLE BELOW)



CORPORATE LOGO



CORPORATE LOGO WITH TAGLINE



INNOVATIVE DEVELOPMENTS | DYNAMIC IMPACT

COLOR VARIATIONS

POSITIVE



REVERSED



LOGO

Logo without "Realty Trust" may be used in instances reproduction prohib, when used to brand a small promotional item and space and "Realty Trust" would be illegible.



USAGE

Avoid improper color substitution



Avoid distorting logo either vertically or horizontally. Always scale proportionally.



Avoid modifying logo symbols in any way.



Avoid using any alternate tagline in combination with logotype.



David C. "Duke" Miller, CPM
 Partner, Director of Company
 COMMERCIAL PROPERTIES REALTY TRUST
 2000 Lakeside Avenue
 Baton Rouge, LA 70808
 (225) 304-7300 TELEPHONE
 (225) 790-1222 FACSIMILE
 (225) 870-4800 CELL
 (225) 790-1823 WEBSITE
 dmiller@cpert.com

NAME	Upper and Lower Case, Franklin Gothic Book Bold, 9pt [RGB 0, 56, 104]
TITLE	Initial Caps, Garamond Italic, 8.5pt [RGB 128, 128, 128]
COMPANY	ALL CAPS, Garamond Bold, 9pt [RGB 0, 56, 104]
ADDRESS	Initial Caps, Garamond Regular, 8.5 pt [RGB 0, 56, 104]
PHONE	Garamond Regular, 8.5 pt [RGB 0, 56, 104]
WEB LEADING	ALL CAPS, Franklin Gothic Book, 7.5 pt [RGB 128, 128, 128] Lower Case, Garamond Regular, 8.5 pt [RGB 0, 56, 104] Line spacing "Single" with one extra hard return between title and company, city, state, zip and phone

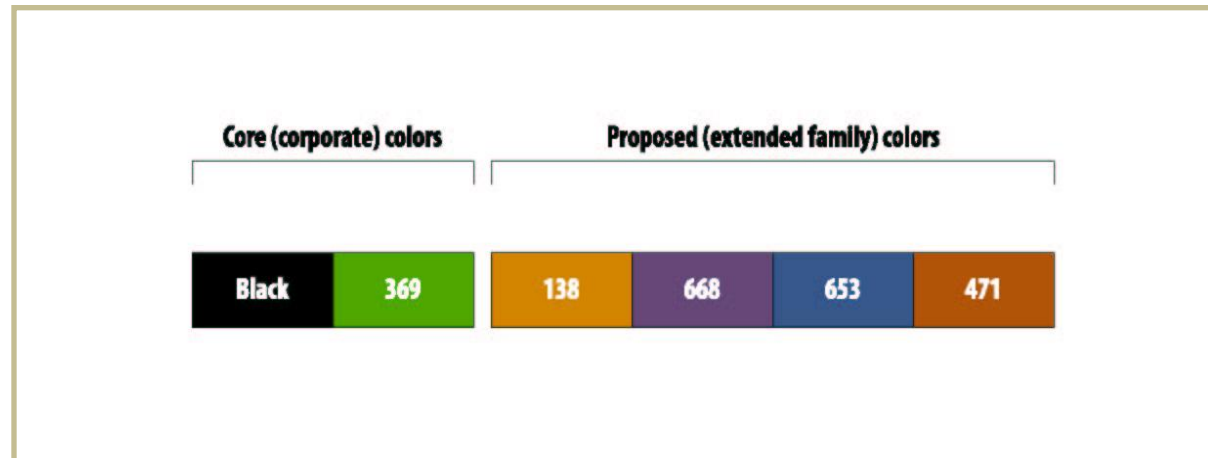


CASE STUDY

GNO, Inc. [Greater New Orleans, Inc.]



GNO, INC. LOGO & FAMILY OF COLORS





GNO, INC. BRAND POSITION

How we wish to define and differentiate our organization and be perceived by our key audiences:

GNO, Inc. is the **economic development engine** driving the resurgence of the ten-parish Greater New Orleans area. In pursuit of **tightly defined goals**, acts as a **catalyst, advocate and resource broker**—a nonpartisan organization focused solely on **retaining jobs, creating new jobs, developing the workforce and fostering pro-business public policy.**



GNO, INC. COLLATERAL TEMPLATES

The GNO, Inc. Update

JUNE 2004

Getting to Work: The GNO, Inc. Update



greater inc.
new orleans
The Regional Economic Alliance

and the campaign for 30,000 jobs?

ew Orleans economy is in critical condition. Businesses and entire industries lose or exit the region. Our best and brightest college graduates and skilled opportunities elsewhere. Limited success has slowed the tide—but it's not a coordinated effort to train workers, create jobs, grow existing industry, and shape public policy to encourage growth.

leans, Inc. is driving the turnaround.

Greater New Orleans, Inc. has the ground game: a new brand of energy, economic development. Our \$1 billion in new payroll, job creation expenditures and special incentives. All within 100 miles of our shores with 100,000 leaders to cover these

to fill jobs and

in Orleans region, there are 100,000 in key industry of and gas, film and video, along. Hard to believe, isn't it? word, training. Talent is the regional success. The new skilled workforce that's able specific needs. Add to this new labor attention, outpouring education/training lag and you'll to reinvent our labor pool. allies and partnerships, GNO, economic development work- ersity clients with workforce in line. When jobs become led quickly with confidence, in our 10-parish region.

ing business: attract new is theory. Provide incentives and their operations or bring on. In reality, the nationwide must do an exemplary job of region as a destination. ally to a range of companies, its needs. of our region's strengths, s, we've identified eleven

primary industry "clusters" on which GNO, Inc. is focusing its growth and expansion efforts.

- Creative Industries
- Information Technology
- Food & Consumer Products
- Life Sciences (Biotechnology)
- Manufacturing & Shipbuilding
- Maritime
- Medical Industry
- Oil and Gas
- Petrochemical
- Sports
- Tourism

3. Support a pro-business p
Businesses locate and stay where sense for them. And to a large government, create such factors. Inc. is actively addressing the ri through the creation of our State the 2004 Regular Session public with business and civic leaders GNO, Inc.'s State Legislative Pri creation plan based on support legislative initiatives.

How are we doing? Our gov day we're building a more solid economic success of the Create Take a look at some recent GNO accomplishments in each of our

1. Workforce Development (Leah Jacobs)
 - Advocating for \$3 million in training and allied health in region and \$1.7 million in conduct feasibility study on school of nursing and allied
 - Backed \$14.9 million for a million State of Louisiana N Systems Cooperative Ende to train 21,300+ partici-

- Worked to retain and expand over 800 companies by addressing on workforce issues and incentives.
- Partnered with Louisiana Community and Technical System on Regional Workforce Solutions Summit
- Announced expansion of Acadian Ambulance in the region through establishment of an EMT training program to fill 200 job openings in the health care field in partnership with the Louisiana Community and Technical College System
- Partnering with Louisiana Chemical Association and Ceres Builders to expand Process Technology (PTTC) training to the Oil and Gas Industry
- Initiated Oil & Gas Gulf Exploration and Production workforce development initiative to retain and expand industry jobs
- Organized January 2004 Market Response Community College forum to strengthen collaboration between area business and higher education.
- Partnered with Lindy Boggs National Center for Community Literacy to develop workplace literacy model.

2. Retention and Expansion (Committee Chair: Bill Hancock)

- Worked to retain and expand over 800 companies by addressing on workforce issues and incentives.
- Partnered with Louisiana Community and Technical System on Regional Workforce Solutions Summit
- Announced expansion of Acadian Ambulance in the region through establishment of an EMT training program to fill 200 job openings in the health care field in partnership with the Louisiana Community and Technical College System
- Partnering with Louisiana Chemical Association and Ceres Builders to expand Process Technology (PTTC) training to the Oil and Gas Industry
- Initiated Oil & Gas Gulf Exploration and Production workforce development initiative to retain and expand industry jobs
- Organized January 2004 Market Response Community College forum to strengthen collaboration between area business and higher education.
- Partnered with Lindy Boggs National Center for Community Literacy to develop workplace literacy model.

a targeted audience of CEOs, CFOs, site selection consultants and senior managers — is paying off. Since January 2004:

- Over 22 positive stories were published and range from a company feature in Inc. Magazine to a technology feature on New Orleans in the Financial Times.
- Another thirteen stories are pending as of May 2004.
- To date, 2004 advertising equiplays totals over \$1,235,525 and represents a primary audience circulation of almost 9 million.

3. Public Policy (Committee Chair: Rod West & Maria Drouot)

Our State Legislative Priorities for the 2004 Regular Session agenda focuses on these current legislative initiatives:

- Create the Louisiana Retention and Modernization Program (HB 932 by Hancock).
- Fund regional health care training (HB 1, 53M) and facilities (HB 2, \$1.7M).
- Create and fund \$5 million in FY 2004-05 a "Regional Growth Fund" (HB 1321 by Hancock).
- Fight Kevin Associates v. Department of Revenue State Supreme Court (Billers OR-604 by Jones).

More About GNO

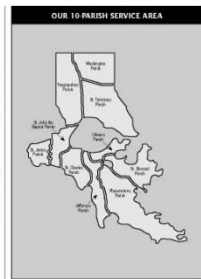
Greater New Orleans, Inc. is a public/private partnership formed to spearhead economic development for the ten-parish Greater New Orleans region — which accounts for about one-third of Louisiana's economy.

In collaboration with government, business and industry and civic leaders, our professional economic development staff works to create jobs in Southeast Louisiana, market the parishes to companies seeking to expand or relocate, and retain and grow existing businesses.

Our mission? To create 30,000 new jobs and \$1 billion in new payroll over the next five years.

"I just got back from my first-ever trip to New Orleans. I am indeed very high on the city and region. I would rate it as one of the highest potential cities in the country: it has authenticity, realism, soul, technology assets and creative energy."

Richard Florida, Hans Fellow and Professor of Economics, Carnegie Mellon University, author, *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life*



by Lancaster), by Tommy), by supporting (GCI Daniel), by... ing HB 1 and setting Program ID projects. ing Common aim and growth mentment he state by Richard: am (HB 1478 by Fontenot, I about the you to know developments. New Orleans

greater inc.
new orleans
The Regional Economic Alliance

601 Poydras Street, Suite 1700
New Orleans, LA 70130
Phone 504.527.4900
Fax 504.527.4970
www.gnoinc.org

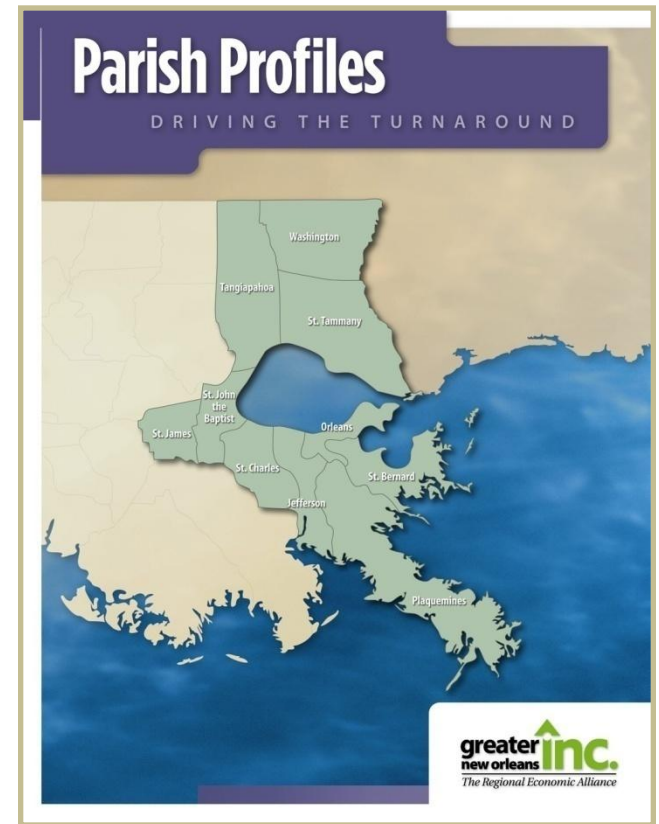
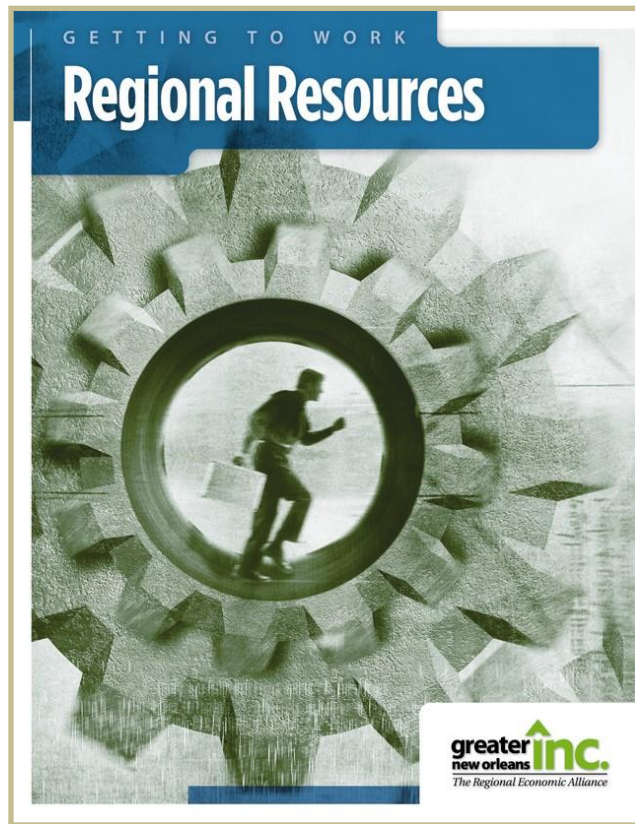


GNO, INC. PRESENTATION TEMPLATES





GNO, INC. MEDIA PUBLICATIONS





GNO, INC. PRESIDENT'S UPDATE & EVENT BANNER

Driving the Turnaround

The President's Update

September 2004



On September 9, 2004, the GNO, Inc. Board of Directors that promote economic development in the New Orleans region. The board approved resolutions that focused on the Central American coffee industry and the state's commitment to Northrop Grumman. I would like to take this opportunity to define these vital projects aimed at creating 30,000 jobs and \$1 billion dollars in economic activity.

On September 9, 2004, the GNO, Inc. Board of Directors unanimously approved resolutions that promote economic development in the New Orleans region. The board approved the Central American Free Trade Agreement (CAFTA), the region's coffee industry, and the state's commitment to Northrop Grumman. I would like to take this opportunity to define these vital projects aimed at creating 30,000 jobs and \$1 billion dollars in economic activity.

Greater New Orleans serves as the largest roasting market in the United States. The region roasts 100,000 tons of coffee annually in this area. Due to the differential placed on coffee warehousing has decreased by 10% in the last 18 months while New Orleans remains the largest roasting market in the United States.

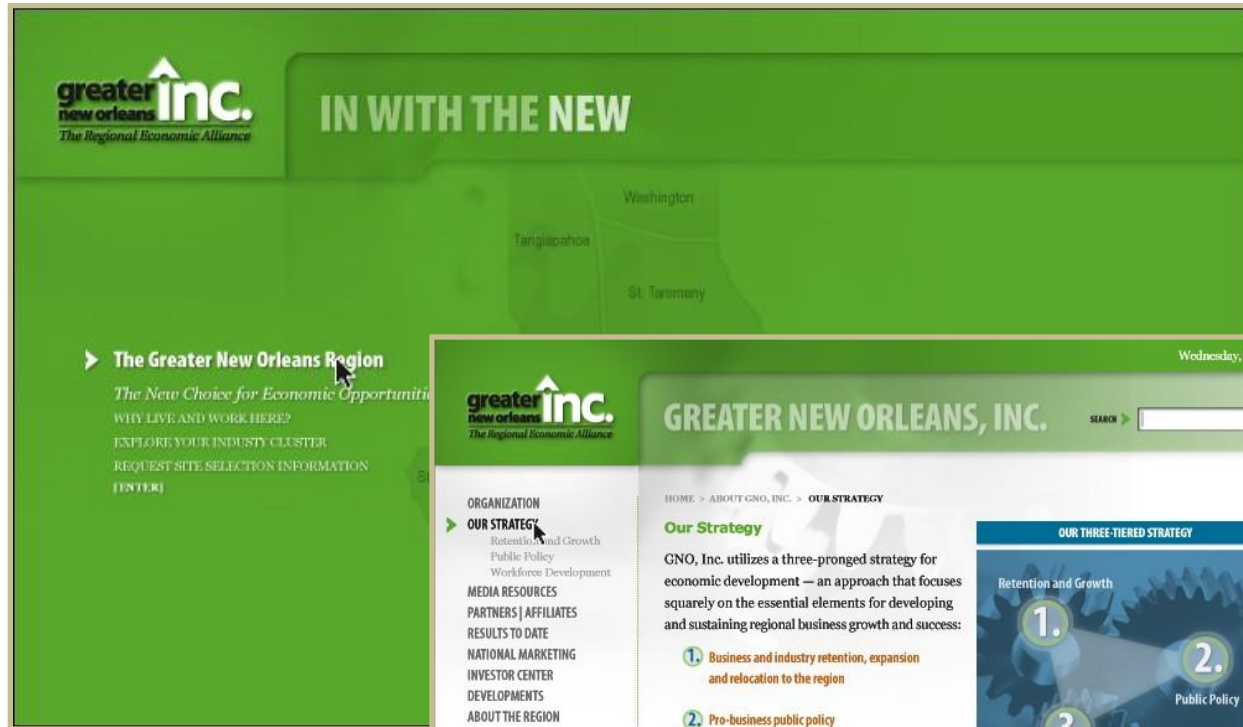
I would like to thank the GNO, Inc. staff and volunteer leadership for their support of these projects as they represent the potential for substantial economic growth. I feel free to contact me at 504-527-6900 or by e-mail at mdrennen@gno.org. Sincerely, Mark Drennen

President and CEO
Greater New Orleans, Inc.

Driving the Turnaround



GNO, INC. WEBSITE





GNO, INC. BRAND VOCABULARY

HOW WE DESCRIBE WHAT WE DO

[Micro-Level]

“... attract new businesses”

“... nurture twenty-first century industries”

“... grow existing businesses”

“... retain existing businesses”

“... develop a highly skilled, employment-ready workforce”

“... collaborate with like-minded entities to achieve our goals”



GNO, INC. BRAND VOCABULARY

HOW WE DESCRIBE WHAT WE DO

[Macro-Level]

“... create 30,000 new jobs, \$1billion in payroll in 5 years”

“... match business and industry needs with local resources”

“... generate economic momentum”

“... grow a fertile business environment”

“... stimulate the regional economy”

“... drive the economic turnaround”

“... helping the Greater New Orleans region ‘get to work’ ”



BRAND SYNTHESIS

- ✿ Successful brands are not just about logos and brochures—they are the result of **rigorous, strategic, day-to-day management** that removes arbitrary, subjective, often reactive, decisions.
- ✿ The *process* of branding is extremely powerful as it **synthesizes** and **distills** your core tenets and guiding principles. More importantly, it gets **everyone on the same page**.
- ✿ A clearly defined and expressed brand gives you the **power and strength of many voices speaking as one**.



ASK YOURSELF...

1. Do you have a brand identity that clearly and consistently communicates what your organization does and is passionate about?
2. Do all of your promotional materials use the same language to get your point across?
3. Is your message consistent so people recognize it as YOUR organization's message?
4. Do you use one or two narratives when making presentations or when meeting with donors that clearly illustrate why your organization is relevant or important?
5. Do you manage donor support in a way that makes you stand out from other organizations--a unique recognition program or way of reporting how donor money is being put to use?



THE END