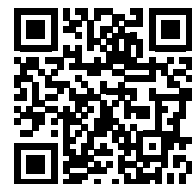# impact

BUILDING BETTER BRANDS

AH | ASSOCIATION HEADQUARTERS

what is a brand?

A brand is a personification of an association's products, services, and general member makeup. Like a person, it has a name, a personality, a character, and a reputation. The tone may vary as you communicate to different audiences via different channels. For example, social media content might call for a particularly informal tone, while the information in publications and research might allow for longer, more complex matter and structure.

Reasons why you may need a brand facelift:

> You're asking yourself if your brand is outdated or stale

> Your brand no longer represents who you are or the services you provide

> You received bad PR around elements of your brand

> You are looking to expand your offerings within your industry and want to solicit excitement and buy-in

There are many steps involved in developing or creating a brand strategy. Branding efforts tend to fall into four main categories:

Brand personality: the set of human characteristics you attribute to that brand.

Brand identity: the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.

Brand image: the member or client perception of your brand based on their interactions.

Brand culture: a unique blend of psychology, ideas, attitudes, and beliefs informing brand behavior, influencing brand experience, and ultimately shaping brand reputation.

brand personality

Developing a brand archetype is a recognizable way to develop a brand personality. An archetype is the character type your brand embodies. The idea behind creating your archetype is to build a brand narrative and create an emotional connection with your target audience.

You can determine your brand archetype by asking these questions:

1) Who are your audiences?

Understand who your target market is, and how your volunteers, members, donors, other stakeholders, and prospects think and feel about your organization and its mission, vision, values, and services.

2) How would you like your audience to feel?

Learn the power and potential of your brand. Your audiences typically have a rational connection to your brand, but there could be an emotional connection that occurs. Identify those possible connections and build on the emotional tie to determine your archetype.

3) How well do you know your members/donors/volunteers?

Begin with those you know. Aim to understand their buying decisions, program choices, participation frequency, and motivation. Talk with them in person, through focus groups, round table discussions, or on the phone. Surveys are also an easy way to receive feedback more quickly. Strive to learn more and understand why they are affiliated with your organization.

4) How can you build on your audience's emotions?

Research studies show that half of consumer buying decisions are based on emotions. The easiest way to deepen a connection to your brand is to find a way to further connect your audience emotionally. Reflect on your brand's characteristics, including its strengths, limitations, and potential.

5) Are you using visuals to create a stronger connection?

Look for ways to incorporate images and symbolism. In addition to describing your brand verbally, use strong, authentic, and consistent visual imagery. A picture is worth a thousand words. Think about the brands you connect with and what visuals are used. Consider investing in photography, videos, and graphics to develop a stronger connection to your audiences.

DID YOU KNOW?

64% of women and **68%** of men have felt an emotional connection with a brand.

Source: Consumer Thermometer

BRAND PERSONALITY

How does your brand identify?

Once you have a clear picture of your audience's motivation and the tools you are using to connect with them, it's time to identify your brand's archetype. Think about what fits most closely with your organization and your mission, vision, and values. Take time to explore how you might work with that archetype so your organization can build a deeper connection with current stakeholders and prospects.

The 12 archetypes create a deeper connection with your audience and personality associated with your brand.

DID YOU KNOW?

The value of a brand can be broken into a 20/80 split. **20%** of the product or service value comes in its function, and **80%** can be found in the product surround.

Source: Marketing Plans – How to Prepare Them, How to Use Them, Malcolm McDonald and Hugh Wilson

BRAND ARCHETYPES

THE INNOCENT
Promises: Safety
Focus: Pure, simple, trustworthy
Advertising/Market positioning: Calm, wholesome imagery and straightforward language targeting and appealing to an innocent demographic.
Examples: Gerber, Johnson & Johnson, PlaySkool

THE NURTURER
Promises: Empathy
Focus: Protection, safety, and support to their customers.
Advertising/Market positioning: Rooted in a deep desire to serve others with compassion
Examples: FirstAlert, Huggies, Habitat for Humanity

THE EXPLORER
Promises: Freedom
Focus: A means to help others experience the new and unknown
Advertising/Market positioning: Taking you to the unknown and satisfying the yearning for more
Examples: The North Face, JEEP

THE MAGICIAN
Promises: Transformation
Focus: Opportunity for renewal and discovery
Advertising/Market positioning: Providing a powerful experience
Examples: Disney, TED

THE HERO

Promises: Triumph
Focus: Good quality and superior to the competition
Advertising/Market positioning: Confidence with a competitive spirit. The only real option with mastery in its field.
Examples: Duracell, Chevy Silverado, Nike

THE EVERYMAN

Promises: Belonging
Focus: Down-to-earth beliefs. Honest and dependable.
Advertising/Market positioning: Delivers on its promise and provides what you need.
Examples: Ace Hardware, Amazon, Target

THE SAGE

Promises: Wisdom
Focus: Knowledge, truth, and fulfillment
Advertising/Market positioning: Seeking truth and information
Examples: Google, National Geographic, Wall Street Journal

THE CREATOR

Promises: Innovation
Focus: Key to unlocking creativity
Advertising/Market positioning: The opportunity to be your most creative self.
Examples: Apple, LEGO

THE REBEL/OUTLAW

Promises: Revolution
Focus: Alternative to the mainstream and opportunity to stand out
Advertising/Market positioning: Leaving your mark on the world and doing things your way
Examples: Harley Davidson, Jack Daniels, Virgin

THE LOVER

Promises: Passion
Focus: Glamour with an emphasis on pleasure and feeling special
Advertising/Market positioning: Intimacy and making a connection with others
Examples: Chanel, Godiva, Victoria's Secret

THE RULER

Promises: Power
Focus: Taking control and providing stability
Advertising/Market positioning: Speaks authoritatively, spreading the idea they are a leader in the field
Examples: Verizon Wireless, American Express

THE JESTER

Promises: Entertainment
Focus: To bring joy and belonging
Advertising/Market positioning: To have fun and bring light or laughter
Examples: M & Ms, Progressive, Old Spice

brand identity

You've done all the hard work — created goals, researched competition, and identified what archetype matches your persona. Now the fun part — creating a visual look for your company.

Logo considerations:

- How do the logos look in **black & white vs color?**

- How do the logos look digitally vs in print?

- Are there any elements of my logo that can be misconstrued for something else?

- Does my logo look too similar to another?

- Does my logo look too similar to special interest groups? (you never want to limit your audience/ potential clients by creating a logo that looks too similar to polarizing or discriminatory groups)

Color considerations:

- What emotions or connections do I want people to associate with my brand?

- Do the colors I select connect my audience with how I want to be represented?

- Are the color combinations too closely related to another strong brand in the market? e.g. In Illinois, navy, and orange are strongly connected to the Chicago Bears or the University of Illinois.

- What other well-known brands have these colors? Is that beneficial or detrimental?

DID YOU KNOW?

The original name of Amazon was **'Cadabara'** but was changed soon due to pronunciation issues.
Source: Startup Talky

BEFORE   AFTER

color associations:

RED
Symbolizes: Action, Strength, Energy, Passion, Aggression
Effects: Attention, Motivates, Stimulates, Caution
Famous Brands: Rolling Stone, Red Cross, ESPN

ORANGE
Symbolizes: Energetic, Social, Friendly, Affordable, Youthful
Effects: Encourages, Uplifts, Stimulates, Communicates
Famous Brands: Home Depot, Nickelodeon, Reese's

YELLOW
Symbolizes: Happiness, Optimism, Positivity, Intellect, Playful
Effects: Clarifies, Inspires, Amuses, Energizes
Famous Brands: Ferrari, McDonald's, Snapchat

GREEN
Symbolizes: Nature, Wealth, Fresh, Growth, New
Effects: Revitalizes, Balances, Relaxes, Encourages
Famous Brands: Landrover, Starbucks, Holiday Inn

TURQUOISE
Symbolizes: Compassion, Empathy, Tranquility, Wisdom, Protection
Effects: Balances, Clarifies, Calms
Famous Brands: Tiffany, Pampers, Canva

BLUE
Symbolizes: Trusted, Staid, Dependable, Secure, Responsible
Effects: Protects, Calms, Supports
Famous Brands: American Express, IBM, Chase Bank

**These associations are for the United States. Sometimes colors have different connotations in different parts of the world. For example, in China, red is associated with happiness.

Of the top 100 brands, **95** use just one or two colors in their logo. Additional data shows that **33%** of these brands use the color blue in their logo, while **29%** use red.

Source: Zuzu

PINK

Symbolizes: Compassion, Femininity, Playfulness, Love
Effects: Sympathizes, Calms, Nurtures, Comforts
Famous Brands: Barbie, Avon, Susan G Koman

PURPLE

Symbolizes: Royalty, Mystery, Spirituality, Creative, Imagination
Effects: Enlightens, Inspires, Uplifts, Encourages
Famous Brands: Yahoo!, Crown Royal, Syfy

BROWN

Symbolizes: Reliability, Stability, Honesty, Comfort
Effects: Simplifies, Protects, Grounds, Stabilizes
Famous Brands: UPS, Hershey's, Cotton

BLACK

Symbolizes: Sophisticated, Luxurious, Formality, Protection, Power
Effects: Mystifies, Seduces, Secures, Intimidates
Famous Brands: Cartier, Polo Ralph Lauren, Sony

GRAY

Symbolizes: Timeless, Neutral, Control, Practical, Compromise
Effects: Stabilizes, Sooths, Calms, Relaxes
Famous Brands: Swarovski, Mercedes Benz, Wikipedia

WHITE

Symbolizes: Cleanliness, Purity, Innocence, Perfection, Efficiency
Effects: Refreshes, Balances, Purifies, Simplifies
Famous Brands: Mini Cooper, Cartoon Network, Apple

graceful DARING informal

BRAND PERSONALITY

wistful contemporary

authoritative

hand-crafted PLAYFUL personal

friendly

font considerations:

trustworthy neutral STRONG

Does my font selection mirror my archetype?

[A *Parisienne* font may not be the best selection for the **HERO** archetype.]

Is my font **legible** to all age groups?

Are the **colors** I selected for my font easy to read?

Is my **color** easy enough to **replicate**
on promotional or special-use items?

brand element considerations:

What other visual elements do you want to be a part of your brand?

Theme

A declaration of who you are, and what members and potential members can expect from your organization.
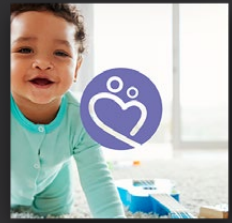
Why choose a theme?: Themes connect all of the brand identity elements that fall within your brand
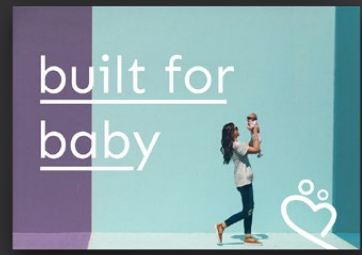
Tagline

A tagline is a brief-phrase used to relay an organization's value, purpose, or organization's mission.

Why choose a tagline?: Taglines help differentiate a brand from others by stating an advantage or benefit they have over similar organizations. They are also used to reinforce a value proposition and association identity.

Mascot

A brand mascot is any "humanized" character that represents a company in terms of marketing. Objects, people, animals, or fictional creatures may be used as mascots.

Why choose a mascot?
Mascots humanize the business, helping to shorten the path to the hearts of clients and create emotional connections.

Sub-brands

A sub-brand is a strategic fragmentation of the parent brand but shares some fundamental factors of their personality and image with the newly formed entity. Sub-brands can be used to identify a course or event held by the parent organization. Sub-brands can also identify certain committees or special interest groups (SIGs) within the organization.

Why choose a sub-brand?
Sub-brands provide successful companies and organizations with a new way to build stronger bonds with their existing customer or member base and expand into new revenue streams at the same time.

Hand Therapy Review Course

Hands-on Orthotics

Education on Tour

Upper Extremity Institute

Webinars

Journal Club

a successful brand checklist

- Identify who you are and where you are going

- Mission

- Vision

- Goals

- Value proposition

- Research

- Solicit feedback from key stakeholders (Board, staff, customers, partners)

- Interviews

- Surveys

- Competition

- What are their visual identities? Likes and dislikes

- Taglines

- Industry landscape

- Your position in the marketplace

- Opportunities to carve a niche

- Challenges and opportunities

- Identify your brand personality

- Build a visual identity

- Brand image

- Brand culture

If you are thinking about launching a brand, rebranding, or would like to learn more about AH's approach to Brand image and Brand culture, we would love to hear from you.