

proven process:
GUIDE TO BUILDING A
BRAND



ASSOCIATION
HEADQUARTERS

brand DEVELOPMENT & strategy

Speaking with a consistent voice across platforms—from your website, to e-newsletters and advertising – helps develop your organization’s unique personality and identity in the space. A brand is a personification of your organization’s products, services, and collaborative spirit. Like a person, it has a personality, a character, and 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 information in publications and research might allow for longer, more complex matter and structure.

A core concept about marketing is that brands should be humanized. Personal brands (and brands with personality) are more powerful than ever, because deep down we want to connect with people – not products or services. If a brand adopts a primary character archetype, people recognize it – it’s familiar. They understand what you stand for...and what you DON'T stand for.

The key is to be something. Define yourself. Make people feel something about your brand.

The View From Your Seat

IF YOU'RE WORKING WITH A THIRD PARTY

You need a partner who will:

- Evaluate the effectiveness and alignment of your brand
- Develop a comprehensive brand strategy (including brand architecture for a multifaceted organization that addresses relationships between programs, campaigns, and partnerships)
- Create an updated brand identity, including logo redesign
- Develop a branding guideline, including positioning, personality, promise, differentiation, and value proposition
- Develop and help implement a strategy to gain organizational consensus for the new brand
- Develop an integrated marketing and communications plan to roll out and promote the brand
- Execute the brand engagement campaign, including new and out of the box ideas
- Implement a branding nurturing and maintenance program

Proposed Outcomes

- An enhanced, unified brand
- Guidelines to share internally and with partners
- Standard messaging, imagery, fonts, and colors on all channels
- Increased awareness

Inspiration

NEW LOGO DESIGN

The On Demand Industry Association (ODIA) is start-up non-profit that AH partnered with to help develop their brand. One of ODIA's unique challenges as a start-up is that the brand has to make a great first impression. Prospective members are busy entrepreneurs in the technology industry, so the branding must be clear, modern, and memorable. As part of their brand development, AH presented ODIA with three different options for their logo that conveyed three different aesthetics. From mobile-centric design to sleek and sophisticated, the three logos presented captured the tone of ODIA.

While the initial logo design was key, a secondary, but equally vital, part of ODIA's branding was developing logos for their various sectors. From delivery to health, beauty, pets, and events, ODIA's sectors are vastly different in focus and needed identities that allowed them to be separate from each other while still remaining unified under the ODIA brand. Recognizing the importance of the sector logos, and how the branding for those would be an important facet of ODIA branding, proposed logos for ODIA sectors were included in the plan that was presented to ODIA.



NAME AND MARK

This logo is based primarily around the 'hour glass' icon. The yellow fill at the top represents a full glass of sand. The On Demand industry is about immediate results. The hourglass symbolizes the importance of the present, and recognizes the past and future.



Primary Mark



Secondary Mark



App Art

ICONOGRAPHY

Each segment of ODIA is represented with a photo from the industry. Each segment is color coded. This is open ended for future On Demand industries.



Transportation Segment



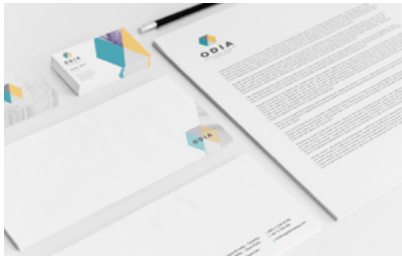
Health/Beauty Segment



Pets Segment

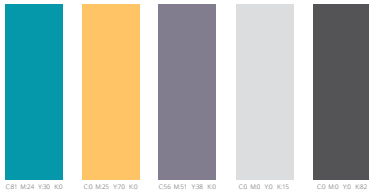


Highlight of ODIA Name & Mark and Iconography (Sector logos)



COLOR SCHEME

The color scheme is carefully modern and timeless, which is key important with a global market comprised of young innovators. Teal represents quality and balance, yellow represents creativity and innovation, and purple represents the future.



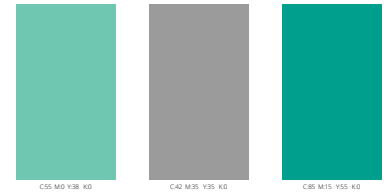
COLOR SCHEME

The color scheme is bright, energetic, and fast paced. Colors to represent each segment as well as room for growth.



COLOR SCHEME

The color scheme is focused on ODIA's drive to recruit new members and become a leader in the industry. The green color is often associated with growth and freshness, the light blue print is the color scheme ensuring the logo with the idea of quality and confidence.



Inspiration

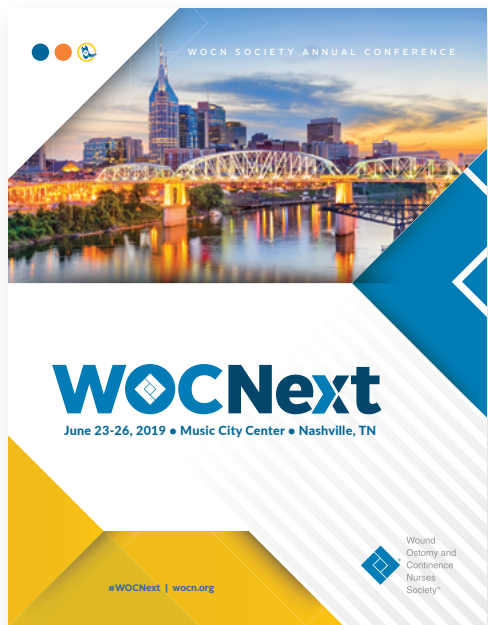
CONFERENCE REBRAND

AH client, the Wound, Ostomy, and Continence Nurses Society™ (WOCN®) celebrated its inaugural WOCNext event in 2019 in Nashville which brought together 2,000 professionals, 130+ exhibitors and 60+ speakers from all over the world. This newly branded event featured interactive sessions with varied educational formats, increased product knowledge and enriched networking opportunities. WOCNext 2019 featured over 50% ePosters in addition to traditional posters in the WOCNext Poster Hall, an event chat bot to help field

attendees' questions throughout the event, a new space for exhibitors and attendees to connect and share product knowledge (the WOCNext Innovation Hub) and an additional space for attendees to meet and interact with one another (the WOCNext Connection Hub).

The rebrand of this conference with the name WOCNext exemplifies that WOCN is looking ahead and creating innovative spaces for their members to engage with one another and drive the profession forward.

THEME



LOGO



EMAIL BANNER



COLOR PALETTE

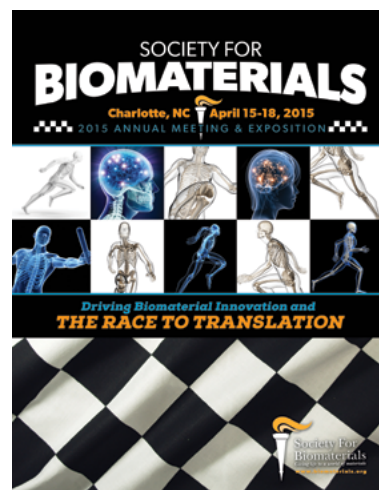
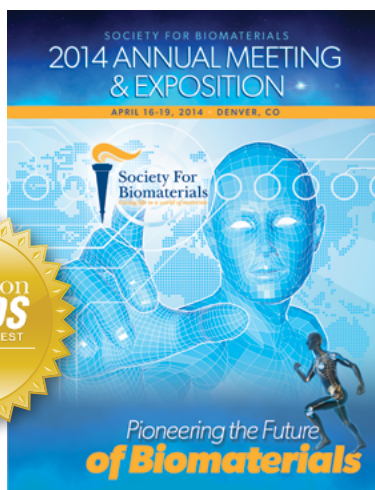
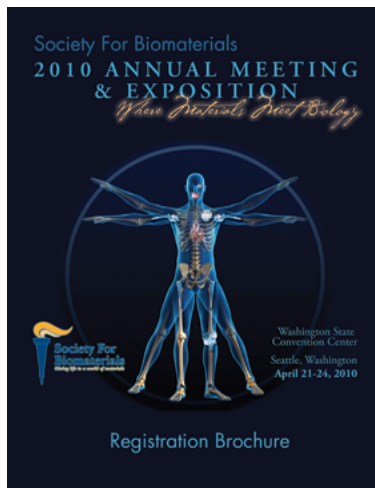


Inspiration

ANNUAL MEETING BRANDING

We incorporate consistent, recurring elements in the branding for the Society For Biomaterials (SFB) conference. For SFB, that element is their affectionately named “blue man.” The blue man graphic has been used for several years in the branding for each meeting, but in new and different ways each year to keep the design fresh. Blue man caught on with members, as well, who eventually started looking forward to how he’d evolve the next year.

SFB wanted to create brand continuity for their annual meeting and ditch the location-specific themes. AH developed a memorable brand element that strengthens SFB’s overall brand and creates quick brand recognition.





Inspiration

CONCEPT TO CREATION

An eye-catching design is more than just random fonts and colors – each interlocking element is chosen to fit together with all the others, creating a unified message. The campaign for the Juvenile Products Manufacturers Association (JPMA) was developed to apply to a variety of platforms: websites, interactive magazines, brochures, and meeting materials. These are materials designed to last.

JPMA needed a strong membership campaign that translated to every communication channel. AH developed a bold block theme that could be easily customized for an asset like a brochure or a video.

Juvénile Products Manufacturers Association
MEMBERSHIP

YOUR BUILDING BLOCKS TO SUCCESS

Be a part of the **only** association solely dedicated to promoting the industry and the safe use and selection of juvenile products.

JPMA

Your Association. Your Voice.
The mission of the Juvenile Products Manufacturers Association (JPMA) is to advance the interests, growth and wellbeing of North American prenatal to preschool product manufacturers, importers and distributors. We do this through advocacy, public relations, information sharing, product safety certification and business development assistance conducted with appreciation for the needs of parents, children and retailers.

Join today and discover why our members proudly represent 93 percent of the North American juvenile product industry.

"YOU WERE THERE FROM THE VERY BEGINNING OF MY BUSINESS AND HELPED ME GROW BOTH A BUSINESS AND FRIENDS FOR LIFE!"

Brendis Berg
Sandwiches Child
Member Since 2003

who has been in your shoes

- Discounts on the JPMA Certification Program and testing costs affording you entry to the most cost-effective and comprehensive testing program in the industry
- JPMA member logo listing in Show Directory
- Certification listing in Show Directory (if applicable)
- Discounted Innovation Award submission

DISCOUNTS AT THE ABC KIDS EXPO ARE THE NO. 1 BENEFIT IDENTIFIED BY JPMA MEMBERS IN OUR 2013 INDUSTRY SURVEY.

Juvénile Products Manufacturers Association | www.jpma.org

AH specializes in helping non-profit organizations achieve their mission, create value, and advance their causes, industries, and professions. Our MarCom agency, Meetings & Events team, and our specialists that focus on other custom solutions, such as strategic planning, technology assessments, website builds and database integrations, accounting, recruitment, public affairs and lobbying, and non-dues revenue, can help your organization achieve greatness. We provide full service, hybrid, and project services to over 40 national and international associations and non-profit organizations.



Call 856.439.0500 • **Email** inquire@ahint.com • **Visit** associationheadquarters.com

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