

Beer and Brands

An Introduction to Branding for Nonprofits

September 9, 2009

1. What do we mean by Brand?

2. The typical nonprofit brand

3. The good nonprofit brand

Brand = Soul



Brand = Promise



Brand = Value Statement

bp



Brand = Name and Visual Identity

Of the top 50 commercial brands:

94% Non-descriptive Name (or acronym)

74% Single Dominant Color

74% Type Only (no icon/symbol)



The Typical Nonprofit Brand

Looks cheap



Tries too hard



Doesn't stand out



Spins out of control



The Good Nonprofit Brand

Has clear focus



Respects the audience



Hunts Point
Alliance *for* Children

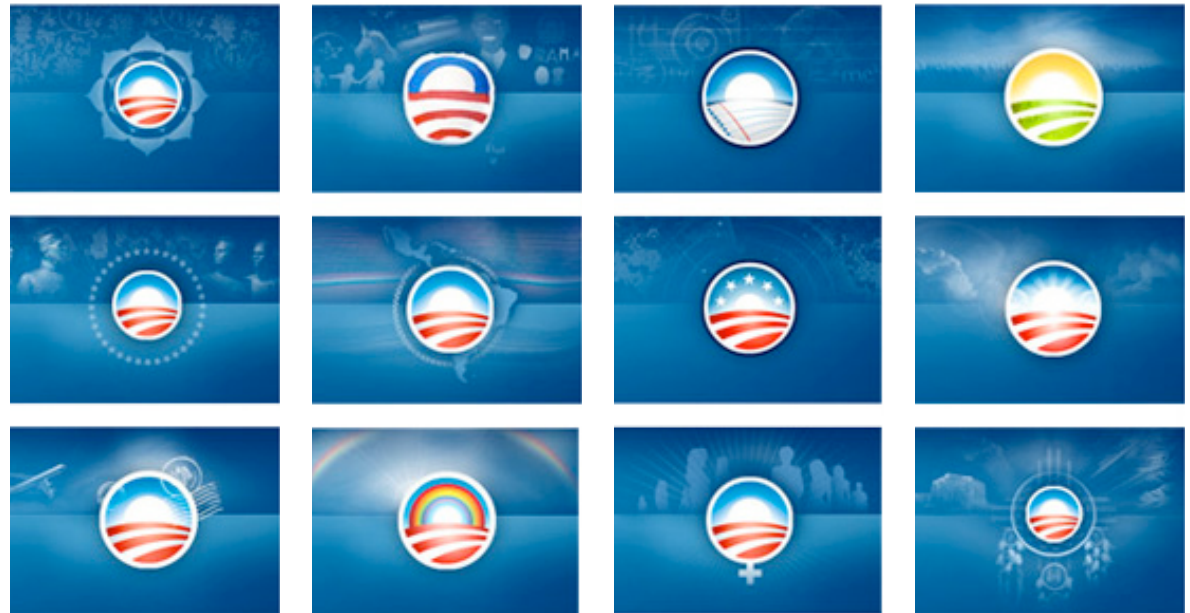


Works as a system

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Thank You



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