

Bulid Your Brand Identity

BryteBridge
Nonprofit Solutions

www.BryteBridge.com

Build Your Brand Identity

Created by BryteBridge Nonprofit Solutions

A cohesive brand gives your supporters a way to remember you, creates an identity for your nonprofit, and helps set your organization apart from other nonprofits. This guide is designed to help your organization develop a comprehensive brand identity.




Get the most out of this resource by writing all over it. Take notes, capture ideas, and work through the included prompts.



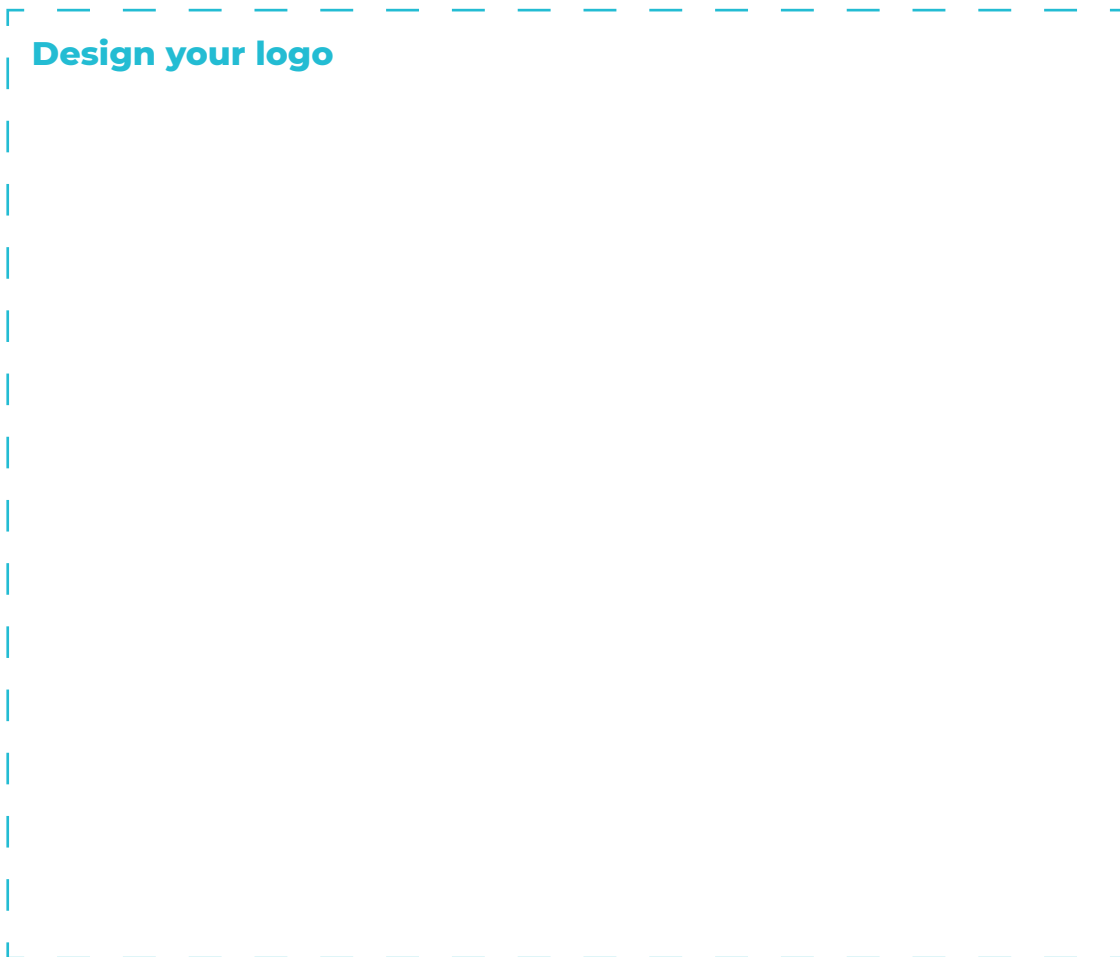
Step 1: Logo

When you think of memorable logos, are they cluttered with too many words and graphics? Are they identifiable when very small or very large? What about if they're in full color or black and white?.

Logos should be:

Simple		Memorable		Legible
	Relevant		Timeless	

Design your logo



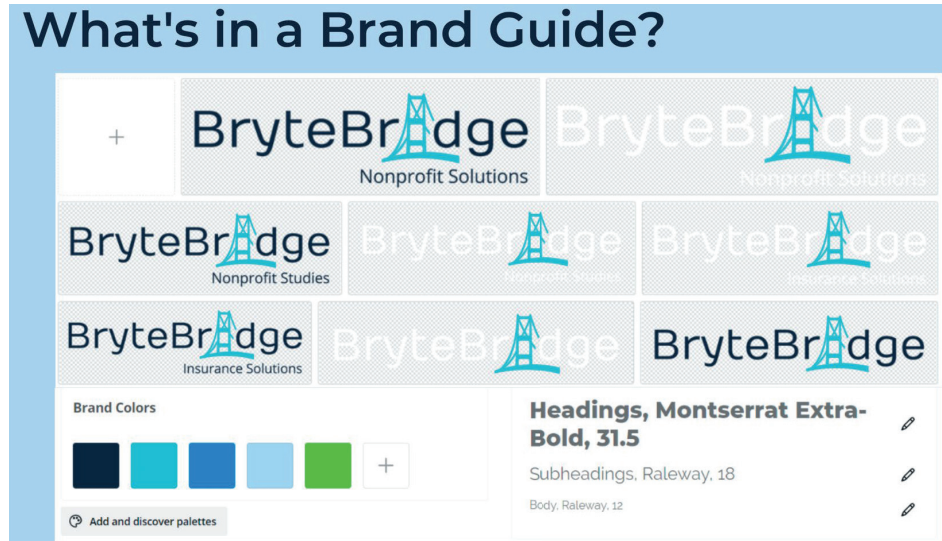
Examples



Step 2: Brand Identity

Branding is bigger than just your logo. A great brand also includes a detailed and unified identity. A brand identity highlights your organization's personality by selecting color palettes, fonts, and more.

Example:



Colors

A large dashed rectangular box intended for the user to define their brand's color palette.

Fonts

A large dashed rectangular box intended for the user to define their brand's typography.

Resources:

- <https://fonts.google.com>
- <https://coolors.co/>

Step 3: Implement Your Brand

A great logo and identity are the foundations for your organization's marketing efforts. The next step is building out a fantastic website.

Domain Name: *Your website address.*

Mission: *Your organization's purpose.*

Vision: *What do you want the community to look like when you accomplish your mission?*

Website Goal: *How do you want visitors to interact with your organization on the website?*



Step 4: SWAG

A brand identity doesn't just live online, it exists in the real world, too! Use your brand identity on donation requests, thank you letters, marketing material, and to add professionalism to your staff, volunteers, and Board of Directors.





Your brand identity is also used on documents that help expand your fundraising and development. Here are a few options to consider:

- **Corporate Sponsorships** provide tools to solicit donations from local businesses. It typically includes a brochure and cover letter that highlights your organization and shows off your brand identity.
- **Strategic Plans** provide guidance and evaluation for nonprofits. Like a business plan in the for-profit world, a Strategic Plan sets a direction for nonprofits of all sizes.
- **Social Media** is a way to reach potential clients and donors. It can provide information, link to your website, and reach new audiences.

About BryteBridge Nonprofit Solutions

Since 2004, we've helped over 35,000 nonprofits **startup, survive, and thrive**, so they can focus on what they do best: **making the world a better place.**

 www.brytebridge.com  (877) 857-9002