

# Branding Basics

A toolkit to create  
your brand



superhighways  
harnessing technology for community benefit



# What is a brand?

Breakouts in pairs –  
quick conversation



“brand is the space  
we occupy in  
someone’s mind”

Anita Roddick, founder of the Body Shop





1



Brand role: why  
do you exist?

2



Personality  
and voice

3



Visual identity

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Useful  
documents

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Storage

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Style guide &  
tools



# 1



**Brand role:  
why do  
you exist?**





# Guess who?

**HOME IS  
EVERYTHING**

We exist to defend the  
right to a safe home

Screenshot of font from Shelter's website and [branding guidelines](#) for educational purposes



# What does Superhighways do?

You need to say your messages out loud too

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.





# Organisation key messages

## Define your messages

### What does this mean and why should we do it?

"Messaging" is how a charity talks about itself, including its purpose, goals, services and so on. Your messages will shape all the communications you put out, so it's important that you spend a bit of time getting them right.

### How to do it

Your charity's key message(s) should express the main idea(s) you want people to understand and remember. Bear in mind that lots of other messages are competing for their attention, so make sure yours stands out and is easy to digest.

Start by thinking about:

- what you stand for
- why you are different
- what value you offer
- what problems you solve
- what makes your charity different
- your vision for your local community, your service users and wider society

Use this information to decide what key messages you should be promoting. Very simply put, this should be the key things you want people to know.

### Top tip: it's personal

Different messages are likely suitable for other audiences. Communication is all about sharing information — you'll probably want to share different information with local commissioners and your service users, for example.

Have a go at using some of the following sentence starters to plot your messages...

*As a charity, we believe in* \_\_\_\_\_

*We wish our service users knew that* \_\_\_\_\_

*Our MP needs to understand the importance of* \_\_\_\_\_

*If we were Editors-in-Chief of the local newspaper tomorrow, our front-page headline would be* \_\_\_\_\_

*We'd like our donors to be aware that* \_\_\_\_\_

*If we could tell the general public one thing, it would be* \_\_\_\_\_

*Our service users' family and/or friends need to understand that* \_\_\_\_\_

Organisations are remembered more if they have key messages.



# 2



## Personality and voice

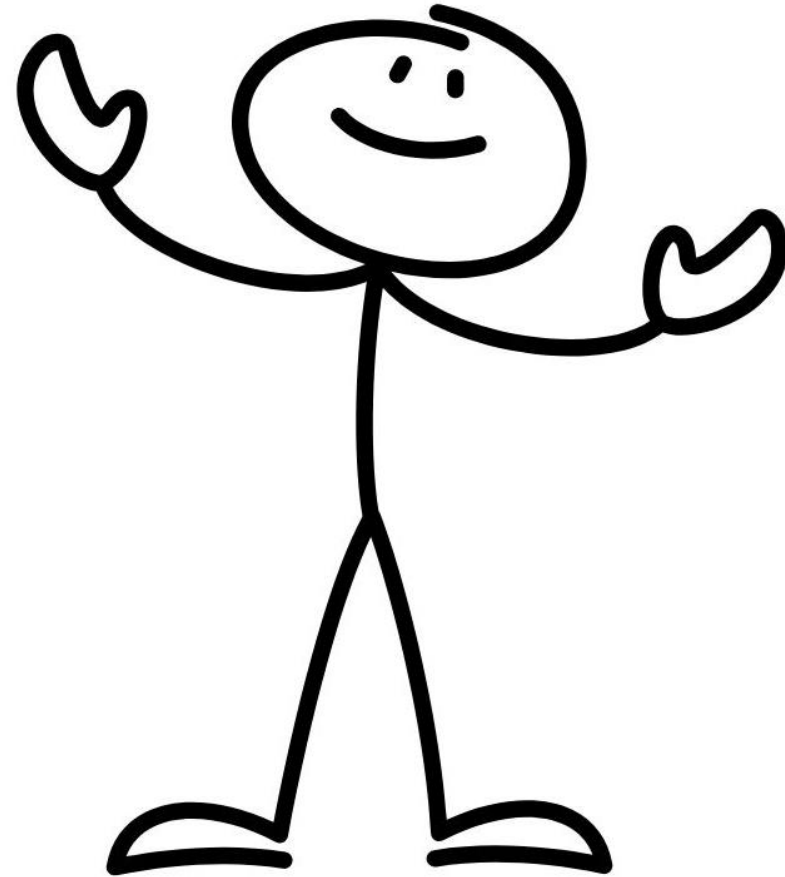


# What's your organisation's character?

Imagine your organisation was a person.

What three words would you use to describe them?

Answers in chat



# Superhighways example in use

Our **values** are lived in the way we deliver our services and activities. We are:

- ✓ Relationship centred: we build meaningful relationships based on respect, honesty and care
- ✓ Capability-minded: we are **approachable** and **patient**, encouraging learning by doing, where no question is a silly question
- ✓ Committed to value: we meet people and teams where they are, finding the most appropriate and forward-thinking solutions
- ✓ Enthusiastically curious: we are always discovering new techniques and **tools**, offering engaging ways of learning and bringing fun and **playfulness** to all we do
- ✓ Community spirited: we foster collaboration and togetherness, connecting people with shared experiences for the good of the whole community, leading when appropriate

[See Superhighways values](#) on our website



# Shelter tone of voice

## Be proactive

**Write with energy, authority and power. Write to get stuff done.**

**We are:** fearless, decisive, active

**We're not:** cautious, neutral, passive

Do say:

✓ **Let's ride**

Saddle up for the ultimate cycling challenge. Fight with us to end the housing emergency.

Get involved >

Don't say:

✓ **Cycle to end homelessness**

Please join us on our annual fundraising bike ride to raise vital funds for Shelter.

Find out more >



[illegible]

# 3



Visual  
identity





# A peek at a well known brand

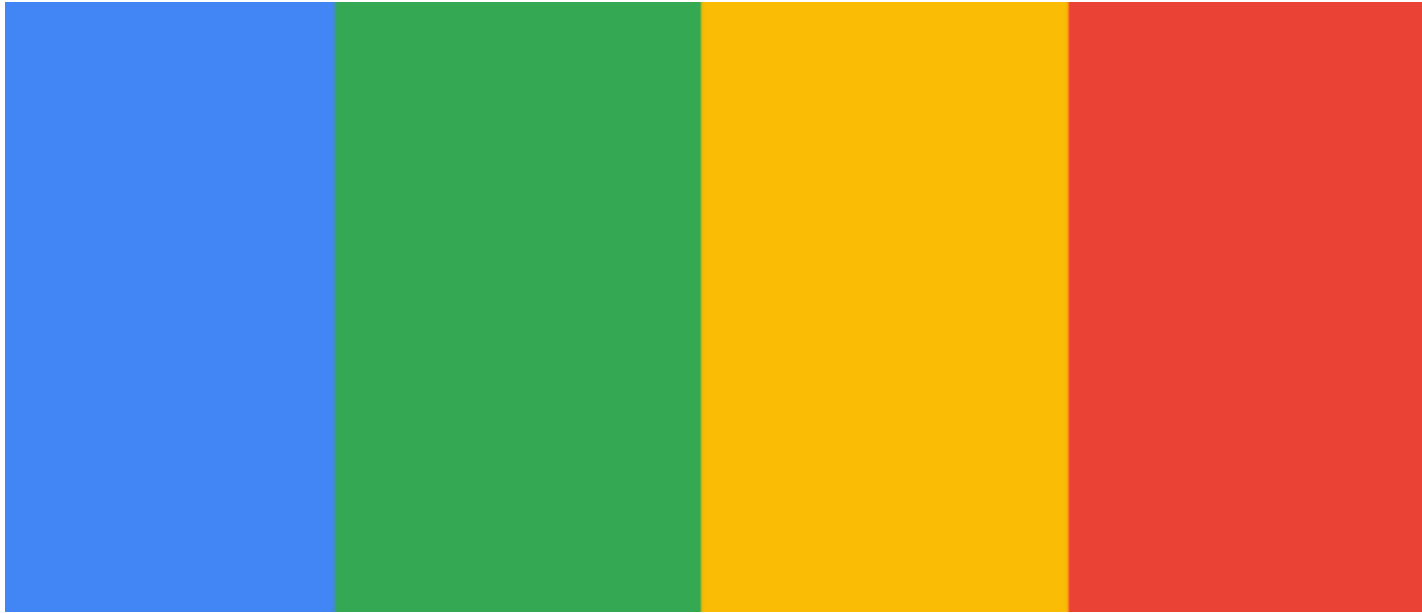


Take a quick look at [Macmillan Cancer](https://www.macmillan.org.uk) website and scroll down to look at their social media.

What are the common elements?

3 mins





# Pick a colour, any colour?

What do these  
colours make you  
think and feel?

Answers in chat

[How to choose your brand colors](#) by Canva

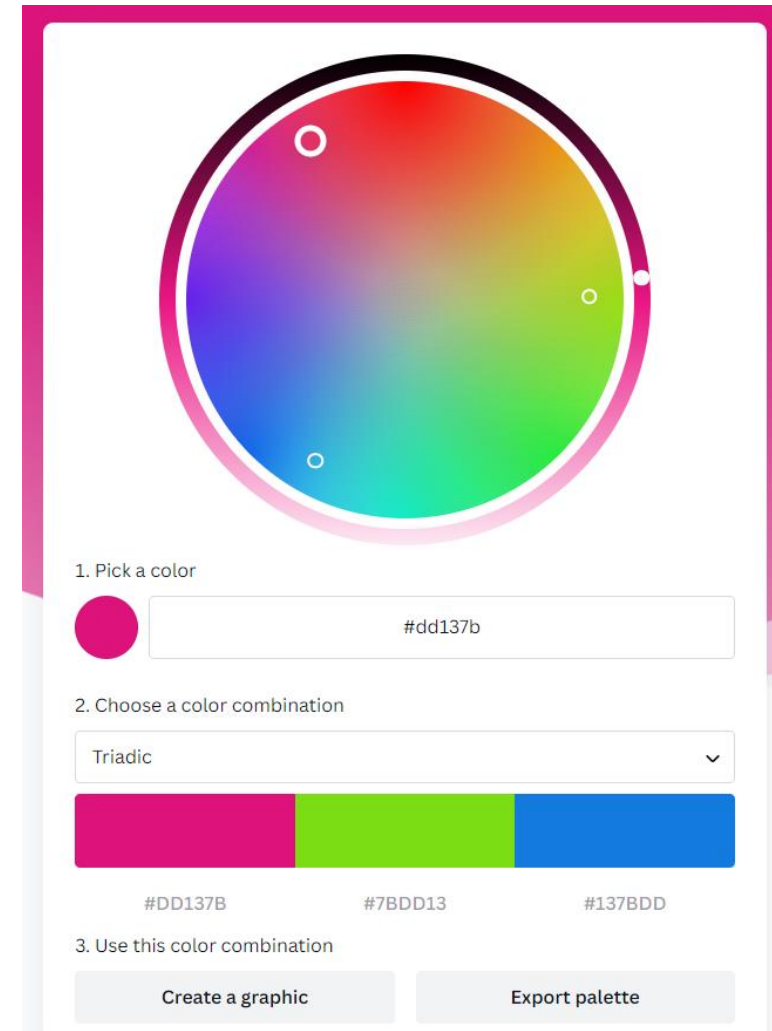


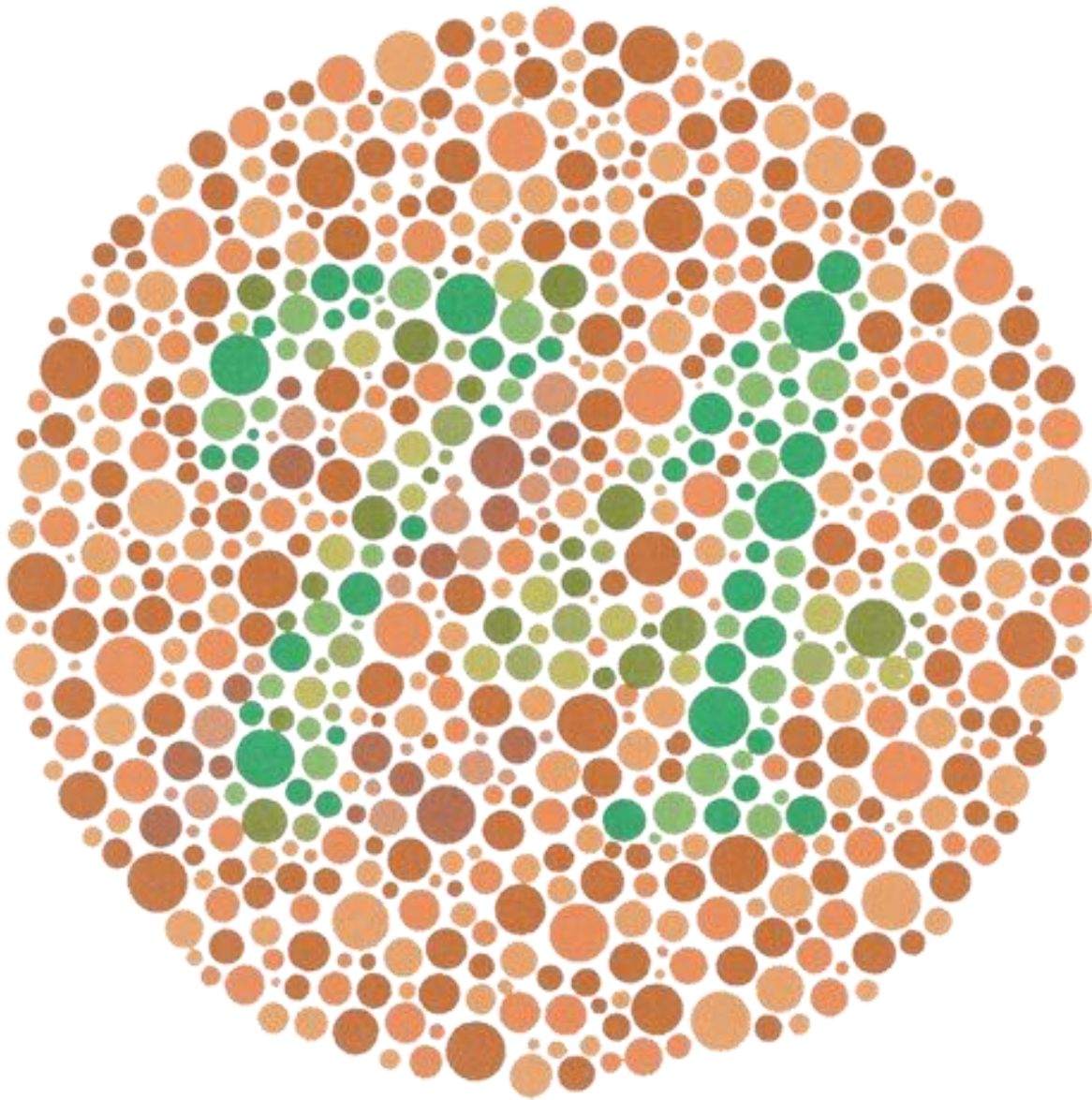
# Pick a colour, any colour?

There are lots of ways to generate a colour palette:

1. [Canva Palette Generator](#)
2. [Canva Colour Wheel](#)
3. [Adobe Colour Wheel](#) to look at colours.

Make a note of your colour codes (or create a free account later to save them)





# What number do you see?

Don't overthink, it's  
the first thing you  
see. It's not a right  
or wrong test.

Answers in chat

Screenshot example from Government blog:  
[Colour contrast – why does it matter?](#)



# Accessibility: check your colours

## Colour Contrast Checker

[Buy me a coffee.](#)

Available in the Chrome Web Store

Aa 3.37

Background Colour

#dd137b

Hue 329°

Saturation 0.84

Pass ✓

Fail ✕

Fail ✕

Fail ✕

AA Large

AAA Large

AA Normal

AAA Normal

Foreground Colour

#222222

Hue 0°

Saturation 0

WCAG  
accessibility  
checker  
[Colour  
Contrast  
Checker](#)

Have a go  
with one or  
some of  
your own  
colours.



TIME VOGUE  
TIFFANY & Co.

facebook Google  
NETFLIX Spotify®



# What's your font anyway?

I don't know why we use this font

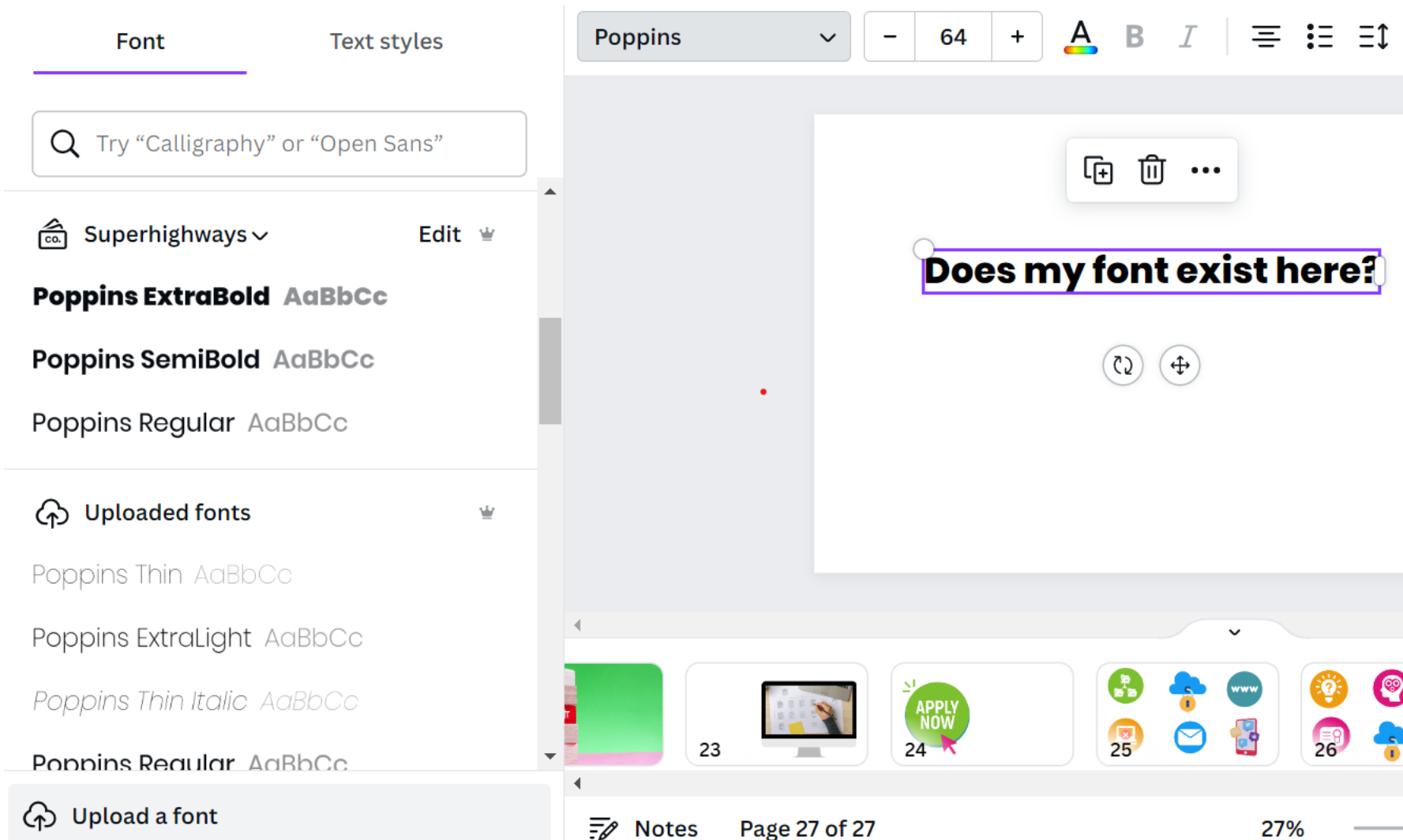
I don't know why we use this font

Check out fonts at  
<https://fonts.google.com/>





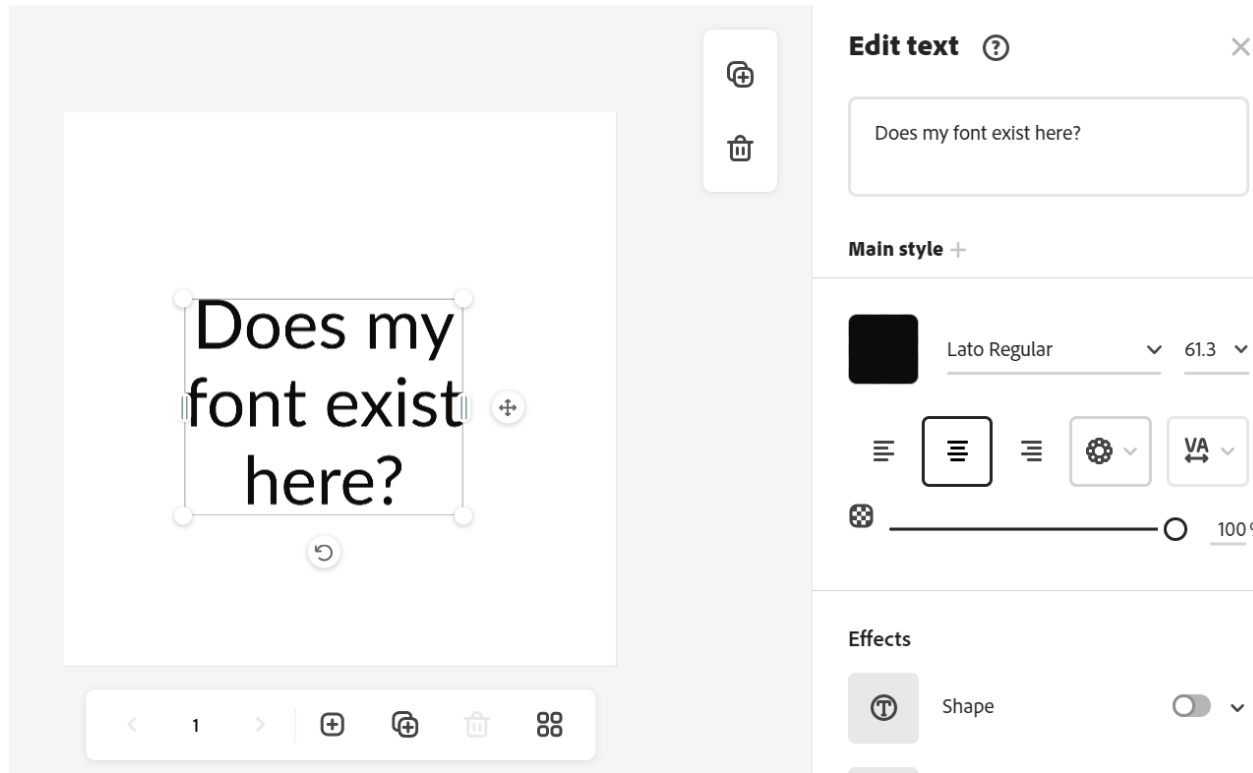
# Matching across software



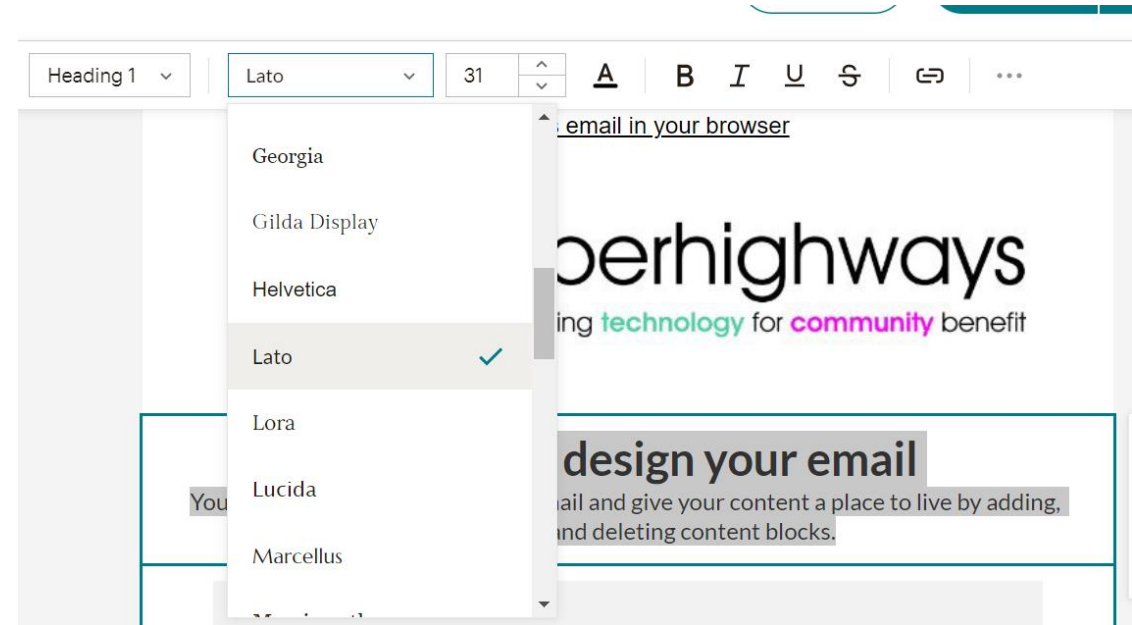
We do in  
Canva.  
Upgrade  
to Canva  
for  
Nonprofit  
s to  
create a  
brand kit



# Matching across software



In our free Adobe Express account Poppins doesn't exist and we can't upload it without paying for Premium \$9.99 per month



We use our back up font Lato, which is the next best thing. This is what we can also use in Mailchimp



# Photos



Photography is central to the Women's Budget Group brand, visualising the human stories behind the work we do. Always prioritise photography over illustration and iconography.

## How to choose a good image

- Always think about representation first, taking care to ensure that the photo includes a range of people from different backgrounds. Consider age, race, physical ability, body shape, class, sex and cultural identity.
- Where possible, look for photos that feature a single, bold colour, like the yellow clothes in the examples to the left, so that it draws the eye in.
- Stock images are notoriously cheesy. Choose images that seem candid, with the subject(s) looking away from the camera and not deliberately posing. If the image captures a genuine emotion, that's always more effective than something manufactured.
- Key words are very important when looking for stock photos, so be as specific as possible. The third photo on the left was found by searching 'Muslim woman, worried, working, yellow'.
- Choose images that have a focal point and aren't overly busy.



# Welcome to the Local Data Project

Discover and use equalities data in your feminist advocacy and campaign work with help from the Local Data Project.

Learn about our data training



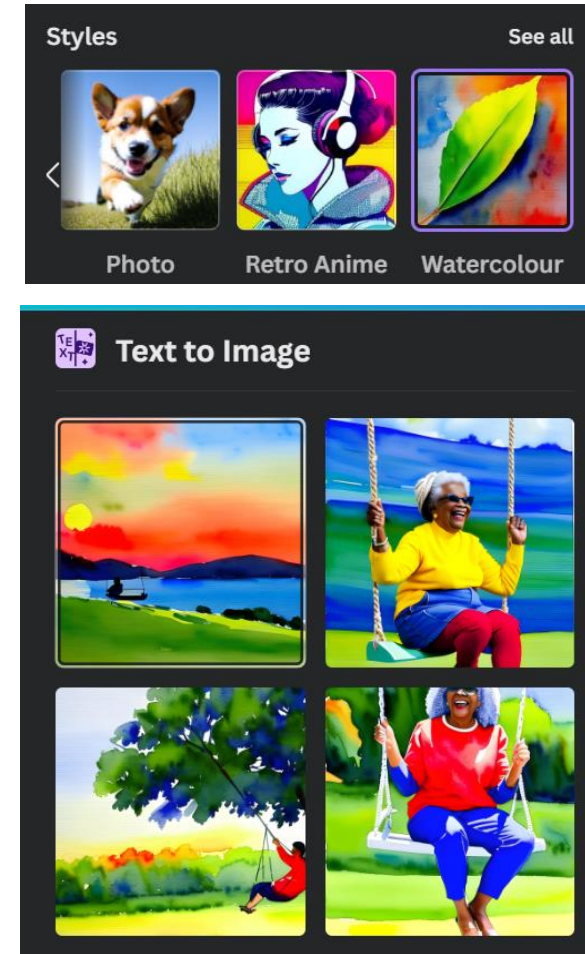
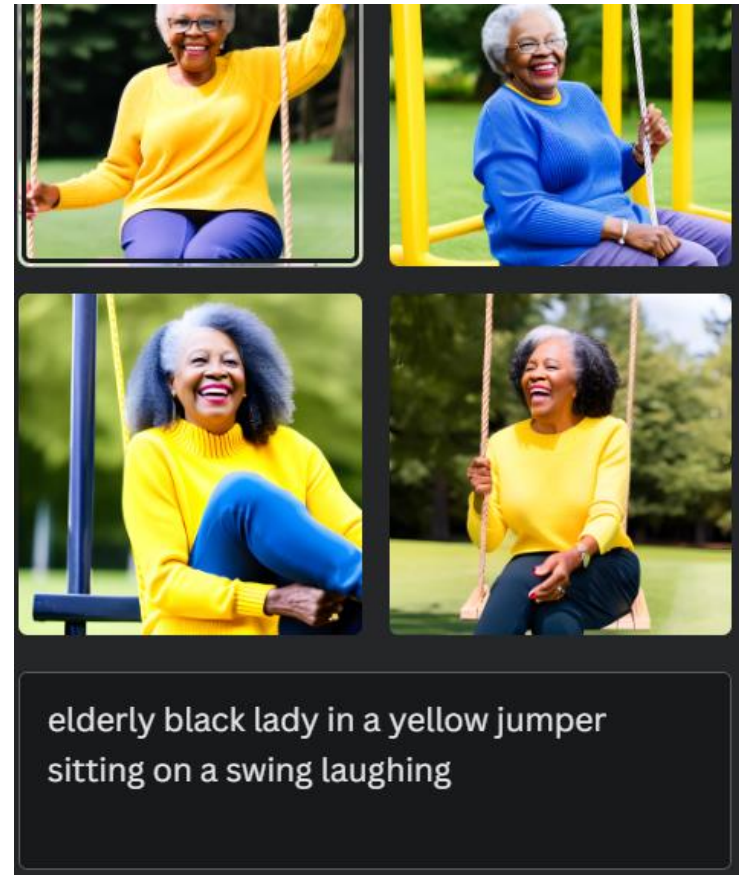
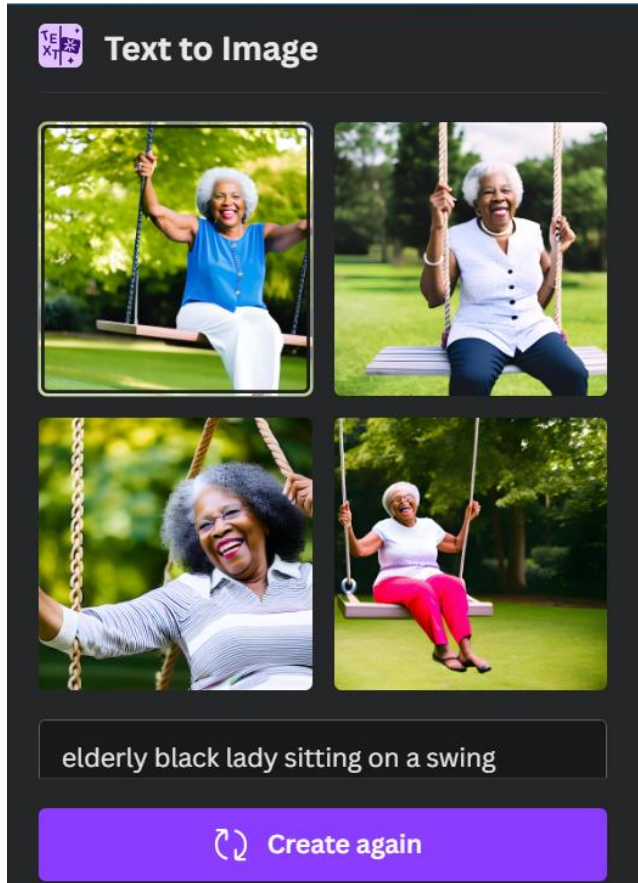
It was useful to have clear guidelines around images when we built the Local Data Project website.

Look at our list of [free photo websites](#) (creative commons licence allows for credit or no attribution)





# You could even use an AI generator

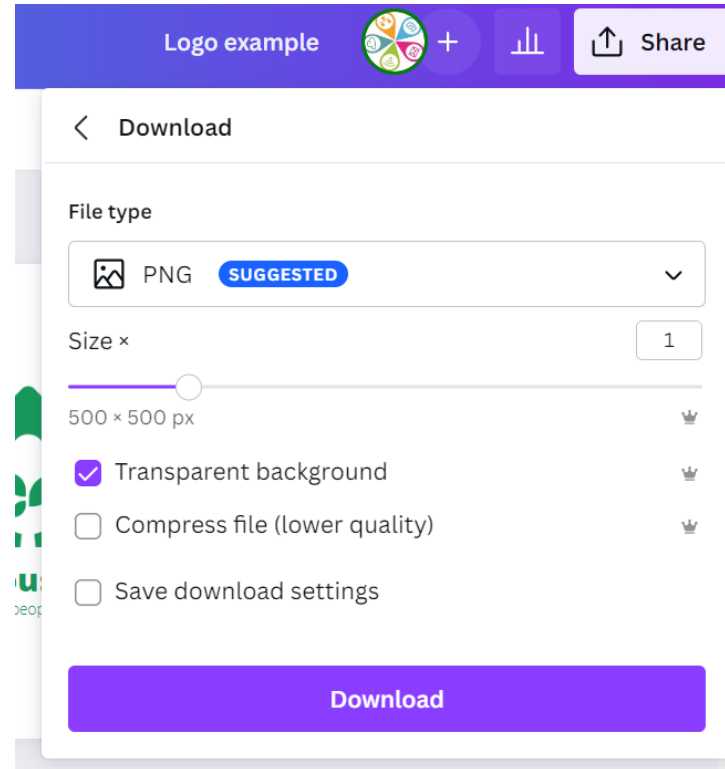
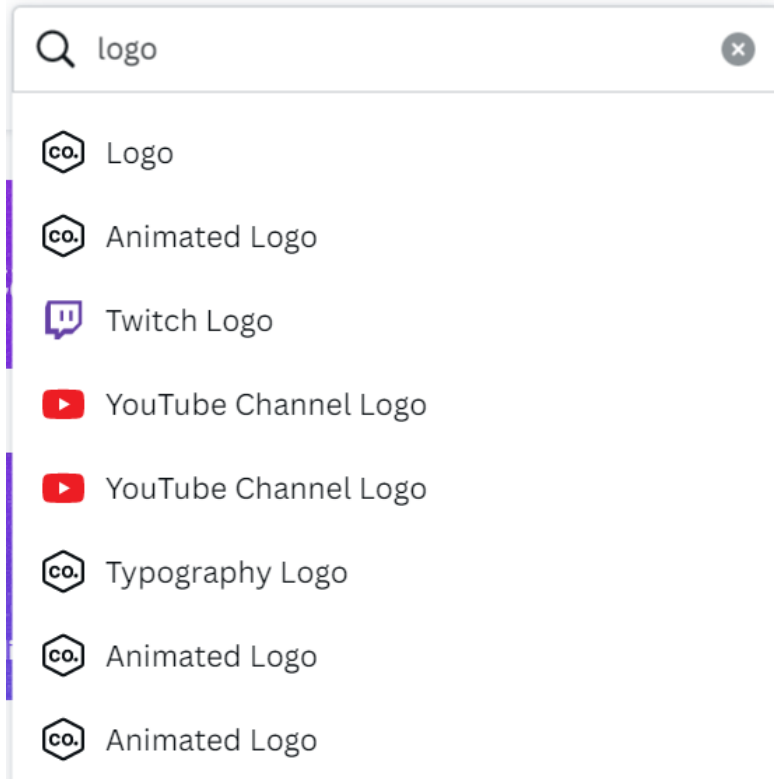


Created with [Canva AI generator](#)



# Need a logo?

Canva



Use [Looka](#) or [Logo Maker](#) to generate ideas and then create it in Canva or [Adobe Express](#).

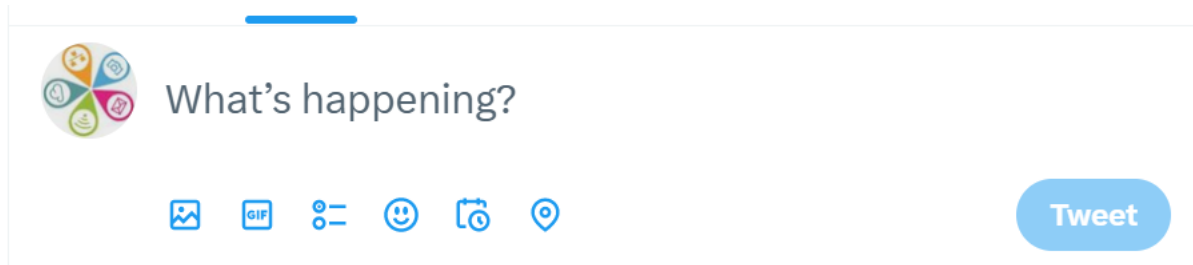
Otherwise find a friendly local designer.



# Logo shapes and other tips



Home Who we are Training, advice and tech support Latest Get in touch Search



Think how you will re-size for different spaces, especially social media (typically square)





# 4



Useful  
documents



# Make it easy for everyone (and you!)


Create simple resources to help people stay on message

- ✓ Key messages
- ✓ Short descriptions / copy
- ✓ PowerPoint / Word templates
- ✓ Other presentation templates
- ✓ Editable documents e.g. posters (editable PDF?)



< Template link

Anyone with this link can use this design as a template. Sign-in is required, but you won't know who has made copies of the design.

<https://www.canva.com/design/DAFOqSUI9Vc> 

Page 2 - A..      

**DETAILS OF  
YOUR EVENT  
HERE - don't  
forget to make  
a copy**

#LDNChallengePoverty  
#PovertyFreeLondon



## 4in10 - London's Child Poverty Network

6,299 Tweets

Following



**Leaders Unlocked** @LeadersUnlocked · Oct 20, 2022

As we face a cost of living crisis, we must always remember those who are the hardest hit

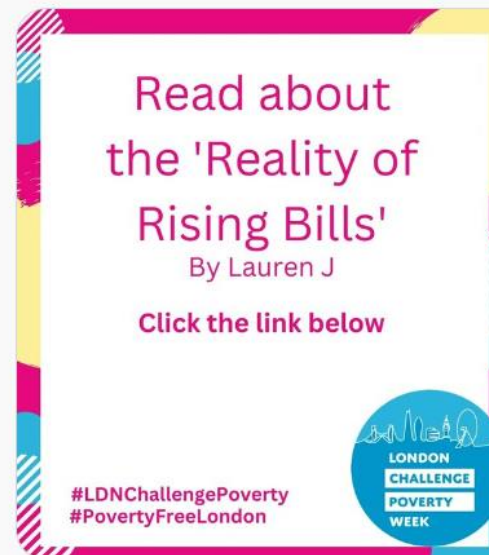
Read about the 'Reality of Rising Bills'

A blog post, written by one of our many young leaders about their lived experience!

[buff.ly/3ToMjK8](https://buff.ly/3ToMjK8)

#ChallengePoverty

#LDNChallengePoverty



people for being poor. There are always reasons people get th  
ed to them, and they haven't had the right support. We must l  
lse is in her position.

can do this is by making the benefits system better. Currently,  
id it is letting my community down.

problems is that it doesn't give people enough money for the b

he basics I mean we've got a lot of food banks. I go down the r  
eople go if they're cold.

as to make impossible choices. Once he's paid council rent and  
m a month. His cooker, fridge and shower have broken. He has  
a cooker. Or paying off his electric... He has a good family arou

riduals or families on their own. The government must help pe

lies will have to spend more money on bills and I am worried a  
em. We should be encouraging everyone to heat their homes t  
ot if they are a child or disabled. should be forced to live in a



3



4



# 5



## Storage



Hands up in  
Zoom or in  
person if you  
/ your team  
know where  
your brand  
resources are



# Make some storage decisions

If it's not in the same place create a list with links

- ✓ Key templates everyone can use
- ✓ Consent forms for stories
- ✓ Photo / video upload process
- ✓ Top 10 brand tips on desktop

What else could we do?



# 6



## Style guide & tools





# What style guide do you need most?

› Shelter's house style

▼ Our brand guidelines

- Brand guidelines:  
Introduction
- Logo
- Colour
- Typography
- Brush graphics
- Imagery
- Moving image
- Tone of voice
- Work examples

- ✓ Detailed style guide?
  - ✓ Detailed Google / O365 Word doc with headers
  - ✓ Designed PDF to share with other agencies



# What style guide do you need most?

## Contents

- 4 Our logo
- 5 The symbol
- 6 Exclusion zones
- 7 Recommended sizes
- 8 Logo colour variations
- 9 Please avoid
- 10 Typography
- 11 Colour palette
- 12 Supplied formats

### Please avoid

Our logo is a valuable asset, so we must take care to make sure it is reproduced correctly. Please avoid executions that amend, misuse or trivialise the identity.



Never distort the logo to fit



Never set the logo at an angle



Never apply a drop shadow

### Supplied files

Only use the artwork logos supplied. Never alter, redraw, recreate, distort, rotate, stretch or skew the logo in any way.

✓ Simple style guide for better visual identity



# What style guide do you need most?

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More tools  
and  
resources

# Here's a few more resources

- ✓ [Brand 360 Guide](#) (Charity Comms). As a small organisation this may be a lot to take in and you may not be able to do all of it. But a useful read for ideas

## Design tools

- ✓ [Desygner](#): free option, similar to Canva
- ✓ [Lunacy](#) free option, powerful tool available for desktop
- ✓ [Ribbet](#) edit your photos





# Book on training

## Next in series:

- ✓ [Beginners Canva for publicity materials](#)
- ✓ [Beginners PowerPoint for presentations](#)
- ✓ [Beginners Adobe Express for publicity materials](#)

[Full training programme](#)





# Get the help you need



Book some time with us or [sign up for our regular e-news](#) to find out about new opportunities and training.



# Thanks for listening



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