Branding & Collaboration:
Beyond the Logo…Forging Partnerships

What is Branding?

- More than a logo
- Who we are… and who we are not
- Consistently reflects character & spirit of an organization
- Guides the organization's actions and decisions

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Characteristics of Effective Brands

- Distinct identity
- Relevant value proposition
- Consistently communicated
- Grounded in reality

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What are the Benefits?

- Better recognition
- Optimization of marketing & communication
- Differentiation
- Economies of scale

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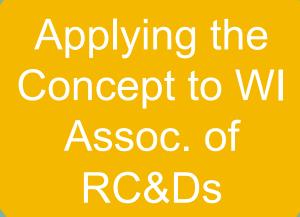Conservation & Development
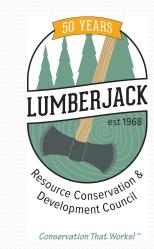
CASE STUDY: Delta Dental

- Largest dental insurance system in the U.S.
- 37 independent companies
- Different branding strategies

- Created uniform brand platform
- Created consistent visual identity
- Still independent companies, but we look and feel alike to stakeholders

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Applying the Concept to WI Assoc. of RC&Ds

Are we really all that different?

Discovery

- SWOT analysis
- Identify key customers

- Brand attributes are discovered, not imposed
- Honest – you can't fake a brand
- Your core values must be relevant to stakeholders

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WI RC&D Brand Platform

- Brand Ambition – People want a healthy environment and a healthy economy

- Brand Mandate – Wisconsin RC&Ds help create a better place to live and work through projects that are grounded in well-accepted principles of conservation while encouraging sustainable economic growth.

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WI RC&D Brand Platform

- Brand Promise – Bringing people together and helping individuals to achieve better living in a healthy environment.

- Brand Values:
    1. Knowledgeable resource
    2. Flexible partner
    3. Balanced solutions
    4. Local answers
    5. Non-partisan, non-political

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WI RC&D Brand Platform

- Revolutionary or shocking? No!!!
  - True, and in sync with individual council mission statements
  - Relevant to a set of customers

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Preparing for Implementation

- Brand principles form the first part of our Branding & Visual Guidelines document
- Guidelines also include graphic standards to promote visual consistency
  - Logo & tagline usage
  - Color palette
  - Typography
  - Photography and imagery
  - Voice and writing style

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Implementation

- More evolution than revolution
- New and replacement materials will incorporate the standards
- Website plans are more ambitious, and more difficult to achieve
- Very limited budgets – but economies of scale could save money
- Brand platform and graphic standards may change over time

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Branding and You

- Could branding work for your individual council?
- Could it work in your state?
- Could it work in your region?
- Could it work nationally?
- Let's start thinking about it…

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Thanks!

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