

Brand Guide Template

INSTRUCTIONS: Use this list below as a framework for the elements of your organization's brand guide and strategy. Brand guides vary depending on the needs of each organization. The * indicates elements that are highly recommended for any organization. Once you've created your brand guide, use it to train members of your team and key champions so that your overall brand representation is consistent.

*Brand Visual Representation

- **Logo Anatomy**
 - What are the various presentations of your logo (i.e.: horizontal, vertical, square, monotone, etc).
- **Color Pallet**
 - What colors do you use and are there considerations for when you use certain colors?
- **Typography**
 - When do you use each type of font?
- **Imagery Characteristics**
 - What is the feel of the imagery you use?
 - Are there privacy factors you need to consider with images you use?
- **Applications**

*Brand Substance

- **Mission**
 - At its best, a nonprofit's mission statement is a succinct expression of an organization's essential reason for existence or core purpose. Some mission statements may include other elements, such as references to how an organization achieves its impact or what it most values.
- **Vision**
 - A vision is a shared belief about the future your nonprofit can create if it achieves all its goals. A vision statement is a concise, clear, well-articulated set of words that describe your organization's vision to internal and external stakeholder.
- **Values**
 - These are the values that guide your organization's actions, lead your company culture and define who you are as a ministry.
- **Key Message**
 - Problem, Solution, Outcome

Brand Positioning

- Target Audience
 - Your organization is the bridge between people and the cause. Who are the people who already care, or are eager to learn about the cause?
- Collaboration

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- Who is already doing work in the cause well? How will we communicate collaboration, partnership, or mutual respect with the end goal of moving the needle for the cause? How will you leverage communication from other like-caused organizations to educate your audience?
- Uniqueness
 - What is your specific value proposition? What does your organization specifically bring to the table? Keep in mind, it will have nothing to do with what you do, and everything to do about why you do it and how you do it. Somehow, the why or how you do what you do, will get back to champion discipleship.