

How to achieve brand consistency?

A GUIDE TO BUILD THE ULTIMATE BRAND GUIDELINES,
AND TIPS TO BUILD KEY MESSAGES.

ALL TO HELP YOU ACHIEVE THE BRAND CONSISTENCY
YOU CRAVE THROUGHOUT YOUR ORGANIZATION.



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HEART-DRIVEN MARKETING

Hello!

Imagine this: I was leading an awareness campaign in partnership with a local mall. We had a eye-catching display and a team of staff and volunteers, stationed there during the mall's busiest hours. We greeted people, gave out freebies, and shared our story. We displayed our impact numbers prominently, but these numbers changed frequently. To avoid confusion, we decided to update them only when we reached the next 500 milestone.

But then, out of the blue, a staff member started sharing different numbers with interested folks. People got confused, and our reputation was at risk. To fix this, I quickly provided a one-page document with our campaign's key messages and explained the importance of consistency. That did the trick! Everyone started sharing the same numbers.

As a nonprofit marketer, I totally get it. You're juggling a thousand things at once: emails, signage, internal and external communications, and more. And, team members are creating communications too. But the problem is, they're not consistently on-brand. Everyone adds their own touch, taste and flair.

The truth is that as a nonprofit marketer, one of your jobs is to educate your team, to make sure everyone who is representing the brand, does it the very best way. I like to call nonprofit marketers "The guardians of the brand"

You can't do it all alone. You need tools to help your team stay on-brand.

Let's get started!

Marcela

what will you find here?

A detailed guide that will show the way on:

- How to build your brand guidelines
- How to identify and build your key messages
- Tips and tricks to achieve brand consistency
- A brand guidelines editable template to get you started

[Done for you brand guidelines service](#)

why do you need a brand book?

- To create a consistent and cohesive narrative
- To encourage donors', partners' and supporters' trust
- To support your staff and volunteers
- To build your brand identity and reputation



Brand Book

Checklist

- ☐ **Who you are?**
Mission, vision and values
- ☐ **Brand Personality**
What is your nonprofit all about?
What sets you apart?
- ☐ **Tone of Voice**
How do you speak?
How do you come across?
- ☐ **Writing Guidelines**
What is your writing style?
Readability?
Acronyms and abbreviation?
Terminology?
How are you accesible and inclusive?
- ☐ **Logo**
Share the logo's story and concept
Include all the graphic elements.
- ☐ **Logo Usage**
Use screenshots to show how the logo should be used and how it shouldn't be used.

Brand Book

Checklist

- **Logo Spacing and Size**
How much clear space has to be surrounding the logo?
What is the minimum size you can shrink it so it doesn't lose readability.
- **Brand Colour**
Include all the HEX, CMYK and RGB codes
Include the name and meaning of the colours.
- **Brand Fonts**
How do you use your fonts?
Digitally and in print?
What is the font hierarchy?
Include the link to download the fonts and how to install them.
What are the fonts you will use if the brand fonts are not available?
- **Photography**
What is your approach?
What story do you want the photos to tell?
Do they need to be diverse and inclusive?
What do you want to portray?
- **Photography Examples**
Make sure that there is consistency throughout your photos example. Are the colours warm or cold? Are they bright or dark?



Key Messages

Key messages are the main point you want all your audiences to learn, remember and understand.

They can stay the same for a period of time, or evolve as your nonprofit evolves.

Key messages encourage consistency, which leads to resonance.

The more consistent your staff and board are in how they communicate about your organization, the easier people will come to understand and want to get involved with your organization, whether as donors and supporters, or program participants.

Effective key messages are:

- Concise
- Focused on the basics of your organization (who you are, what you do, where you make an impact, how and why you do what you do)
- Tailored to your different audiences
- Used primarily internally, but form the basis for external communication

Key messages should guide your communications, but you shouldn't necessarily use them word for word in all your communications or marketing materials.

Key Messages

Getting Started

01

MAIN KEY MESSAGES

Answer the WHO-WHAT-WHERE-HOW-WHY about your organization
These can be used with all of your audiences.
Think the main points about you.

02

SYSTEMS KEY MESSAGES

Talk about the challenge, the cause and the cure.
These are more about the ecosystem your charity is in.
Is about the bigger picture, not about your charity.
These are used to educate audiences about your cause.

03

TAILOR TO YOUR AUDIENCES

Tailor key messages and systems key messages to each of your audiences.

04

SHARE YOUR KEY MESSAGES WITH YOUR TEAM

Do a rollout and keep them somewhere where everyone can find them!

BOOK NOW BRAND GUIDELINES
AND KEY MESSAGES FREE
REVIEW



Achieving *Consistency*

Step 1: Friendly Reminder

- Make sure your brand guidelines are in place.
- Gather the information needed to draft your key messages.
- Start sharing internally about what you are working on.

Step 2: Educating

- Tell your team why the brand guidelines is important.
- Share the importance of key messages and following them.
- Give them the opportunity to get curious and ask questions.

Step 3: Accessibility

- Make sure you place your brand guidelines and key messages in a place where everyone can find them.

Step 4: Friendly Reminder

- Remind your team often of their existence and re-share them every time you make an update.



Surprise!

Click below and receive an editable canva template to build your brand guidelines.

[Get the editable canva
template](#)



I am here to Support you

I know this can be a lot. I created this to give you a guide that will help you build the guide that will allow to bring your marketing and communications efforts to the next level and show up consistently to your supporters and fans!

I want to help! I will gift you 30 minutes of consultation to help you build your brand guidelines. You decide what you want us to focus on during that hour.

Reviewing, brainstorming or planning.

Get a free consult to
help you build your
guidelines

