



BETTER WORLD ADVERTISING

# THE BRAND

Establishing a Strategic and Effective Identity for your Organization or Program

Success requires establishing a relationship with the public that embodies honesty, trust and passion. A well articulated brand fuels messages and movements.

A logo provides an immediate visual cue to which we attach various thoughts, ideas and feelings. Brands establish an organization's credibility and expertise in their field and in their communities. Rebranding an organization or program creates a strong public image on which prevention and wellness services are founded. The goal is to create a strong visual statement that clearly communicates the organization's purpose and vision.



## THE BRANDING PROCESS

1. Vision and goal-setting dialogue
2. Gather insights for overall look and feel
3. Creative development
4. Stakeholder response
5. Assess and modify
6. Maintain cohesive brand application

### AIDS UNITED

#### Branding Challenges:

- Merge two internationally recognized AIDS organizations: National AIDS Fund and AIDS Action Council
- Capture history and passion of both organizations
- Create a strong brand and name to lead the new organization into the future

### INTERNATIONAL NETWORK OF PEOPLE WHO USE DRUGS

#### Branding Challenges:

- Maximize communication in a way that leverages the organization's history, unique vision, passionate stakeholders and the overall harm reduction movement
- Convey an image that is clear, concise, memorable and motivational

### SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT

#### Branding Challenges:

- Create an identity and logo for a multi-issue health promotion initiative
- Leverage government and community-based efforts
- Integrate logo with existing health department brand