



Naming & Visual Identity Service Grant

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Outline

- What is a Naming & Visual Identity Service Grant?
- Why do a Naming & Visual Identity Service Grant?
- What are the deliverables and what is considered in scope?
- What is not in scope for this Service Grant?
- What are the criteria to qualify for this Service Grant?
- Process
 - Key milestones
 - Pro Bono Consultant team
 - Project management and tools
 - Timeline

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What is a Naming & Visual Identity Service Grant?

Prerequisite

Key Messages &
Brand Strategy
Service Grant



Naming &
Visual Identity
Service Grant

The Purpose:

- Build on work from Key Messages & Brand Strategy Service Grant to develop a name and visual identity that supports your organization's brand
- Clearly articulate your organization's brand position and visual identity to tie in with your marketing and fundraising efforts
- Provide directions for how to apply new naming and visual identity to all of your organization's communication materials

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Why do a Naming & Visual Identity Service Grant?

This Service Grant will provide your organization with:

- Clear and up-to-date name and visual identity (logo) that accurately represent your organization
- Consistent messaging and communications about the organization that resonate with your key stakeholders (clients, funders, volunteers, etc.)
- Increased name/organizational recognition
- Solid foundation for future marketing materials and decisions

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Activities in Scope

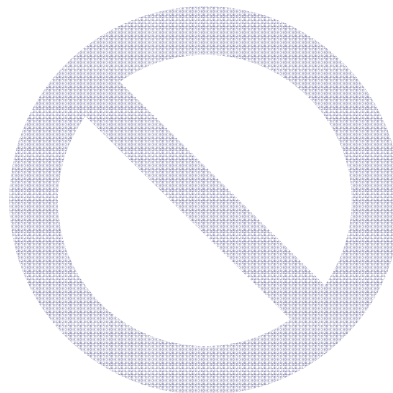
- **Interviews** with a range of your organization's key stakeholders
- **Deliverables:**
 - ➔ Audit to evaluate the visual identity and positioning of organizations that compete with your organization for funding and/or clients
 - ➔ Refined creative or requirements brief (based on results from the Key Messages & Brand Strategy Service Grant) that details key attributes of a new name and visual identity and our suggested approach
 - ➔ New name and visual identity for your organization, which reflects your brand strategy
 - ➔ Extension of the selected name and visual identity to business papers
 - ➔ Style guide for printing and use of the selected name and visual identity

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Activities that are not in scope

- Developing collateral systems
- Printing



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Grant Criteria

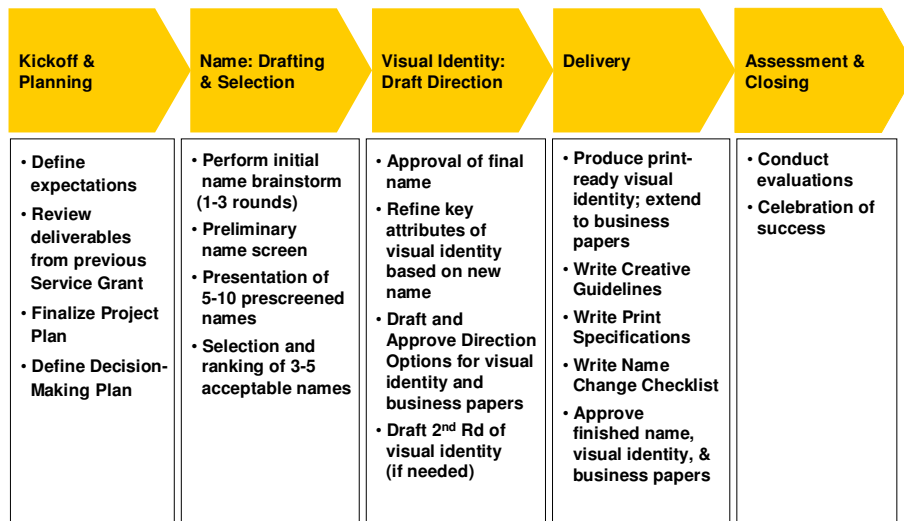
We recommend you apply if your organization has:

- Completed the Key Messages & Brand Strategy Service Grant
- A current and complete Strategic Plan
- An Executive Director and Board of Directors strongly committed to this project
- Staff who can invest the necessary time to make the project succeed:
 - Executive Director: 10 to 15 hours total
 - Day-to-Day Contact: 3 to 5 hours per week
 - Board of Directors Representative: 5 to 10 hours total

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The Process



* Please note that while the Pro Bono Consultant team completes most of the work, the nonprofit also has tasks and deliverables at each stage.

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The Naming & Visual Identity Team

- Account Director
- Project Manager
- Brand Strategist
- Naming Copywriter
- Graphic Designer(s)

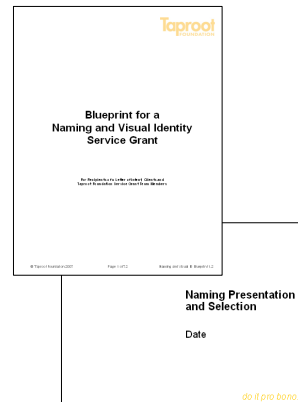
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Program Management and Tools

Your organization will be equipped with the following resources for the Naming & Visual Identity Service Grant:

- Leadership from Account Director
- Oversight from Project Manager
- Pro Bono Consultant team with Taproot tools that can be shared with you as needed:
 - Naming & Visual Identity blueprint
 - PowerPoint templates for Naming Presentation
 - Helpful articles and links



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Ideal Timeline*

Stage	Approximate Timing
Letter of Intent (LOI) Sent	
Account Director Assigned / Site Visit	1 month after LOI sent
Staffed	2 months after LOI sent
Kick Off Completed	3 months after LOI sent
Findings and Naming Criteria Presented and Approved	4 months after LOI sent
Refine Names / Availability Search Completed	5 months after LOI sent
Presentation of Final Name Options / Final Name Selected	6 months after LOI sent
Visual ID Approved / Draft Business Papers	7 months after LOI sent
Final Presentation of New Name & Visual ID / Creative Style Guide & Business Papers Delivered	7 months after LOI sent
Project Closed	8 months after LOI sent

*Ultimately, depends on you and your team

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