



## Visual Identity & Brand Strategy Service Grant

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### Outline

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- What is a Visual Identity & Brand Strategy Service Grant?
- Why do a Visual Identity & Brand Strategy 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
- Spotlight: HIV Law Project and Eastside College Preparatory School

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## What is a Visual Identity & Brand Strategy Service Grant?

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### The Purpose:

- Conduct research to better understand your organization, key audiences' perception of your organization's identity, as well as the visual identity of other organizations in the field
- Define a brand strategy and then find ways to articulate it in your organization's new logo

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## Why do a Visual Identity & Brand Strategy Service Grant?

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### The Result:

- Stronger brand and positioning that better reflect your organization
- Consistent messaging and communications about your organization to clients, funders, volunteers, etc.
- Increased recognition for your organization
- Solid foundation for future marketing materials and decisions

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## Activities in Scope

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- **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
  - ➔ Creative or requirements brief that details your organization's needs and the Pro Bono Consultant team's suggested approach – your brand strategy
  - ➔ New visual identity (logo) for your organization, which reflects your brand strategy
  - ➔ Extension of visual identity to business papers
  - ➔ Style guide for printing and use of the selected name and visual identity

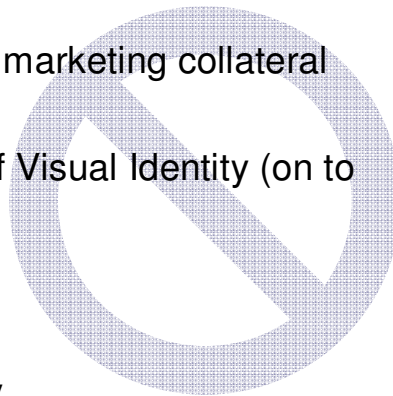
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## Activities that are not in scope

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- Development of Key Messages
- Tagline
- Development of specific marketing collateral (letterhead, reports)
- Digital implementation of Visual Identity (on to website, etc.)
- Printing costs
- Development of a name
- Testing of Visual Identity



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## Grant Criteria

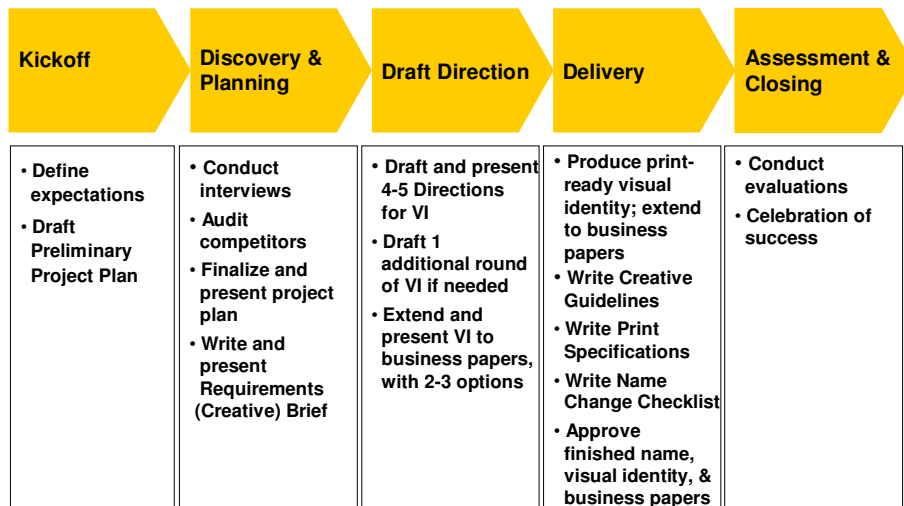
We recommend you apply if your organization has:

- A current and complete Strategic Plan
- An effective organization name (otherwise, our Key Messages & Brand Strategy Service Grant may be a better place to start)
- 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 Visual Identity & Brand Strategy Team

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

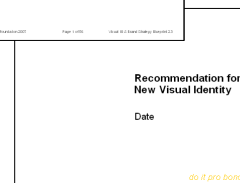
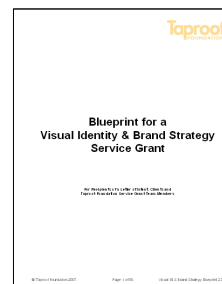
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## Program Management and Tools

Your organization will be equipped with the following resources for the Visual Identity & Brand Strategy 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:
  - Visual Identity & Brand Strategy blueprint
  - PowerPoint templates for Findings Presentation and Recommendations 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	1 - 2 months after LOI sent
Kick Off Completed	2 - 3 months after LOI sent
Discovery Completed; Findings Presented	3 - 4 months after LOI sent
1 <sup>st</sup> Draft of Visual IDs Presented	5 months after LOI sent
Visual ID Approved / Business Papers Drafted	6 months after LOI sent
Final Presentation	6 – 7 months after LOI sent
Creative Style Guide & Business Papers Delivered	6 – 7 months after LOI sent
Project Closed	7 months after LOI sent

\*Ultimately, depends on you and your team

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## Spotlight: HIV Law Project and Eastside College Preparatory School



“[The Taproot Foundation team] took the time to learn about our history and work, spoke to our clients and friends, and listened to what we had to say. And now we have a **brand that better reflects who we are and what we’re trying to accomplish**. It’s a brand we’re extremely proud of and very excited to launch – one we believe will **resonate strongly with both our donor and client communities**.”

**TRACY WELSH**  
Executive Director, HIV Law Project



“*‘This is our panther!’* is how students and faculty alike have described the new logo developed for Eastside by the Taproot Foundation team of volunteers. This will establish a **consistent image** for our school out in the community. We’re huge fans of the Taproot Foundation.”

**AMY LIT**  
Development Director, Eastside College Preparatory School

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