



Creating a Strong Brand For Your Agency

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Rhonda Chisenhall Vice President of Community Development

Meet our Staff - Rhonda Chisenhall



Rhonda Chisenhall is the Vice President for Community Development for Northern Kentucky Community Action Commission. She graduated with a Bachelor of Arts degree in Communications from Western Kentucky University. After graduating, Rhonda worked for the American Cancer Society for 25 years, holding various fundraising and leadership positions for the organization. She brought her skills to Community Action in 2016, and has been directing the agency's senior programming, volunteer coordination, the marketing efforts, and the fundraising strategy since then. She lives in Hebron, KY and enjoys visiting her son in Macon, GA in her free time.

Creating a Brand For Your Agency

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AMAZING!
Messaging!
Branding!



In part one of this two-part session you will learn how to create a brand for your agency. We will discuss logo usage, Branding standards, Brand messaging, and developing a marketing strategy for your agency utilizing grassroots marketing, social media marketing, and broadcast marketing

Learning Objectives

At the end of this training, you will know how to:

Utilize a logo and brand standards

Utilize marketing techniques

Develop an elevator speech and key messaging

Creating a Logo

A good logo should:

- Be eye catching
- Be timeless
- Be memorable
- Work well large or small
- Encompass your brand vibe

Creating a Logo

10 tips on making a good logo

- A picture paints a thousand words
- Use empty space to keep design clean
- Use shapes to think inside the box
- Imagine your logo in situations
- Color is key
- Be literal
- Be authoritative
- Create visual salience with a pop of color
- Don't reinvent the wheel
- Don't be afraid to update



Branding Standards

**A strong brand requires a
consistent, unified look and feel**

Colors

Fonts

Imagery

Tone

Style

Logo Usage:

The logo may not be altered or recreated.

- The logo should always remain a whole element, and never modified.
- Do not alter, cut apart, separate, or otherwise distort in perspective or appearance.
- The logo may only be used in 100% saturation of their designated colors — never screened.
- The logo should never be used on top of a background or photograph that would in any way visually compete with the logo, or obscure its impact, readability or visibility.

Effective Messaging Is:

Clear

Consistent

Repetitive

Appealing

Credible

Articulates Need

Memorable

Typical Nonprofit



Y'know, we're real good
at what we do. We really help people.
And have a good staff that works hard."



Oh, well, we work with at-risk youth from under served communities with multiple risk factors and blah, blah, blah...



A story? Oh, you should talk to Rhonda who runs our marketing department. She's got plenty of stories...I think.



I can tell you all about NKCAC
and how we empower Northern Kentuckians
to thrive.

Determine your identity:

How you want to be known in the community

**We connect Northern Kentucky: urban to rural,
young to old, education to electricity.**

NKCAC offers tools, training and support to empower Northern Kentuckians to thrive.

Since 1966, NKCAC has been uncovering dynamic pathways towards a brighter tomorrow.

NKCAC empowers individuals and families who need immediate relief or long-term strategy to be successful

Determine Tone for your messaging

Inclusive

In our mission to forge pathways for success and assist our stakeholders in their journey of self-reliance, we are charged with *understanding the diverse range of need in Northern Kentucky*.

Uplifting

Our messaging should serve the dual purpose of providing reassurance and highlighting the ways in which NKCAC programs and services elevate quality of life for Northern Kentuckians.

Lifelong

An important component of NKCAC's work is that it features a suite of tools and resources designed to break down barriers to self-reliance for people of any age or phase of life.

How We Say It

Tone of Voice

Relatable and Empowering

Caring and Friendly

Reliable and Pragmatic

Upbeat and Aspirational

Where Should We Share Our Message

When We Meet Someone New

When We Interact with Clients

In Our Written Communication (formal & informal)

On Social Media

The Elevator Pitch

Identify your goal (before you start talking!)

Properly address the person you are meeting

Give your name

Explain who you are

Communicate your uniqueness (try to use NKCAC messaging)

Engage with a question



Effective Marketing Strategy

Storytelling

Human Interest Stories

Success Stories

Media Outlets

What your message says

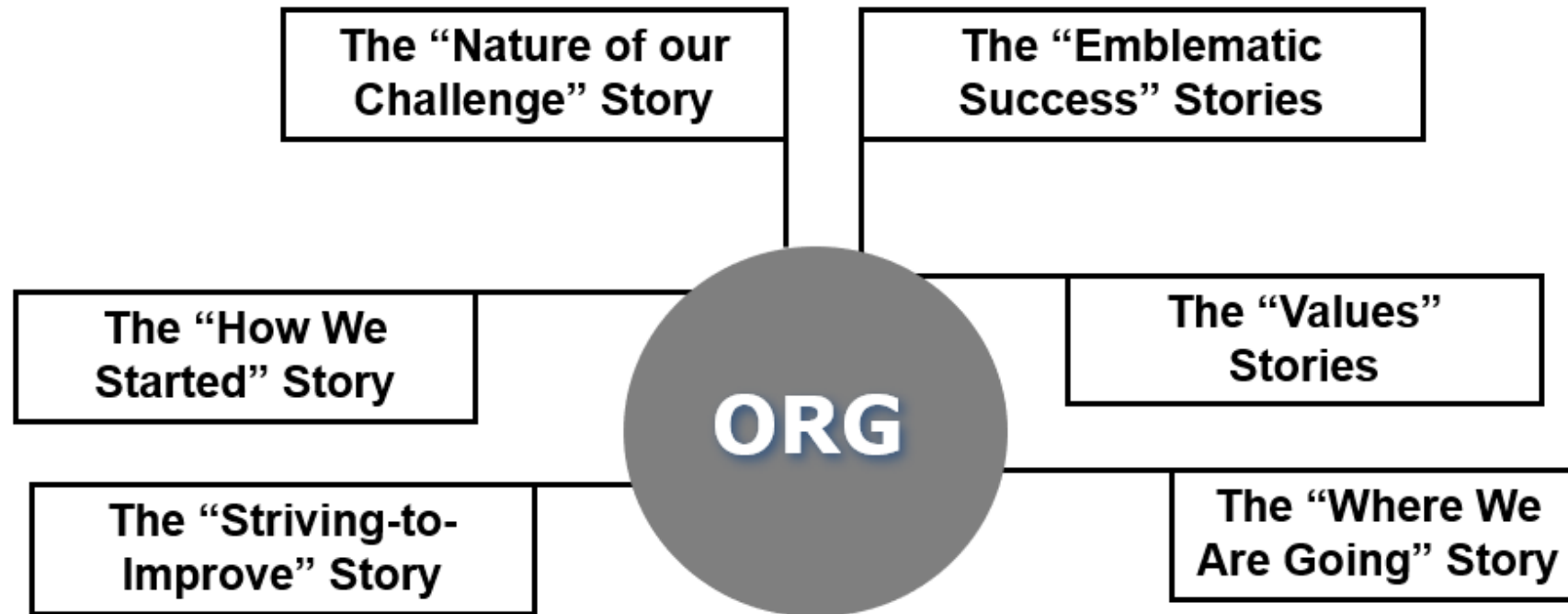
Storytelling

Why is a narrative so powerful?

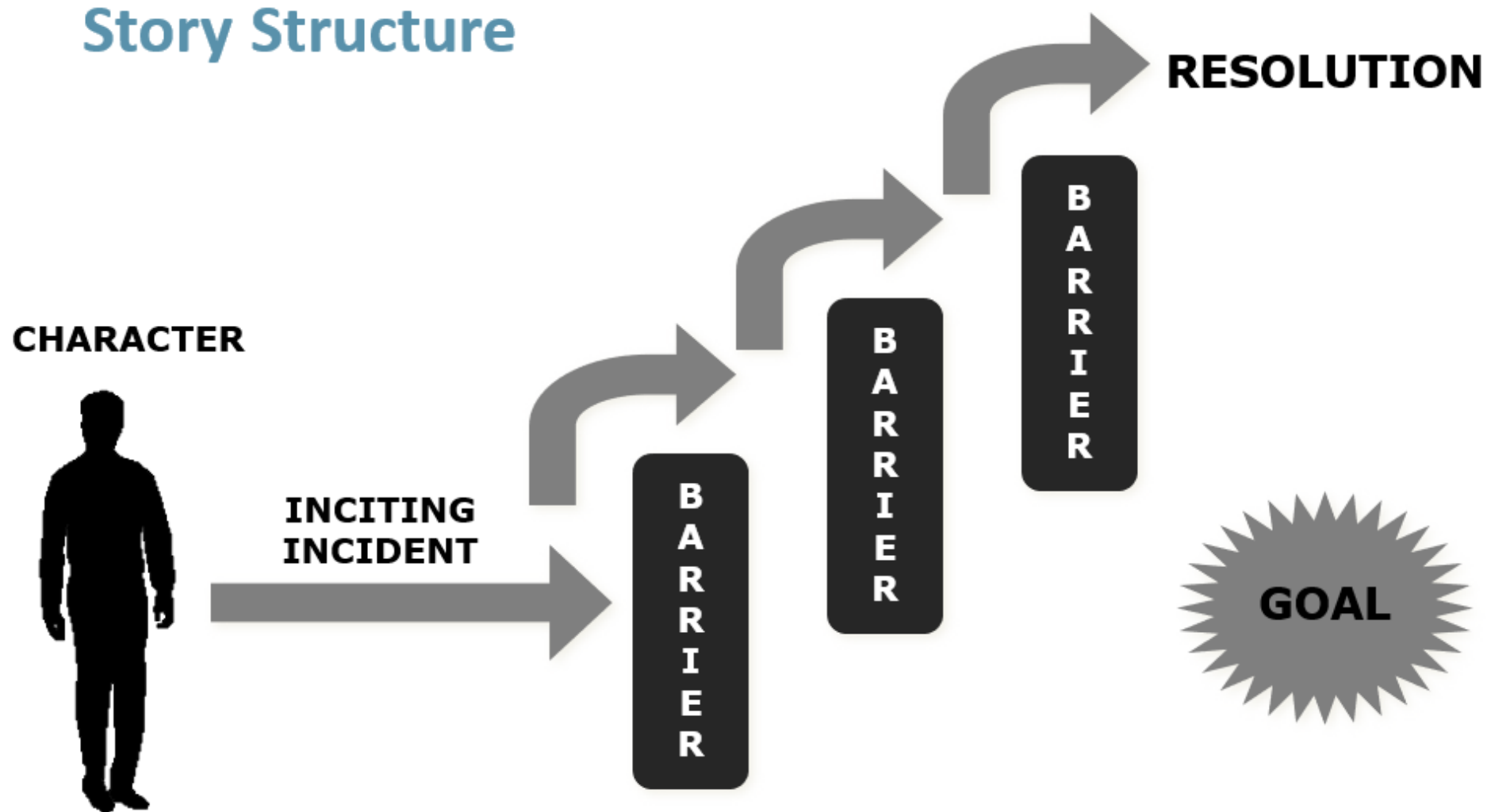
What makes a good story?

What kinds of stories should you tell?

Identify your “core stories” and make sure everyone who represents your organization knows them by heart.



Story Structure





Questions?

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