



Strategies to
Boost your Brand
AND SAVE TIME

More Importantly



4 Steps

- **Create** Brand
- **Identify** Needs
- **Develop** Guidelines
- **Use** the tools!



Why Branding?

- Separate yourself from the noise
- Make it easy for your audience to find your information and help them connect to new information about you.
- Not everyone you work with will have a history designing for you
- Answer the easy questions: the common visuals that personify who you are: logos, colors, etc...
- Consistency.
- Saves time!
- And, wasting less time, means wasting less money.



Why it saves time

Trillions of combinations of fonts, colors, images, stock, graphics

- Millions of stock images (photos, illustrations, video)
- Estimated 300,000 fonts available
- Pantone Formula Solid Coated guides alone contain 1,867 solid colors for printing ink on paper. CMYK offers about 160,000 visible colors. And, RGB can generate 16,777,216 colors.
- **Endless creative possibilities** for your communications
 - means more time to create.
- Languages



Create

Your Brand



Create your brand

- Assuming you all already have one to work with
- If not, work with a designer to develop a solid brand and the files you need.
- If you are missing vector files, see if you have your logo recreated in vector artwork.



Identify

Your Needs



Identifying your needs

- Become aware & get inspired!
- Know yourself, know your audience
- Planning
- Flexibility
- Inspiration



Become Aware

- Look at the history of your communications
- Look at outside communications
- Existing rules, restrictions, and expectations
- What do you like?
- Don't like?

& get inspired!



Know who you are and your audience

At the heart of your brand are the elements that help align your brand.

- Mission: Why you exist. Your core purpose.
- Vision: What you aspire to become
- Values: What you hold dear. The foundation of the organization.
- Characteristics & descriptions: The things you are always
- Scriptures
- Meaningful stories





Plan before you
take that first
step

Planning

- Collect the input you need.
- Identify what you need to define in the tools.
- What tools would be most useful?
 - Guidelines
 - Planning documents
 - Style sheets
 - Project style guide



Flexibility

- Content/text
- Archived photo (permissions)
- Stock photos
- White space in photography to put a message or stand alone
- Graphics
- Format Portrait/Landscape/Square?
- Visual: Print or Digital?
 - Digital: social media post? Video?
 - Print: ads, bulletin ads, billboards, magazine, programs, annuals reports, etc.
- Audio: Radio & Podcasts
- Written: articles, press releases, etc.

Needs to work in many formats?



What Branding applies to

- Letterhead, envelopes, business cards
- Advertising
- Email Signature
- Podcast
- Video
- Apps
- Website



Variety of scope projects

- Individual project
- Logos
- Anniversary
- Programs/Events
- Campaigns



Flexibility from all angles

Whether visual, written or verbal — your chosen communication style will be the essence of your brand. Your colors, music, voice-over choices, photography, graphics, and even the cadence of your words, every aspect will tell your audience who you are as a complete brand.

Take your time to develop thoughtfully.

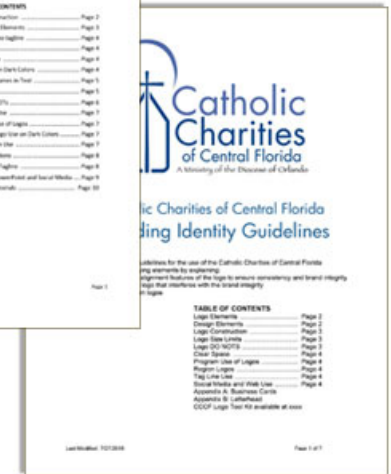
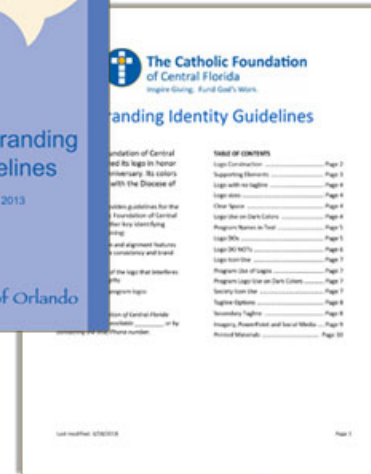


Collect & Create

- Locate your best versions of your logo
- Vector, jpg, png,
- Good versions
- What are your official colors? Font?



Develop Your Guidelines



The Branding Document

- Do you have a good branding document?
- Have visited and updated for digital needs?
- Does your document contain useful colors, fonts, complimentary, colors, fonts & taglines
- How many of you don't use them because they are outdated, don't align with your organizations mission, needs, or just don't have anything helpful?



What to include?

- Let's start with what is in a good branding document
- There is no standard table of contents for branding guidelines. *Basic cheat sheet to 30 pps of info.*
- It should be in line with your organizations mission.
- Maybe it is a quite diverse – maybe message dependent
- None of these is wrong



Elements

- Logo
- Colors
- Fonts
- Less common
 - Photography
 - Graphics
 - Text
 - Programs, variations
- Primary and secondary elements



Logos

- Centralized element
- Your logo is the very critical part of your brand.

In some cases, it solely represents your entire business, so making sure it's properly used in every application is key to it's success. When putting together your branding guide, you should dictate exactly how you would like your primary brand logo and any secondary logos to be used to ensure consistency.



Logos should include the main logo and any variations available and appropriate usage

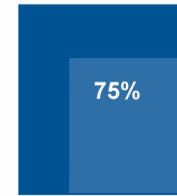


**DIOCESE OF
ST. PETERSBURG**

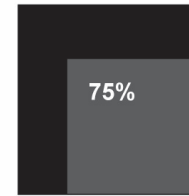


Colors

- What are your official colors?
- Need to identify various color values
 - Pantone, RGB, CYMK and hexadecimal
 - Pantone chart, online conversion charts
- What are good complimentary colors?
- Have you already been using some colors?
- Look at current and past ads, website, etc.



Pantone: 647
C:96 M:70 Y:21 K:5
R:17 G:86 B:139
web colors
darker blue = #11568b
lighter blue = #3671ab



Pantone: Process Black
C:00 M:00 Y:00 K:100
R:25 G:25 B:25
web colors
darker black = #231f20
lighter black = #636466



Fonts

- What font have been used that work well?
- What doesn't?
- What fonts are easily available?
- Free fonts
 - Google fonts
 - Font Squirrel
- Easily readable for right use. Readability at various sizes
- Variations of fonts available - weights

Georgia: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Additional elements

- Stationery/Collateral
- Written elements, broiler plate descriptions
- Programs/Ministry
- Departments
- Taglines



Example of primary logo, anniversary logo and program logos using organization branding elements and produced collateral.



You are Invited
to Participate in the 9th Annual Light of Faith Communications Program
A Professional Development Day for Parishes & Schools in the Diocese of Orlando

Submit
an entry for a "Best Practice Award" and share your knowledge with other parishes & schools.

Categories: Bulletins/Newsletters/
Special Publications/Brochures and Worship Aids/
Internet and Web Communications/
Social Media/Video/Campaigns/Visual Media

Deadline to enter is March 15. For entry application email submit@lightoffaithdiocese.org or visit www.lightoffaithdiocese.org

Attend
the Light of Faith Program on May 1 at St. James Cathedral from 9 am - 11 pm. Program includes luncheon, speakers, exhibits and prayer service with Bishop John Noonan. RSVP to lightoffaith@lightoffaithdiocese.org

www.orlandodiocese.org | www.resources.lightoffaith.org

Diocese of Orlando

Name _____
Title _____
Department Name _____

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Light of Faith
Diocese of Orlando
Communications Program

Diocese of Orlando
orlandodiocese.org

Called by Christ...
light of the world,
let shine before others,
so that they may see your good deeds
and glorify your heavenly Father.
(Matthew 5:16)

CATHOLIC CHURCH
ANSWER THIS CALL BY....

Deepening a Deeper Faith
in the Hearts and Minds of
Men and Sisters

Leaders in Christ

Harmonizing Ministries to the
Mission of the Catholic Church

Use!

the tools!



Share documents with...

- Designers & contractors outside the organization
- Employees & volunteers internal to the organization



A living document

Update regularly!

- Modify as branding options changes.
- Add elements as you discover opportunities to provide new tools for the organization
- Include contact information, so users know who to contact when they have a question not addressed by the documentation.



Extend

to other programs/events



Campaigns

- Majority of the hundreds of projects I have done for the dioceses and churches have been single use elements, program covers, bulletin ads, standing banners, etc.
- Know the scope of your project and communicate it to your Graphic Designer.
- What could a project develop into? Possible future larger formats will influence how a project is developed.
- Share other projects created for event





TOM
SHOWS YOU
the way home

**THE WAY HOME
WITH TOM DUPREE**
WEEKDAYS 3PM - 7PM



**WAKE UP
WITH
friends!**

ABBY AND FERNANDO

**THE BIG BIG HOUSE
MORNING SHOW**
WEEKDAYS 6AM - 10AM



FAITH
*on your
phone*

DOWNLOAD THE
SPIRIT FM 90.5 APP!
LISTEN WHEREVER YOU ARE



**A CANDID
conversation**

WITH BISHOP GREGORY PARKES

**A VIEW FROM THE TOP
RADIO PROGRAM /PODCAST**
FRIDAYS AT 11:30AM



**MUSIC,
FAITH
& FUN**
for kids

KIDS' KINGDOM
SATURDAYS 8AM-11AM



**PRAY
WITH
Spirit**

THE ROSARY
WEEKDAYS 5AM & 11AM



**"DO THIS IN
memory
of me."**

THE MASS
WEEKDAYS 11AM
SUNDAYS 11AM



**LIVE WITH HOPE.
LIVE WITH FAITH.
LIVE WITH SPIRIT!**



COURAGEOUSLY

Living the Gospel

**TOGETHER
WE CAN DO
GREAT
THINGS."**

St. Teresa of Calcutta



COURAGEOUS



#COURAGEOUSLYLIVING

www.dosp.org/courageouslyliving

COURAGEOUSLY

Living the Gospel



**"I WOULD LIKE TO
TAKE THAT MAN'S
PLACE. HE HAS A
WIFE AND
CHILDREN."**

**"WHO ARE YOU?"
"A PRIEST."**

ST. MAXIMILIAN KOLBE TO NAZI
COMMANDANT AT AUSCHWITZ

COURAGEOUS *Saints*

www.dosp.org/courageouslyliving



COURAGEOUSLY



Sharing Your Faith

www.dosp.org/courageouslyliving

#COURAGEOUSLYLIVING

BLESSED ARE THEY WHO FOLLOW
THE LAW OF THE LORD!
PSALM 119:1

OUR CATHOLIC APPEAL
for our people,
our ministries,
our future

SCAN TO
PLUDGE NOW.

TO MAKE YOUR PLUDGE ONLINE, PLEASE VISIT WWW.CFOCI.ORG/LOVE
2017 Diocese of Orlando

OUR CATHOLIC APPEAL
for our people, our ministries, our future

enkin
deep

Helping Young People

Quentin, 15, began youth ministry at St. Thomas Aquinas Catholic Church this year. He has developed faith-filled friendships with other teens but more importantly has discovered a friendship with Jesus Christ.

"Every time I go to youth ministry we always do something new, but it always relates to God," said Quentin. "I find myself praying more often and more comfortably. Youth ministry has brought me closer to God through prayer."

Our Catholic Appeal supports ministers to help young people know Jesus, grow in faith, and develop Christian leadership skills. Discern events such as the World Youth Day pilgrimages, FOCUS II retreats, retreats, and the Lit with an opportunity

Your supports fund ministers and other leaders.

"Our discern offers training to youth as access resources are in order to faithfully fulfill these responses on," said Mary Klem youth minister.

"YOUTH MINISTRY BROUGHT ME CLOSE TO GOD THROUGH OUR ST. THOMAS AQUINAS CATHOLIC CHURCH."

Our Catholic Appeal
Weekend: Feb. 13-14, 2017
2017 Diocese of Orlando

OUR CATHOLIC APPEAL
for our people, our ministries, our future

Your Generosity Funds the Following in
ORANGE, OSCEOLA & SEMINOLE COUNTIES

24,095 PEOPLE ASSISTED WITH MEDICAL CARE, FOOD AND FAMILY STABILITY		904 CATECHISTS FORMING YOUTH TO BE LEADERS IN CHRIST
7,026 CATHOLIC SCHOOL STUDENTS LEARNING & GROWING IN FAITH		15 DIOCESAN SEMINARIANS PREPARING FOR THE PRIESTHOOD
860 YOUTH ATTENDED VOCATIONS RETREATS		2,435 ADULTS AND INFANTS BAPTIZED AND WELCOMED AS CATHOLICS

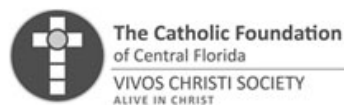
Visit www.cfoci.org/love to learn more about the ministries made possible through Our Catholic Appeal.

Your support also funds:
Discern and Priority Formation
Liturgical Minister Training
Safe Environment Training
Liturgical Collaboration
Catechist & Technology Support
Professional Marriage Preparation
Catechists, Youth and More

2017 Diocese of Orlando

brochure, poster,
standing banner,
5 graphic Inserts,
2 postcards, 4 articles,
DVD label, guidelines cover, and
numerous Social Media graphics
many in both English and Spanish





OUR CATHOLIC APPEAL
The Catholic Foundation of Central Florida
2017 ANNUAL REPORT

OUR CATHOLIC APPEAL
\$7 MILLION

Category	Count
45,053	102
5349	675

ALLOCATIONS

- CATHOLIC CHARITIES & COMMUNITARIANISM
- CATHOLIC EDUCATION & FORMATION
- CATHOLIC HEALTH CARE
- CATHOLIC SOCIAL SERVICES
- CATHOLIC YOUTH & FAMILY
- CATHOLIC WELFARE

HEART CATHOLIC CAMPUS MINISTRY

"The life we live is a gift from God. It is a gift that we must cherish and protect. It is a gift that we must share with others. It is a gift that we must live for."

NUESTRO LLAMADO CATÓLICO
The Catholic Foundation of Central Florida

Por favor visite www.clocf.org/oca/give
para hacer su promesa de donación en línea.

Diócesis de Orlando 2018

brochure, poster,
standing banner,
5 graphic inserts,
2 postcards, 4 articles,
DVD label, guidelines cover,
bookmark, and numerous
Social Media graphics
many in both English and Spanish



a little

More...



Additional Resources

- Avoid pricy or difficult to access resources images/fonts
 - Font squirrel, google fonts
 - Istockphoto.com, shutterstock.com, dreamstime.com
- Colors, pantone chart
- Stock is more than photos



What works for you?

- Use what works for you, toss the rest
- Find trusted, affordable designers, resources
- Give time to each endeavor
- Photo folders
- Good designs folder – digital/physical



Ready to Start?

- **Back to Message Building**
- You know what mediums you will likely use.
- You have provided the branding document to your designer or have it ready.
- Colors, fonts, tone defined
- Boilerplate wording is all accessible
- Less guessing, less back and forth
- Memorable, easy to identify communications & campaigns are created



Translate, Empower, and inspire

- Translate your brand into your guidelines and provide access to a library of brand-approved elements
- Empower your creative team to influence writing, visual and audio communications to communicate with your audience.
- Inspire your storytellers



100s of Projects for Parishes & Dioceses

logos | branding guidelines | advertisements | annual reports
bulletin ads | annual appeal campaigns | worship aids | event programs
social media graphics | brochures | stationery | newsletters | postcards
and more...

Wordpress Web Design & Training
Graphic Design | Image/Marketing Consulting
website hosting & maintenance



Elise 
Cronin-Hurley
Web and Graphic Design