

BRAND MESSAGING GUIDEBOOK



The Smith Creative



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BRANDSCRIPT



Here's the story we'll tell.



A CHARACTER

Nonprofits and community-driven organizations

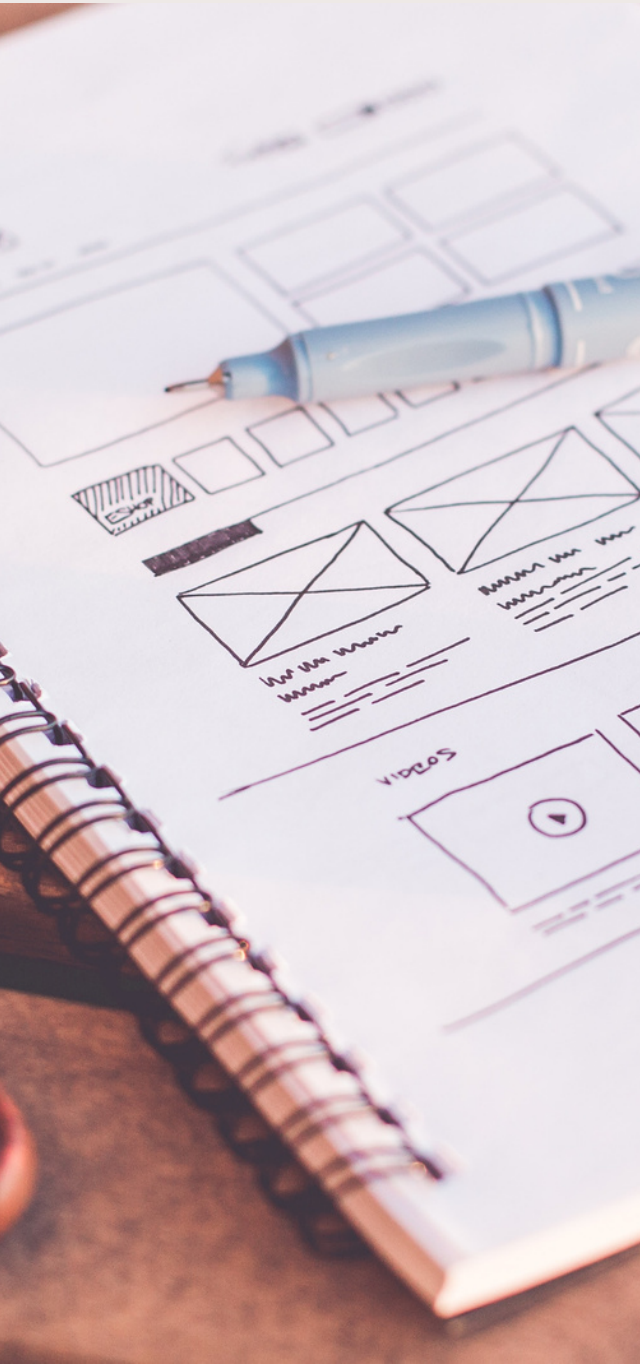
WITH A PROBLEM

- Villain:
 - Busyness
- External:
 - I need comprehensive branding for my upcoming event.
- Internal:
 - I need the public to recognize our organization's efforts to inspire change.
- Philosophical:
 - Am I making a difference? Can our work create positive change in the world?



MEETS A GUIDE WHO UNDERSTANDS

- Authority:
 - Bachelor of Fine Arts degree from Hampton University in Graphic Design
 - Master's degree from George Mason University in Art Management
 - 15 years in desktop publishing and project management
 - 2 years in freelance graphic and web design
 - 4 years of experience in nonprofit (I understand the vision and mission of these organizations.)
 - Given my work experience in various fields, I offer a unique perspective to help you see and plan for your design from a holistic view.



AND GIVES THEM A PLAN

- Agreement: The Smith Way
 - Simplicity
 - There's power in the details. My clean designs and tailored style guides ensure your event branding is functional and effective. The result? Strikingly clear branding to tout your upcoming event.
 - Structure
 - Declutter your event planning process through streamlined branding. My comprehensive branding, graphic, and web design services meet all your branding needs in one place.
 - Solace
 - Let's keep this process stress-free. Enjoy a refreshing branding service that includes open communication and welcomed collaboration each step of the way.
 - Strategy
 - Your work is essential, and I tailor my services to enhance your organization's value. My efficient designs highlight your event's cause, so your audience can focus on what's important.

YOUR ONE-LINER

The Smith Creative helps nonprofits and community-driven organizations create meaningful change through cohesive event branding and design.



BRAND VOICE



Here's how we'll tell the story.



BRAND ARCHETYPE (Top 2 human-like personas used to frame your brand identity)

- Caregiver (stronger for you; how we'll represent your brand)
 - Core Value: Service
 - Desire: Structure and stability, to protect and care for others
 - Drives: To do things for others, showcase compassion and generosity
 - Greatest Fear; selfishness and ingratitude
- Hero (how your client identifies; how we'll talk to them)
 - Core Value: Mastery
 - Desire: To leave a mark, prove their worth, improve the world
 - Drives: To be as strong, competent, and courageous as possible
 - Greatest Fear: Weakness, vulnerability

TONE (The attitude with which you convey your values and beliefs. It's the way you speak. What you are.)

- No fluff/straightforward; using short, powerful statements
- Strategic
- Compassionate
- Empathetic
- Motivational/envisioning
- Acknowledging and appreciative of her clients' contributions towards worthy causes

PERSONALITY (Your brand's traits and characteristics. The way you act. The brand made human. How you are.)

- Genuine and clear (transparent in behavior and communications)
- Considerate
- Striving for excellence
- Mellow and in control
- Willing to help and alleviate burdens
- Expressive and creative
- Problem-solving
- Sees beauty in the smallest details
- Caring and encouraging





PHRASES + TAGLINES

- Unique Selling Position (USP): Worthy cause. Strikingly clear event branding.
- Strikingly clear event branding for changemakers
- Value Proposition (One-Liner): The Smith Creative helps nonprofits and community-driven organizations create meaningful change through cohesive event branding and design.
- Strikingly clear
- Leave your mark; make your mark
- Helping the work of changemakers thrive and succeed through effective event branding
- Purposeful, minimalist visuals
- Foster your growth
- Make headway on your cause
- Energize your events
- One step closer towards creating meaningful change
- Clear and compelling event branding, the Smith way
- High-quality, cohesive event visuals
- Event branding designer for the change makers
- Intentional branding and clear-cut designs
- Curated visuals



SEO METATAGS + KEYWORDS

- Nonprofit event branding designer
- Nonprofit collateral
- Get conference collateral
- Graphic design non profit resource
- Nonprofit visual design
- Brand design for nonprofits
- Non profit organization graphic designer
- Best nonprofit web design
- Web designer for nonprofits
- Event branding design
- Nonprofit event planning
- Graphic design for charity

Tagline (the big idea)

Strikingly clear event branding for changemakers

Value Proposition (who we are)

The Smith Creative helps nonprofits and community-driven organizations create meaningful change through cohesive event branding and design.

Brand Messaging Pillars (3 guideposts on how we do it)

Strikingly Clear Branding

- Minimalist design style
- Tailored strategy and holistic approach
- Intentional, cohesive visuals and web design

Visuals that Inspire Change

- Aligned with organization's character, cause, and impact
- Subtle details to enhance the true purpose
- Recognizeable across each platform; evoke loyalty

Cohesive Services

- Eliminate busy event branding process, multiple designers
- High-quality, refined visuals
- Organized, relaxed flow for efficiency and seamless process



CREATE AN AUTOMATED EMAIL CAMPAIGN

- Remind people you exist
- Nurturing campaign example
 - Email #1: nurture
 - Email #2: nurture
 - Email #3: nurture
 - Email #4: sales email with CTA

GAIN CUSTOMER LOYALTY + TESTIMONIALS

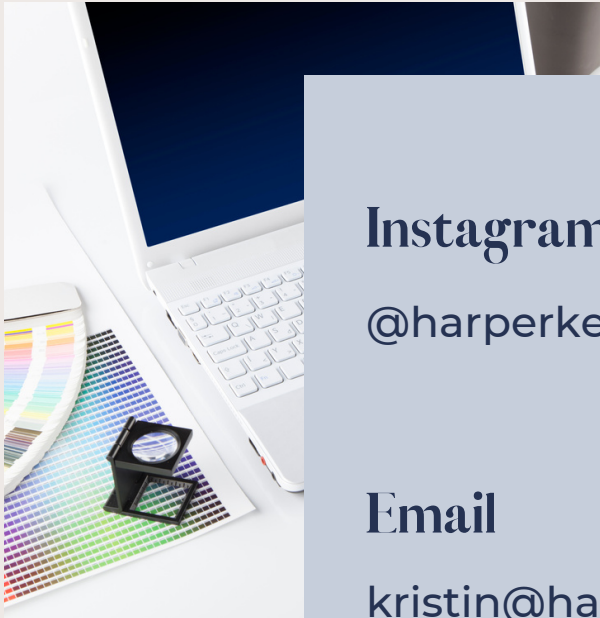
- Share your story + the impact of your work from your customer's point of view
- Always communicate with your customers in your brand voice. It's how they best connect with you
- Ask targeted questions in your survey

BUILD A REFERRAL SYSTEM

- Identify your existing, ideal customers
- Give them a reason to spread the word (include a PDF flyer they can share)
- Offer a reward for their help

IT'S BEEN A PLEASURE CREATING YOUR BRAND MESSAGING GUIDEBOOK!

As your copywriter, I'm here to help tell your story and grow your community.
Contact me if you'd like my help with your future messaging projects.



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THANK YOU