

A scenic mountain landscape featuring a dirt trail winding through a forest of evergreen trees. In the background, majestic mountains are partially covered in snow, creating a serene and natural setting. The overall tone is calm and inviting, with a focus on nature's beauty.

# Visual Brand and Templates

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# Branding

What it is and Why it's Important

# What is a brand?

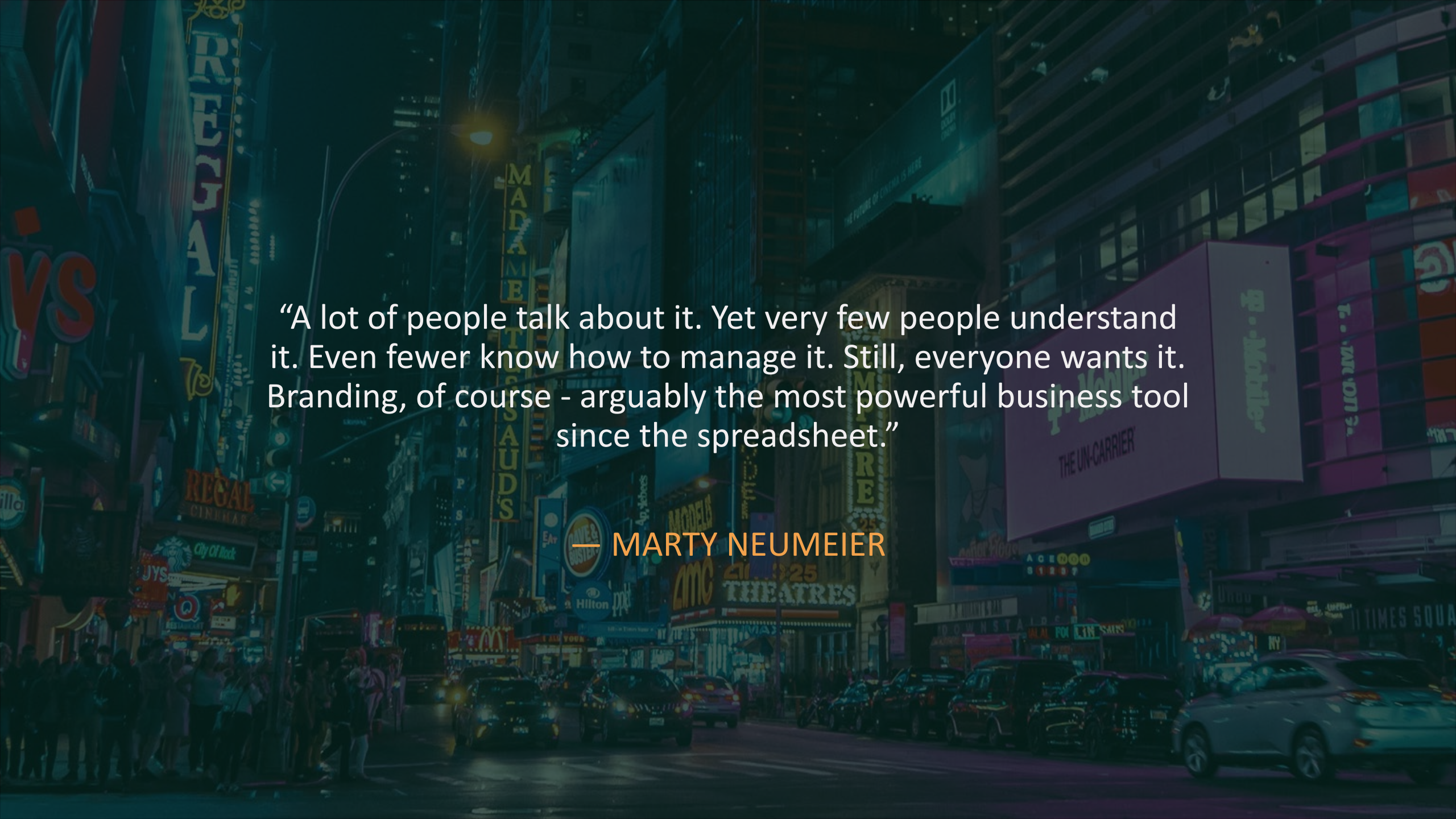
- A) a logo
- B) the product or services the company offers
- C) the mission, vision, core values, and brand messaging
- D) None of these
- E) All of these



# What is a brand?

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- *E) All of these*





“A lot of people talk about it. Yet very few people understand it. Even fewer know how to manage it. Still, everyone wants it. Branding, of course - arguably the most powerful business tool since the spreadsheet.”

— MARTY NEUMEIER

# The definition of a brand

*A name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers. (Google)*

*A brand is the **sum** of how a product or business is perceived by those who experience it.*

*(<https://www.ignitebrands.com/what-is-a-brand/>)*



1

*A name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers.*



**What makes us different** from other groups, not only in our field, but also everyone else.

2

*A brand is the **sum** of how a product or business is perceived by those who experience it.*



**Sum**, meaning it's **not just** the logo, mission, or what we offer.



## What it is

### Graphic element

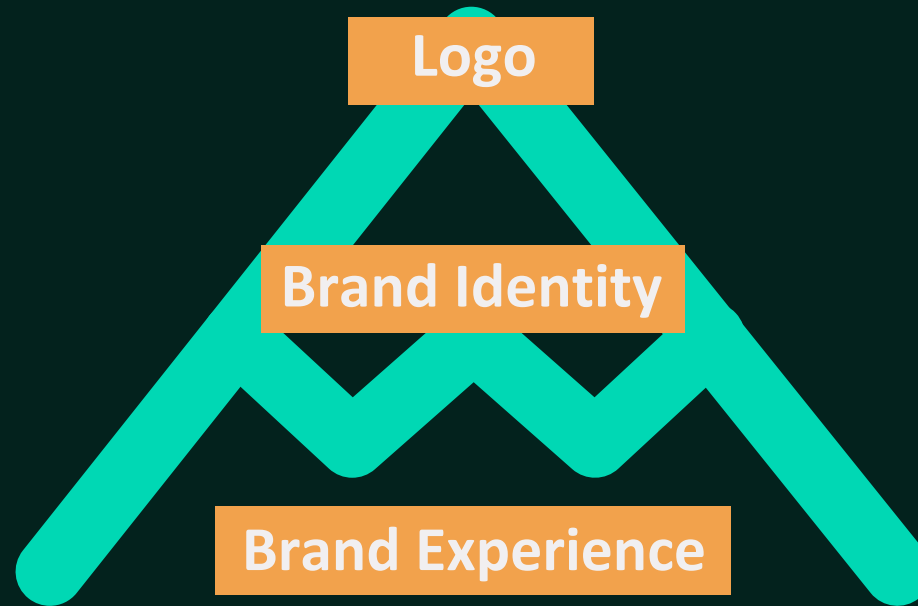
The symbol made up of text symbols and icons

### Design System

A set of rules determining how to use a logo

### Strategy

It's a long-term plan for the development of a successful brand



*This graphic is a recreation of a visual used  
here: <https://linamass.com/what-is-a-brand-strategy/>*

## What it does

### Identifying symbol

For a brand to be recognized


### Visual Representation

Accompanying elements supporting brand recognition

### Reputation

Customers gut feeling whether they like it  
(partners, legislators, coalitions, decisionmakers, etc.)





Picture a time you visited a  
restaurant and ended up loving it.  
**What were the things you loved  
about it?**



Unique

Food

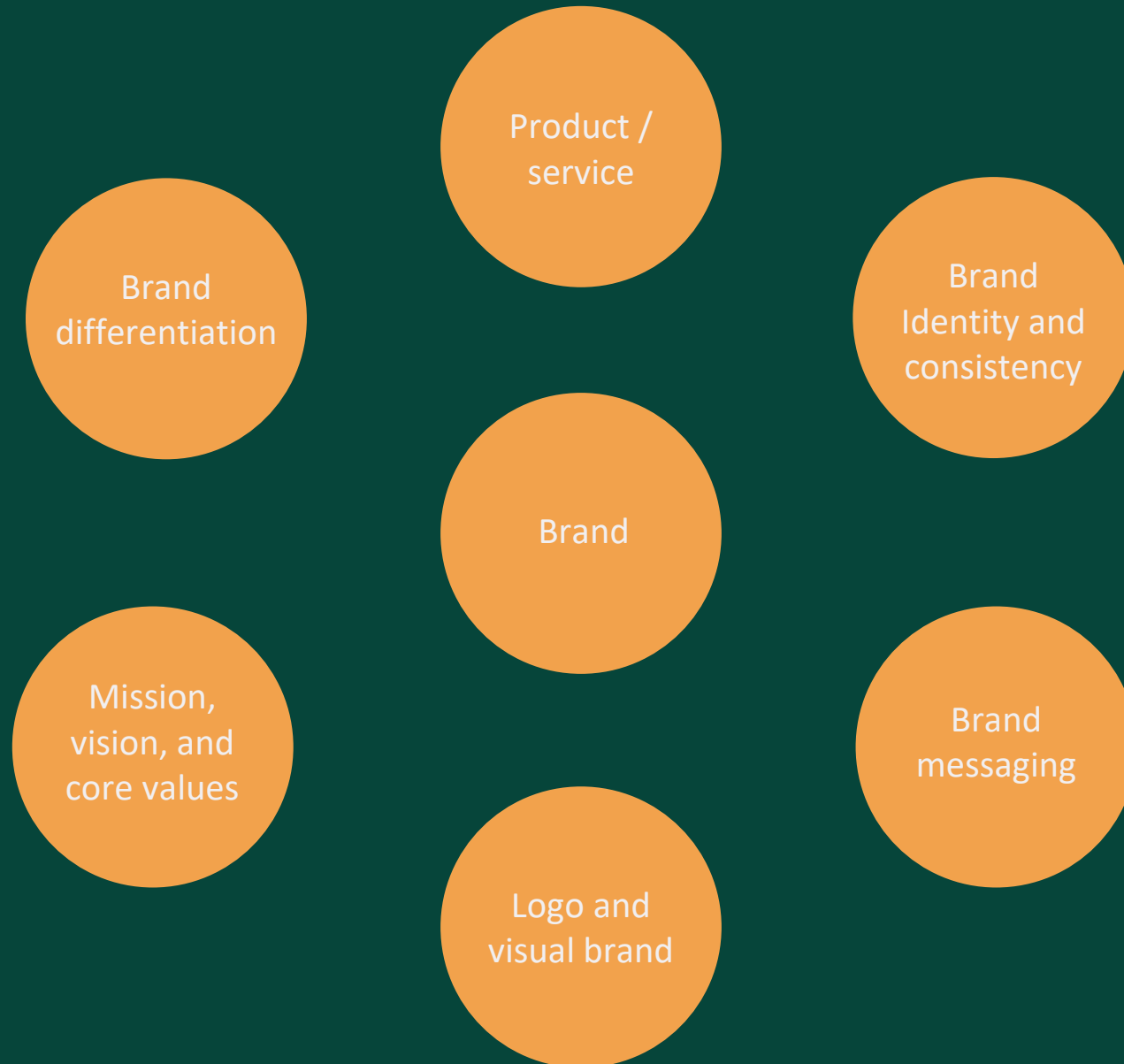
Customer  
service

Restaurant

Connection

Atmosphere

Memorable





**Why is messaging important  
for a brand?**

# WRA Templates

The Different Types and Their Purpose

# What does branding have to do with templates?

- **Brand recognition:** our logo is a symbol of who we are and our work
- **Brand consistency:** if we are all using the same materials, it makes us look organized and creates trust and credibility with our target audiences.
- **Brand differentiation:** we are tackling the challenge of climate change, but this is WRA's unique approach
- **Brand messaging:** we have a unified voice across our team
- **Brand ambassador:** giving you the tools to represent the brand and promote our work to increase our effectiveness (will be discussed in another Lunch & Learn later this year)





# PowerPoint Template

- *Purpose:* to create both internal and external presentations
- *Benefits:* a simple way to gather your ideas in a way that's on brand and professional without much thought



# Letterhead Template

- *Purpose:* to create shorter branded documents
- *Benefits:* a simple way to send important information that already has our logo and addresses

*A sneaky way to create brand recognition*



## CONTACT

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Date

Name  
Organization  
Address  
City, State Zipcode

Salutation:

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Sincerely,

*Signature*

Name  
Title

## REGIONAL OFFICES

1429 North 1<sup>st</sup> Street  
Suite 100  
Phoenix • AZ 85004

2260 Baseline Road  
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Santa Fe • NM 87501

550 W. Musser  
Suite G  
Carson City • NV 89703

307 West 200 South  
Suite 2000  
Salt Lake City • UT 84101

# Meeting Agenda Template

- *Purpose:* (all the documents we use should be branded to create consistency) a template to keep everyone organized and on task for meetings
- *Benefits:* it makes meetings more efficient



*“Suzie, you’re on mute...”*



# Fact Sheet Template

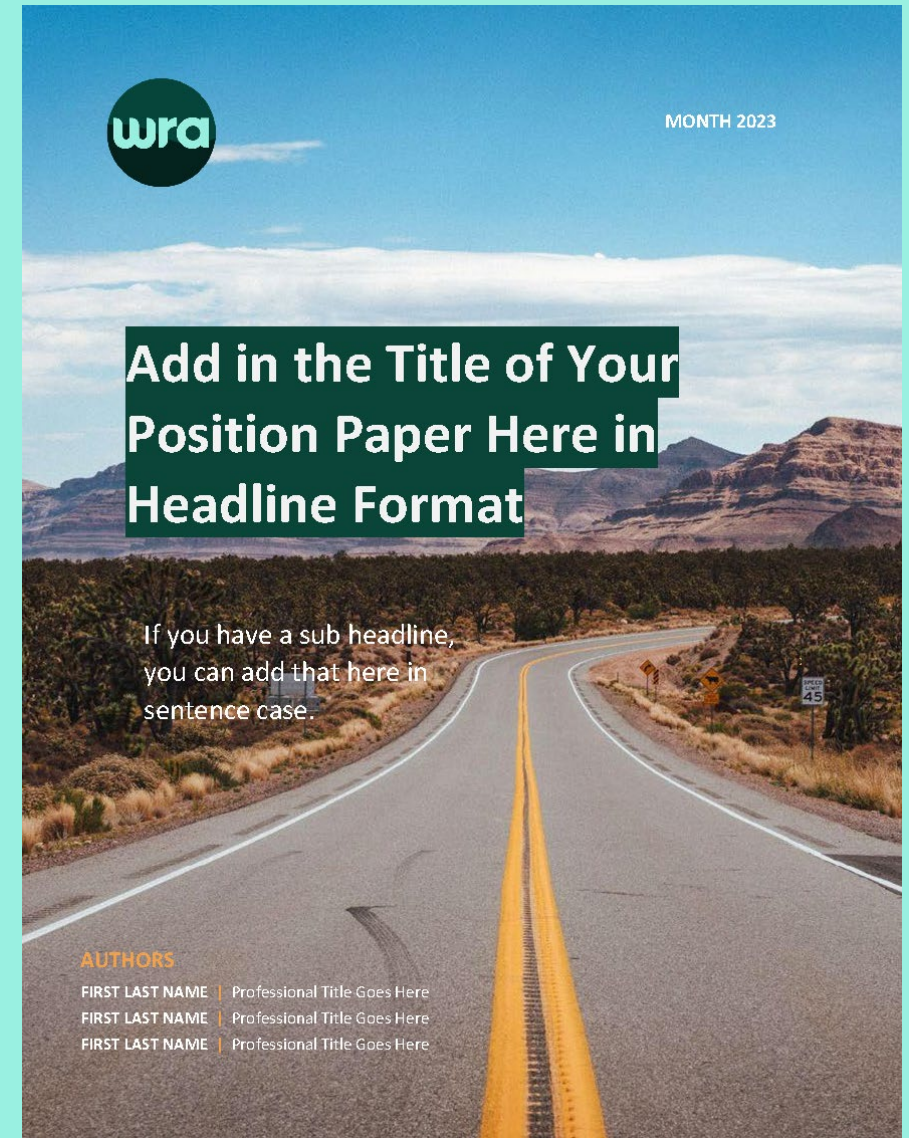
- *Purpose:* a simple, informative way to provide information to key stakeholders
- *Benefits:* there's no need for Kandice design these *unless* there are certain parameters needed

*Make sure MarComm proofreads each of these!*



# Position Paper Template

- *Purpose:* to create longer branded documents
- *Benefits:* there's no need for Kandice design these *unless* there are certain parameters needed



# Thank You

Questions or Comments?