

BRANDING that INSPIRES

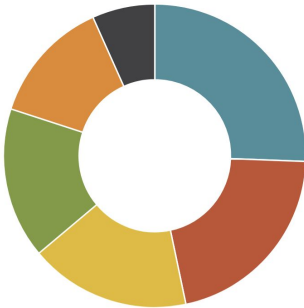
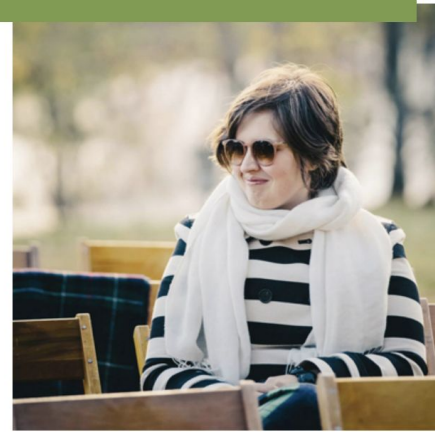
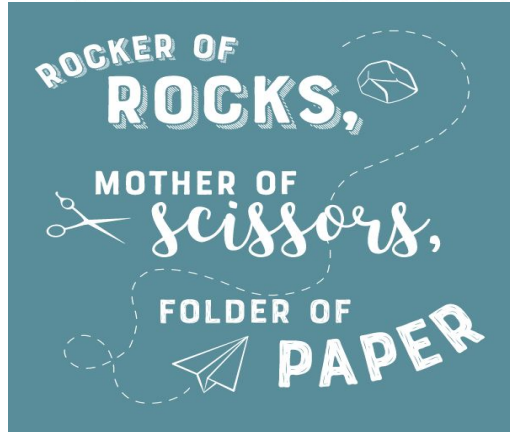


Standing Out in the Crowd

Community Foundation for Northeast Georgia - Nonprofit Academy
February 24, 2022



AMANDA SUTT



- Teal Purple
- Red Philanthropy
- Yellow Coloring Books
- Green Green Tea
- Orange Leadership
- Dark Grey Costume Design



350 million photos

Uploaded to Facebook DAILY!

It's crowded!



**So how can
you stand
out?**



BRANDING

/'brandiNG/

1. the action of marking with a branding iron.
2. the promotion of a particular product or company by means of advertising and distinctive design.





"A BRAND IS

THE SET OF EXPECTATIONS, MEMORIES, STORIES AND
RELATIONSHIPS THAT, TAKEN TOGETHER, ACCOUNT FOR A
CONSUMER'S DECISION TO CHOOSE ONE PRODUCT OR
SERVICE OVER ANOTHER.

- Seth Godin



.05 seconds
to make an impression

**GAME
TIME!**











@PiaGlenn 
@PiaGlenn



fam I messed up and wore a red hoodie to target
everyone thinks I work here EVEN WITH
SUNGLASSES ON pls send help

4:23 PM - Jun 5, 2016

♡ 290 💬 126 people are talking about this

How did
they do this?

BRAND STANDARDS

How You Look

TONE STANDARDS

How You Sound

MARKETING STANDARDS

Where You Show Up



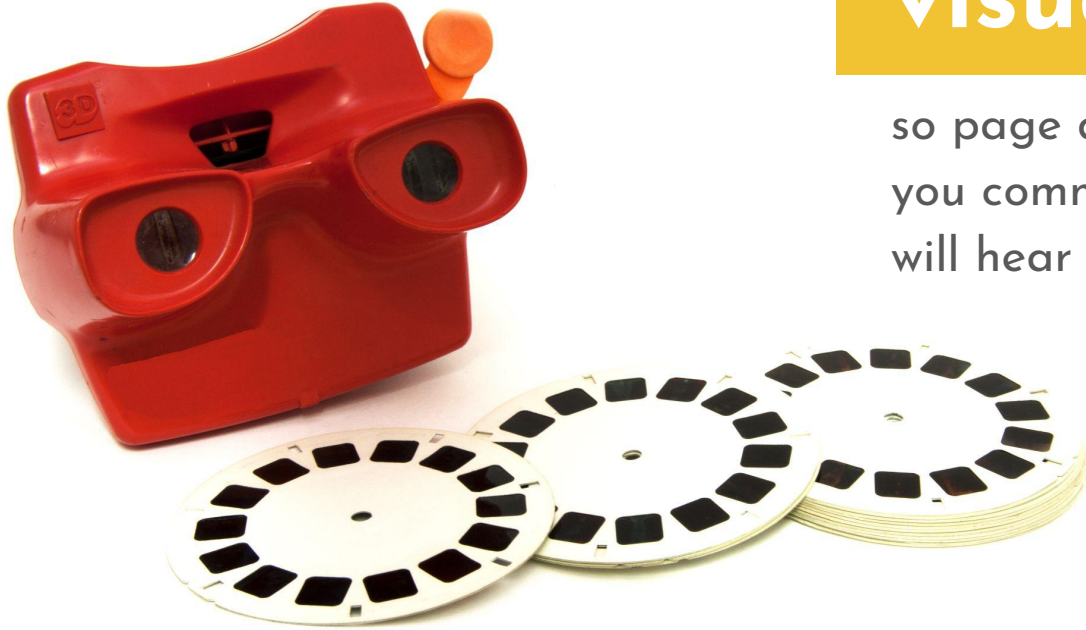
Brand Standards

Brand standards are a set of rules and guidelines that protect the look and feel of your organization. It provides a standardized approach to creative work in order to uphold the integrity of the brand.



65% of people are visual learners,

so page design is crucial for making sure you communicate in a way your audience will hear and understand you best.



ROCK PAPER SCISSORS

Brand Overview

LOGO

Stacked



Horizontal



1-Color Logomark



COLORS



TYPOGRAPHY

BOURTON HAND - BASE/DROP LINE/MARQUEE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&'()*

King Basil Lite
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&'()*

Rockwell Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&'()*

Mr Eaves San OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&'()*

Created by Rock Paper Scissors. If you have any branding or marketing questions, contact:
178 E. Crogan Street, Suite 220, Lawrenceville, GA 30046 | 678-442-1825 | 123shoot.com





BRAND & STYLE GUIDE

UPDATED 10.09.2020

WE KNOW WHO WE ARE ...

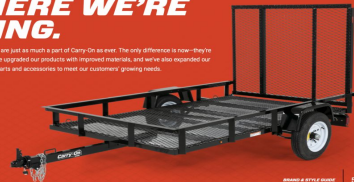
We make a name for ourselves for manufacturing tough, dependable trailers our customers could depend on for the long haul. We're proud of that heritage because we built our independence, integrity and a reputation for keeping our word. And that word stood for something: integrity and customer service.



4 CARRY-ON TRAILER 1976 COLOR MODEL

& WE KNOW WHERE WE'RE GOING.

Today, those values are just as much a part of Carry-On as ever. The only difference is now—they're even stronger. We've upgraded our products with improved materials, and we've also expanded our offerings to better serve and accessories to meet our customers' growing needs.



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SECONDARY BRAND LOGO

This logo mark is close to, but not a duplicate of, the primary brand logo. This version should be used primarily for horizontal applications. Examples of application include: on product, horizontal digital ads, social media assets or any other instances where the space is significantly wider than it is tall.



CLEAR SPACE & MINIMUM SIZE

The clear space around Carry-On's secondary logo should be a square 1/2 the height of the "C" of the logo watermark. Clear space is defined on the images to the right. The logo should be no smaller than 30" or 30px in height. This ensures the "TRAILER" portion of the logo maintains a 1/4 foot size.

12 CARRY-ON TRAILER 1976 COLOR MODEL



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SUB-BRAND LOGOS

Sub-brand logos are used to identify the types of Carry-On products and accessories. The variable is the type below and should always fit to the right of the "Y" in "Carry-On." The primary difference between this execution and the secondary brand logo is that the variable sub-brand name should always match the color of the "Carry-On" text.



CLEAR SPACE & MINIMUM SIZE

The clear space around Carry-On's sub-brand logos should be a square 1/2 the height of the "Y" of the logo watermark. Minimum size should always ensure the variable, sub-brand text portion of the logo maintains a 1/4 foot size.

BRAND COLORS

PANTONE 7597 C

Only use full 100% value of Pantone 7597 C

RGB 214 101 34
HEX 063F22
CMYK 75 90 100 0

USE: Logos, headlines, graphic elements. Primary brand color.

PANTONE BLACK 6 C

Using percentages of Pantone Black 6 C is acceptable

RGB 17 16 14
HEX 111822
CMYK 87 72 58 74

USE: Logos, backgrounds & focus. Primary brand color.

PANTONE 299 C

Only use full 100% value of Pantone 299 C

RGB 0 100 100
HEX 00AEEF
CMYK 100 0 0 0

USE: Graphic elements. Use sparingly. Secondary brand color.

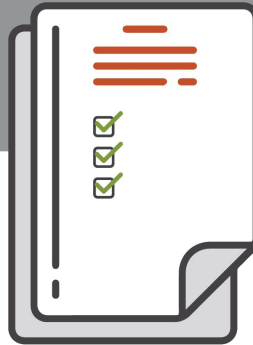
PROCESS GRAYSCALE

The full grayscale palette is acceptable for use

USE: Study maps & graphic elements. Supporting brand color.



Brand Standards Audit



Brand Standard Resources

To Get Resources:

1. Email amanda@123shoot.com
2. Give Candra your business card

- Brand Standard One-Pager Template
- Complete Brand Standards Template



Tone Standards

Tone Standards, similar to Brand Standards, establish rules for the feel and flavor of the content for your brand so that we can all consistently and effectively communicate with your audience.



TONE can include

Persona

/ˌpər'sōnə/
noun

the aspect of someone's character that is presented to or perceived by others.

"her public persona"

Voice

/vois/
noun

a particular opinion or attitude expressed.

"a dissenting voice"

Language

/ˈlaŋɡwɪj/
noun

the style of a piece of writing or speech.

"he explained the procedure in simple, everyday language"

Purpose

/ˈpərpəs/
noun

the reason for which something is done or created or for which something exists.

"the purpose of the meeting is to appoint a trustee"





"YOUR

PERSONALITY

CREATES YOUR

**PERSONAL
REALITY."**

- Dr. Joe Dispenza

Brand Personality Descriptors



Descriptor	What it means to us
Clean	We are neat and aim to always communicate in a way that is clear, concise and a no-nonsense fashion in our words, graphics and appearance.
Classic	Our brand and our work withstands the test of time. We are not overly trendy but stay current in order to help our clients and ourselves move forward.
Authentic	We are the real deal and stay true to the values and foundation this brand was built on. We are honest, sincere, and hold ourselves to the highest level of integrity. We don't expect perfection and value the journey and collaboration together.
Playful	We believe work should be fun and we want others to have fun when working with us. From team game nights to delightful surprises for our clients, we prioritize play to help us refresh our minds and also to enjoy the learning process.



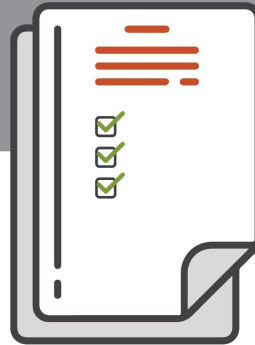
THE
CLEAREST
Communicator
WILL WIN.



-DONALD MILLER

Author of StoryBrand

Tone Standards Audit



Tone Standard Resources

To Get Resources:

1. Email amanda@123shoot.com
2. Give Candra your business card

- Brand Persona, Voice, Language & Purpose
- This, Not That
- Words We Don't Like
- Brand Positioning

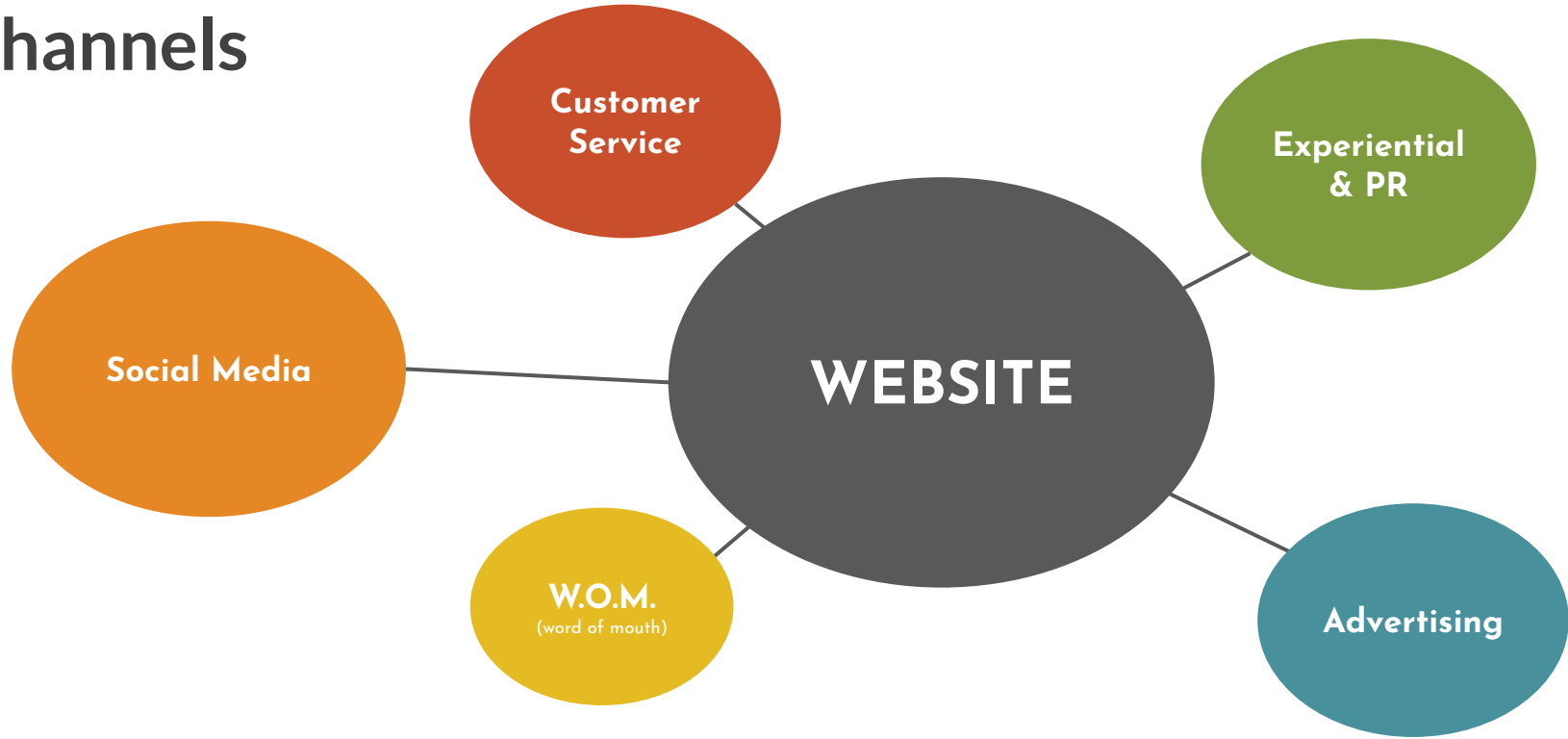


Marketing Standards

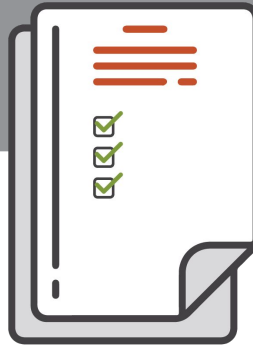
Marketing Standards outline your organization's marketing and communication efforts, including your tone, positioning, communication roles, as well as your strategy and standards for each marketing channel. Marketing Standards should be considered a "living" document that is updated with resources and standards for how you do the work so you can coordinate multiple teams to flow as one.



Marketing Channels



Marketing Standards Audit



Marketing Standards Resources

To Get Resources:

1. Email amanda@123shoot.com
2. Give Candra your business card

- Marketing Standards Template



Questions?

