

Introduction to BRANDING

What It Is and Why It's Important For Natural Resources!

Branding

['bran-diŋ] *noun*

"Branding is the process of creating a relationship or emotional connection between a company and its target audience, through consistent messaging, design, and experiences that **communicate the brand's value.**"

— *American Marketing Association*

Why is branding important?



Creates
Recognition



Improves Customer
Loyalty



Builds Trust



Differentiates
From
Competitors

Basic Elements of Brands

WHO, WHAT, WHERE, WHY



Visual Style



Voice & Messaging

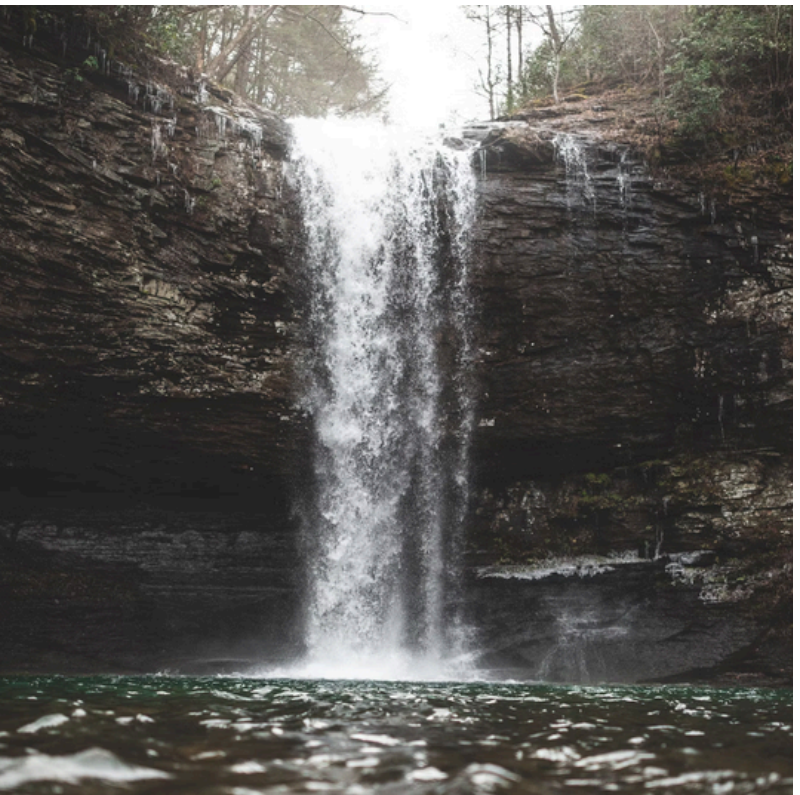
Visual Style



Coca-Cola

Disney





Disney



A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	

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Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

mail@example.com <http://www.cufonfonts.com>



Coca-Cola

Disney



Disney

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
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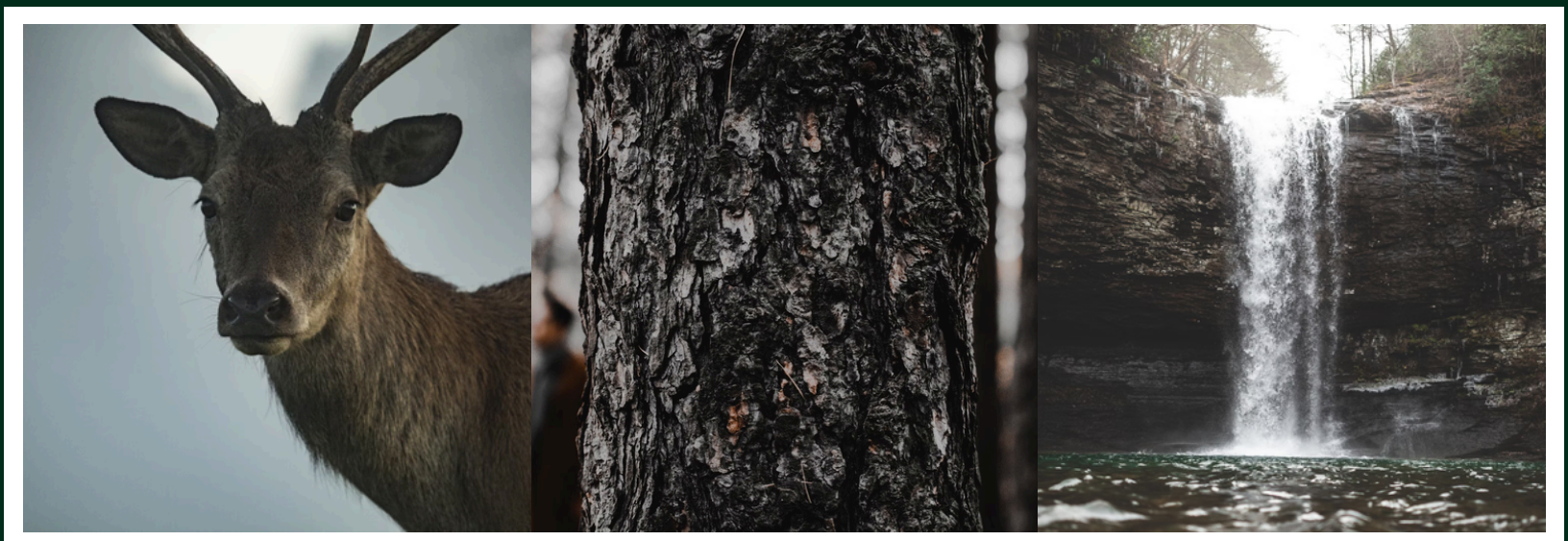
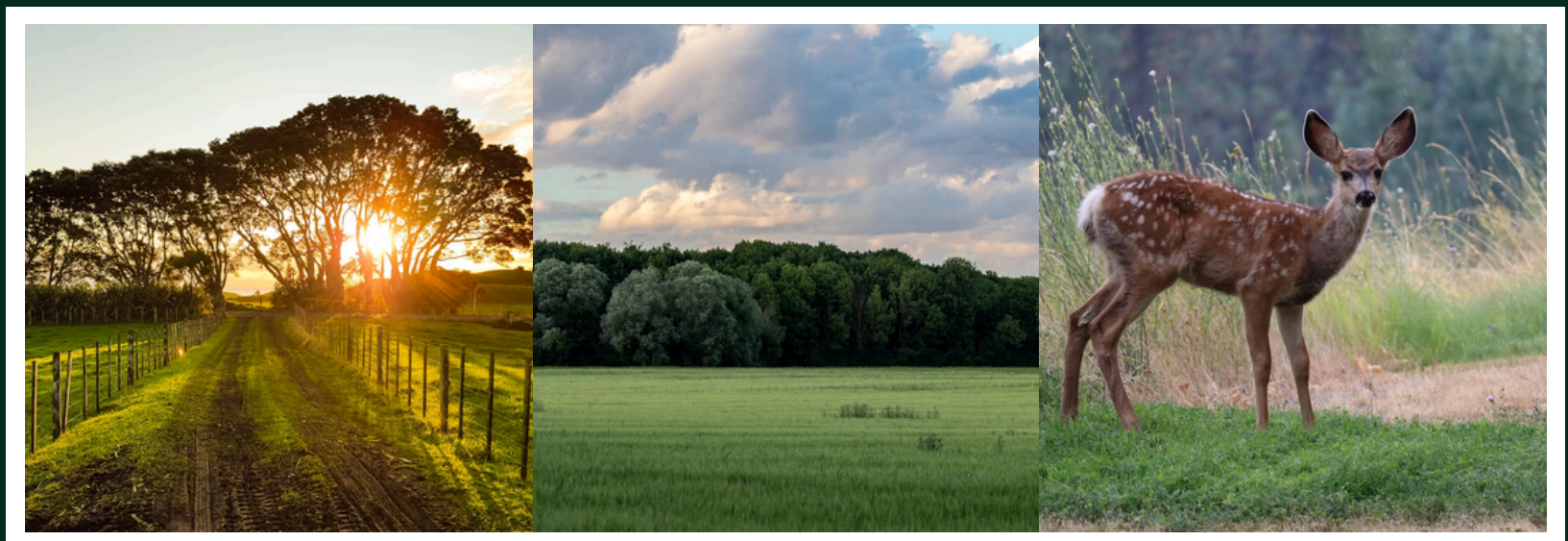
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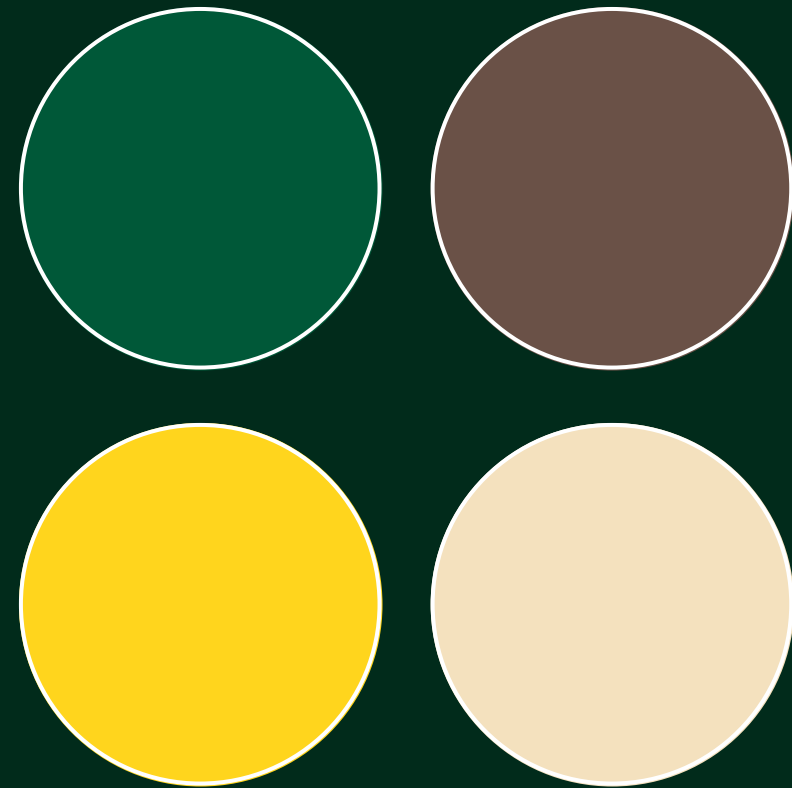






Visual Cohesion = Brand Recognition

When you consistently present the same look and feel to your audience, they begin to recognize you and develop a sense of familiarity and trust.



Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Voice & Messaging

Voice & Messaging

Mission Statement

Tagline

Brand Voice

Emotion



Mission Statement

WHAT TO CONSIDER:

Audience

Challenges
Addressed

Values & Beliefs

Your Work

A mission statement defines ur purpose and what drives ur work

What to consider–

Who is your audience, and why does your work matter to them?

What sets your work apart from others?

What challenges does your work address?

What key values or beliefs drive and shape your work?

The Google logo is centered within a solid blue rectangular box. The word "Google" is written in its characteristic multi-colored font, with each letter in a different color: 'G' is red, 'o' is blue, 'o' is green, 'g' is red, 'l' is blue, and 'e' is green.

Google

*“Google’s mission is to organize the world’s information
and make it universally accessible and useful”*

facebook

*“To give people the power to share and make the world
more open and connected”*



“To connect the world’s professionals to make them more productive and successful”

Taglines



A Good Tagline Will:

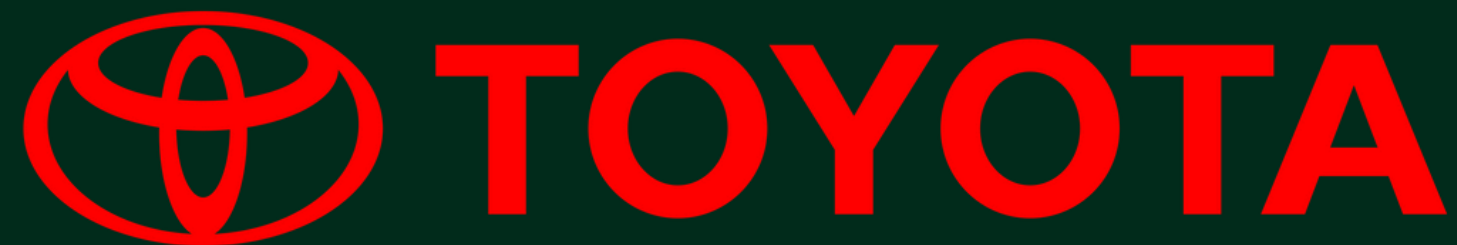
Stay brief and catchy while showcasing the brand's purpose.
Make sense without a lot of context.



“Belong anywhere”



“Save money. Live better.”



“Let’s go places”

Voice & Messaging

Who are we? What do we want to be?

Are we...

- Grounded
- Strategic
- Confident
- Vibrant
- Energetic
- Adaptive
- Approachable
- Creative
- Contemporary
- Trustworthy
- Minimalist
- Inspirational
- Thoughtful
- Sophisticated
- Reliable
- Innovative
- Strong
- Dynamic

We are _____

but we are not _____

Cooperative Extension Service (CES)



We are grounded in science
but we are not directive



patagonia[®]

Example of a “this, but not that” distinction for internal use

- Passionate but not pushy
- Humble but not self-deprecating
- Sustainable but not self-righteous
- Honest but not harsh
- Purposeful but not preachy
- Empowering but not commanding



Plant Nursery Co

is a plant nursery that offers a curated selection of plants, tools, and supplies. The team provides practical guidance for all experience levels, with a focus on sustainable practices and straightforward information.

- Expert, not exclusive
- Innovative, not intimidating
- Grounded, not outdated
- Knowledgeable, not overwhelming

Carry the tone, emotion, and personality of your brand into every channel!

- Email communications
- Blogs
- Website content
- Social media – captions, replies, and what you choose to post
- Customer service messages

To effectively communicate, we must understand who we're speaking to.



Start by identifying demographics:

- Who are your customers?
- What's their occupation?
- What's their age range?
- Gender?
- Location - rural or urban?
- Education level

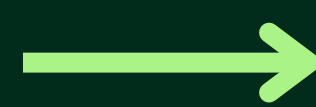
Then dive into psychographics:

What are their interests, values, and pain points? What motivates them to engage with your content?



How can we use this insight to connect with our audience and increase awareness of our brand and services?

Where do my followers primarily live?



Regional information relevant to audience to be shared

Whats the age range of my audience



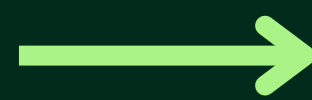
Social media platforms

Education level



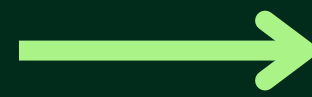
Determine possible language use

Where do my followers primarily live?



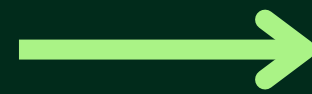
Regional information relevant to audience to be shared

Whats the age range of my audience



Social media platforms

Education level



Determine possible language use

Improving water quality might not directly connect with someone's interests, but they could be drawn to related topics ... like frogs!



Study Competition

EXAMINE YOUR COMPETITORS:

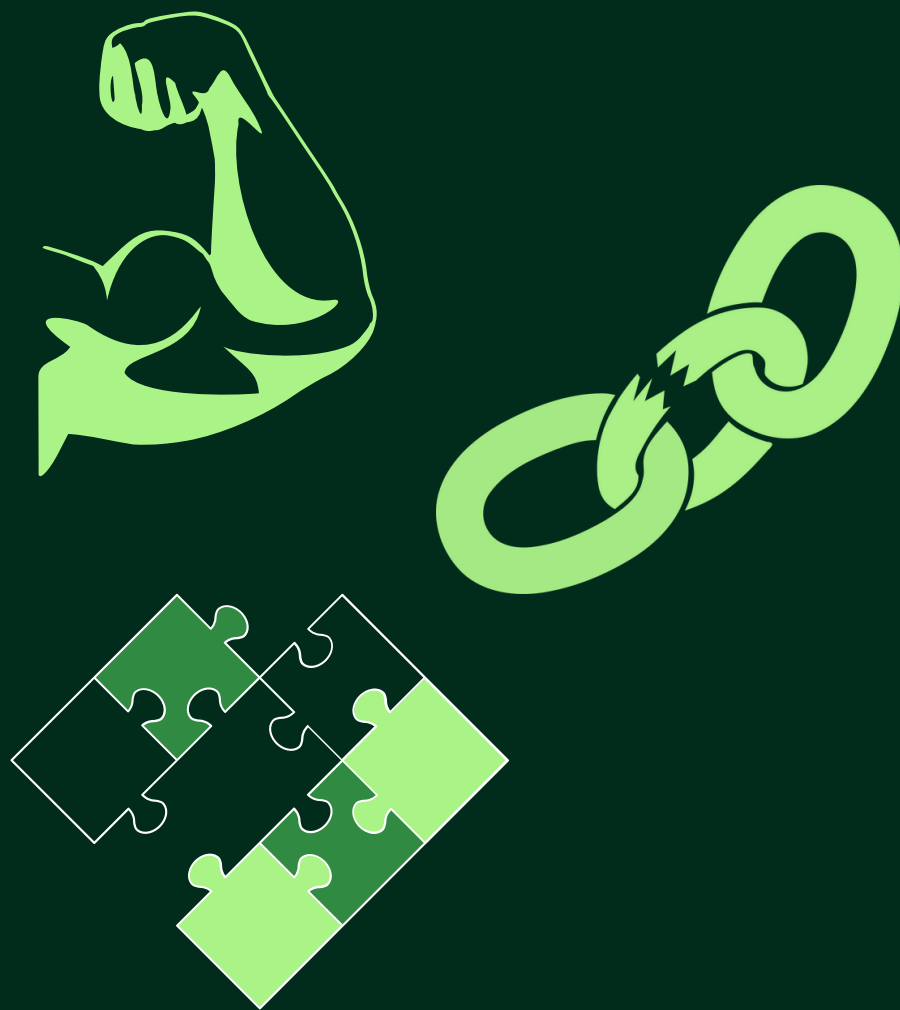
Examine your competitors' strengths, weaknesses, and missed opportunities to help position your own brand.

Ask yourself:


What is this brand doing really well?

What could be improved?

And what ideas could you replicate and redefine to better align with your brand's identity and goals?



All branding decisions
should be made with your
target audience in mind!



Tips to finding your “Audience”



Audience Tips

- Determine the **average age** of the industry you serve
- **Survey** current audience or network
- Check **analytics** on your website or social media accounts
- Also ask yourself: **Who do you consistently see** at conferences or involved in existing programs?



Common Branding Mistakes to Avoid

Inconsistency

WHAT TO AVOID

Google



- Maintain a consistent voice and tone across all messaging channels, and stick to the same visual style across every medium.
- Using random fonts, colors, or imagery styles can confuse your audience and weaken brand recognition.

Overcomplicated Messaging

WHAT TO AVOID



Utilize the hyperlink located within the bio section to begin the multi-step enrollment process at your earliest convenience!



Click the link in our bio and register today!

Overcomplicated Messaging

WHAT TO AVOID

- A simple message is more likely to be comprehended by your audience
- Straightforward messaging helps your audience know exactly what to do next
- Use clear, concise language and avoid unnecessary jargon.

AVOID Acronyms!

SAF

Society of American
Foresters / Safety
Assurance Function

NRCS

Natural Resources
Conservation Service
/ National
Replacement
Character Set

CES

Cooperative
Extension System /
Consumer Electronics
Show

LOL

Laugh out Loud
Lots of Love

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**CREATES INSIDERS VS
OUTSIDERS**

Internal vs External Branding



Internal Branding

How an organization presents its mission, goals, and identity within its own team or network. It's used for employees, partners, and collaborators to ensure alignment with the organization's values and goals.



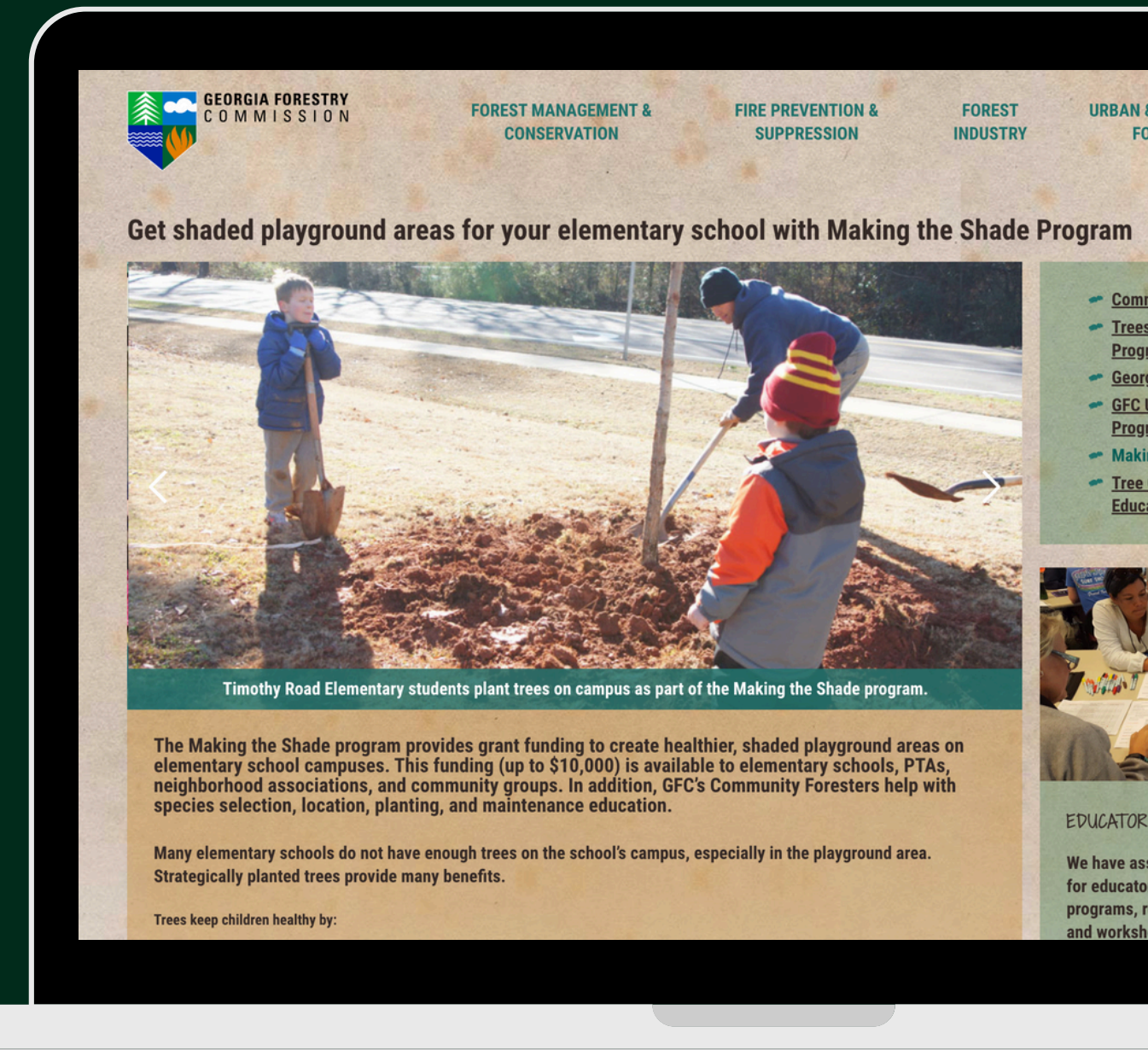
External Branding

*How an organization **communicates its identity to the public**, including customers, clients, and stakeholders. It focuses on being clear, engaging, and accessible.*

Making the Shade Program

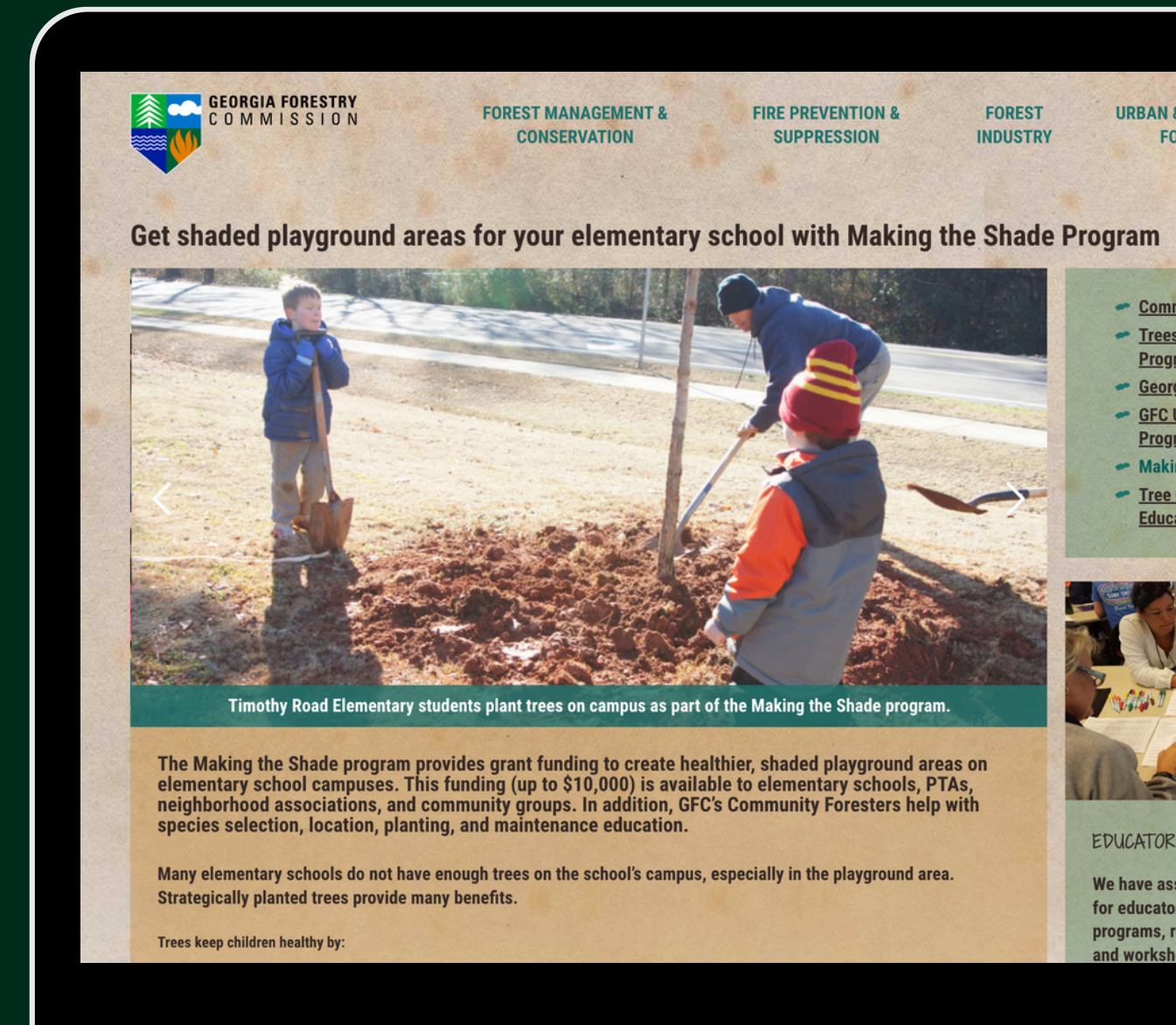
An example of Internal vs External Branding:

- This is The Making the Shade Program, which helps schools in Georgia reduce student heat exposure by funding and supporting strategic tree planting projects on school campuses.
- While it is referred to as ‘Making the Shade Program’ is actually part of the Georgia Forestry Commission’s Urban and Community Forestry Program.



Making the Shade Program

- Rather than presenting it solely as an extension of the Urban and Community Forestry Program, organizers chose a more relatable name tailored to the programs audience, one that resonated with their interests and made the program feel more accessible.
- While the official government title works well internally, using a more descriptive and audience-friendly name helps attract interest and improve outreach.



Making the Shade Program Objectives

The Program Objectives of Making the Shade are:

- A reduction in surface temperatures of schoolyards and playground equipment
- A reduction in children's skin damage
- A reduction in respiratory problems caused by elevated temperatures
- A reduction in air temperatures around playgrounds
- An increase in green learning environments and incorporation of the environmental benefits of trees into school curriculum
- An increase in energy conservation through shading of air conditioning equipment and school buildings



Internal Branding

How This Applies to the Making the Shade Program:

- The program's internal name is Urban and Community Forestry Program under the Georgia Forestry Commission.

This name can used for:

- Internal Communications
- Program Recognition
- Formal Documents



External Branding

How This Applies to the Making the Shade Program:

- While the Urban and Community Forestry Program is a meaningful internal name, it might not be clear to the public.
- A customer-facing program name like *“Making the Shade Program”* is more descriptive and easier to understand.

External messaging can focus on:

- What the Program Offers
- Who It Helps
- Program Affiliation

Define!

- What do you do?
- Why do you do it?
- How do you do it?
- How do you communicate that value through different channels?

Thank you!