BRANDING & **VISUAL COMMUNICATION** FOR YOUR CAMPAIGN

with **balestra**media





what is **Branding?**

Branding is more than logos on packaging—it is the use of type, marks, color and images to communicate a unique identity for your campaign. It's what sets you apart from others in the field. It's how people recognize you when the field gets cluttered.





LOGOS & WORDMARKS





A logo typically has two major components: a brand mark and a wordmark. Nike utilizes a logo comprised of both a wordmark and a brand mark (the swoosh). As the Nike brand grew the check brand mark stood on its own in many campaigns.







DEVELOPING **A BRAND** IDENTITY

A brand identity helps communicate a unified vision for your campaign. These are the visual devices that represent your campaign. Here, Nike explores the use of illustrations and collage that center their athletes, but still remain anchored by the brand mark. Together the mark and illustrations communicate what the campaign is all about. Through the use of powerful photos, color, and marks, you can place a spotlight on your campaign.





BRANDING AND VOICE IN MOVEMENTS

From the civil rights movement to the first Earth Day celebration, graphic design has always played an integral role in social movements. The signage used in the 1968 <u>Memphis sanitation workers' strike</u> is an example of the power branding can have to capture a moment, a movement's voice, and create an iconic piece of communication that lives on in history.







We Shall Overcome! Deep in my HEART, I do believe that We Shall Overcome!

Designer and illustrator Tre Seals created the typeface Martin as an homage to the signage of the 1968 Memphis sanitation workers' strike. Tre's type foundry, <u>Vocal Type</u> helps to tell the stories of historic designers of color by capturing

the visual communication used during their historic movements and rendering them as digital typefaces that can be utilized by all today.



MAINE YOUTH JUSTICE'S DISCOVERY PROCESS

Maine Youth Justice values intersectional activism to combat injustice within the criminal justice system. In an homage to intersectionality and creative LGBTQ activism, Maine Youth Justice wanted their visual identity to honor the late street artist and activist Keith Haring, with bright and bold colors, and simple lines indicating expression, solidarity and action.



PROCESS

Observe Keith Haring's application of color and movement. Can you find ways Maine Youth Justice captured and applied elements of Haring's style?





BRANDING ACROSS CAMPAIGN ASSETS

Applying your campaign branding and stand-out visual identity across social media, websites, printed materials and signage at events helps create a consistent and engaging look that is memorable when people engage with your campaign.



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up Maine's youth.



COALITION BRANDING



coalition is a strategic decision to show policymakers and other decision-makers the power, diversity and volume of stakeholders behind the call to action.







WORKSHOPPING



Peace Signs at George Floyd Protests

Selecting images at the onset of your branding exploration process will help you articulate the vision, look and feel of your campaign's visual identity.

The board we will be using during this workshop can be found here.





policing-dissent-low.jpg



Black Lives Matter Sign, Philadelphia



Love Everybody



love-everybody-color-pallet.png







Hands Up, Ferguson, MO

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Damon Davis, 'Hands,' Ferguson, MO
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damon-davis-color-pallet.png



CAMPAIGN COMMUNICATION THROUGH Vebsites

Websites are a key branding step as a visually engaging and easy-to-use resource critical to explaining more about your campaign's values, team, activities and how your audience can get involved.



GOALS FOR YOUR CAMPAIGN WEBSITE



Examples: Education, community engagement, list building, fundraising, resources for media



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Our Mission

RISE for Youth is a nonpartisan organization committed to dismant prison model and ensuring every space that impacts a young person encourages growth and success. RISE promotes the creation of healt communities and community-based alternatives to youth incarcera centers youth and their communities who together, challenge racial injustice in Virginia.

RISE FOR YOUTH About RISE for Youth - Take Action - About the Iss

ii riseforyouth.org

New Virginia Poll Results On Youth Justice Reform

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After a year of pandemic, protests, and political strife, America's are clear, but a new survey reveals that reforming the system is an issue that brings Virginians togethe across education and ideological lines. The vast majority of Virginia residents support a range of reforms to the youth justic system designed to fundamentally shift focus and resources to prevention and rehabilitation instead of punishment and incarceration.

Linked here are key findings from a recent survey of 500 adults in the state of Virginia conducted by GBAO on behalf of the Youth First Initiative



Latest News



Our Juneteenth block party was an enormous success!

00 people come out and support our youth out loud! The Keep Our Kids Free: Youth Talent Showcase lifted up youth singers, hip





CHOOSING A **CMS PLATFORM**

A CMS (Content Management System) is a tool to create, edit, collaborate on, publish and store your content. Three common, and easy-to-use platforms are WordPress, <u>Squarespace</u>, and <u>Wix</u>.











WIREFRAMING YOUR CONTENT



An easy way to map out your content to help your team decide how to organize what you know you want to be present on your site, before you incorporate campaign information and complex visuals

















COLLECTING TEXT & HIGH IMPACT VISUALS FOR YOUR WEBSITE

Use what you have: Photos from your events and community, visuals that communicate the issue and stakes, and content that communicates the value and theory of change of your campaign.

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SIMPLE TOOLS: DRAG-AND-DROP BUILDERS **& PLUGINS**

Prioritize the functionality you need and avoid code-heavy website building software. One example of this is using the **<u>Elementor</u>** editor plugin combined with WordPress. This awards the ease of a drag-and-drop editor while providing the security of codelevel template editing within the Wordpress framework.

E elementor





INTEGRATING EMAIL COLLECTION **& DISTRIBUTION**

Use plugins and widgets to integrate email services and marketing apps with your website to build your campaign's supporter base by collecting new sign-ups and maximizing their engagement in future campaigns and fundraising efforts.

Examples: <u>MailChimp</u>, <u>Campaign Monitor</u> and The Action Network





Campaign Monitor Campaign Monitor



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DISCUSSION: HOW DO YOU USE WEBSITES?

Why do you visit a website, how do you access and navigate it and what primary information do you look for on it?

