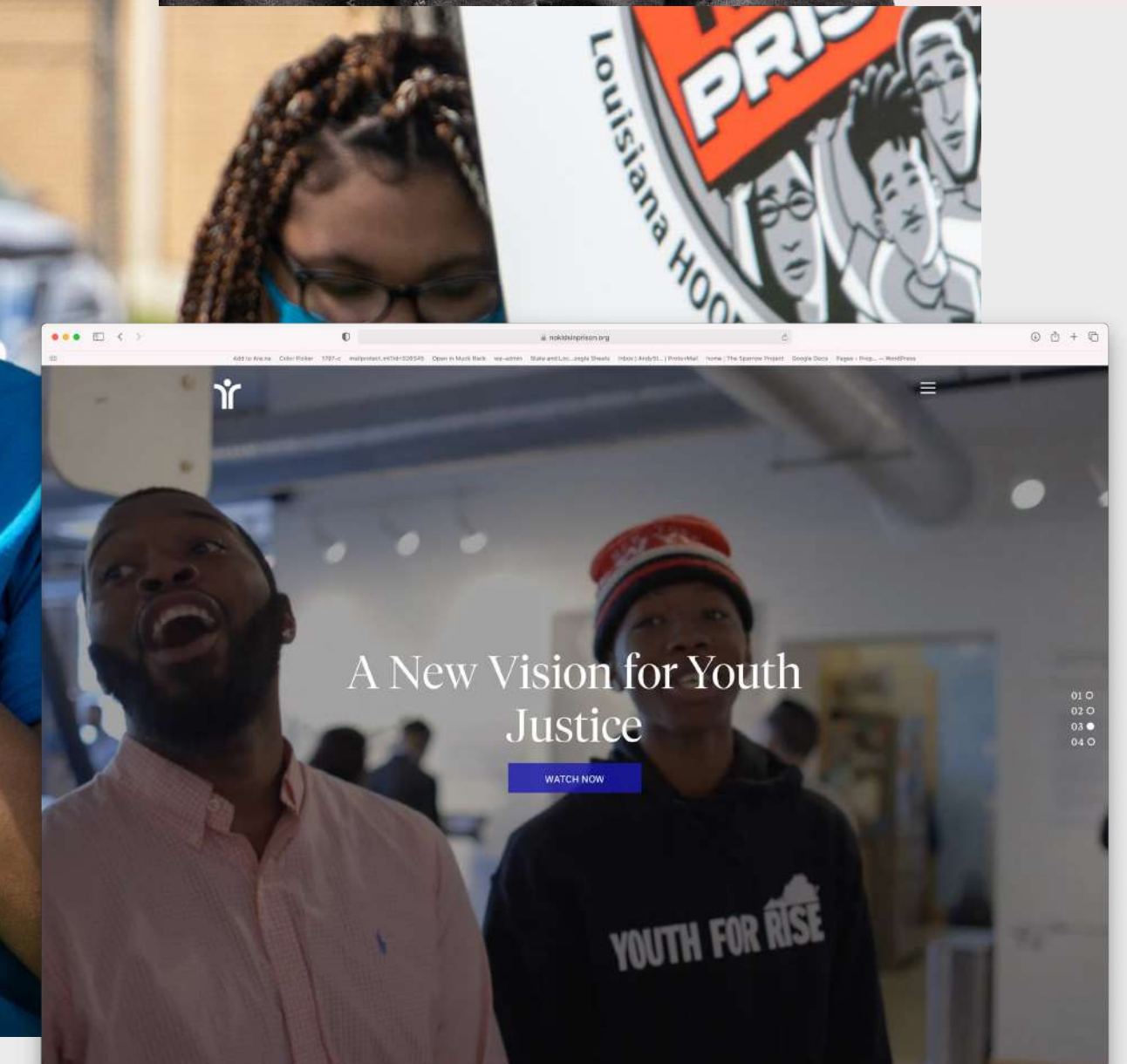
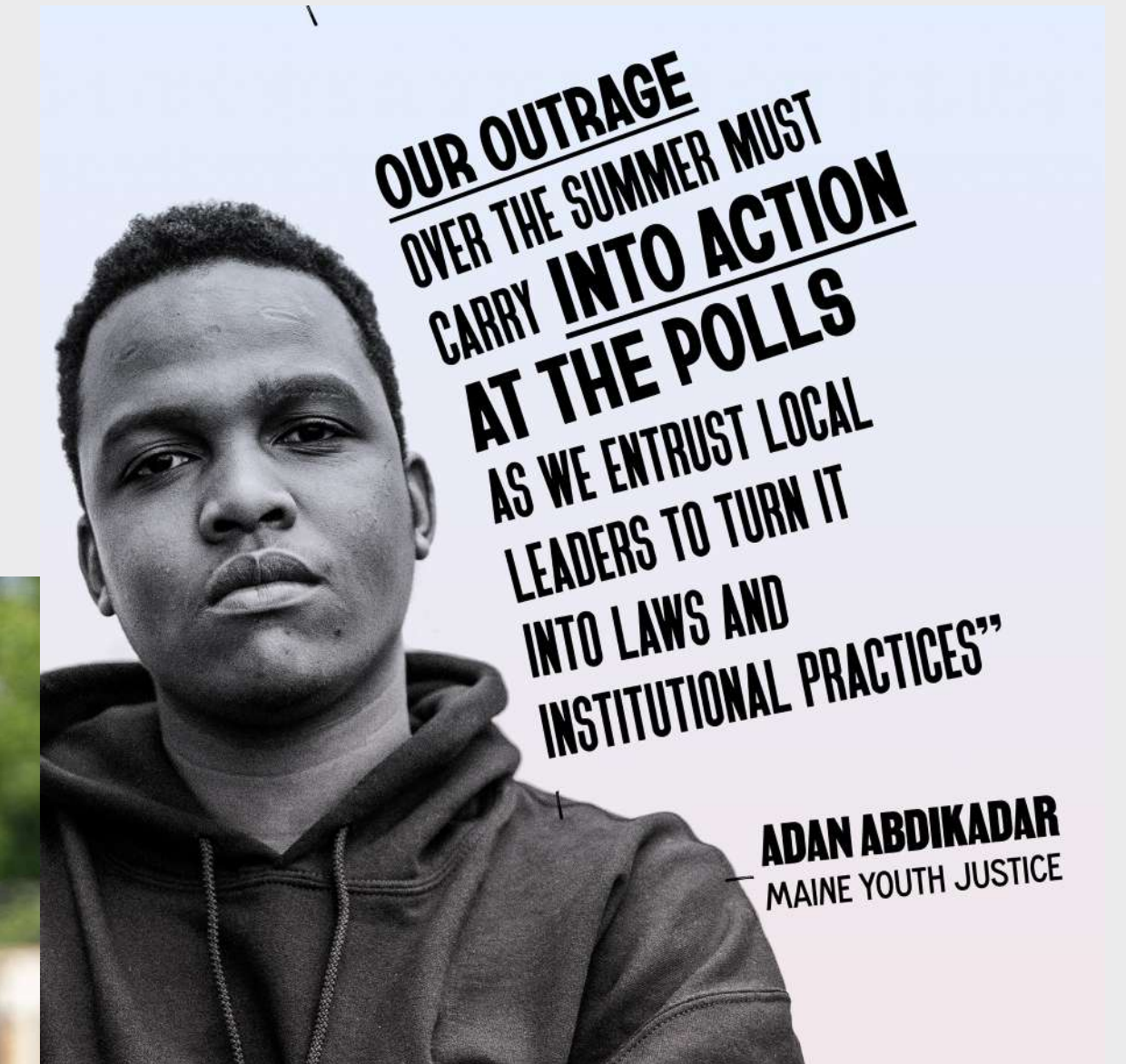


# BRANDING & VISUAL COMMUNICATION FOR YOUR CAMPAIGN

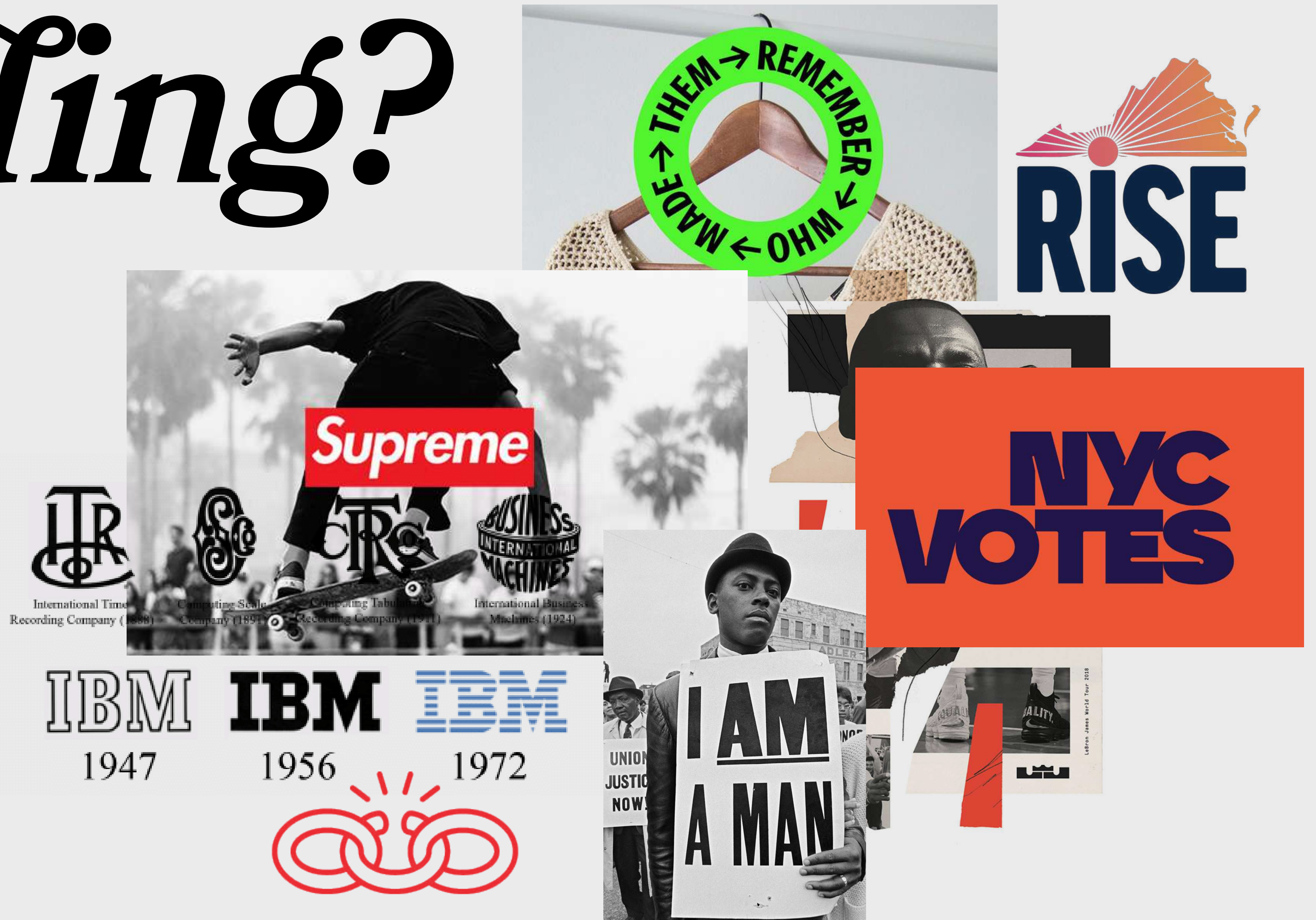
with  
**balestra**media





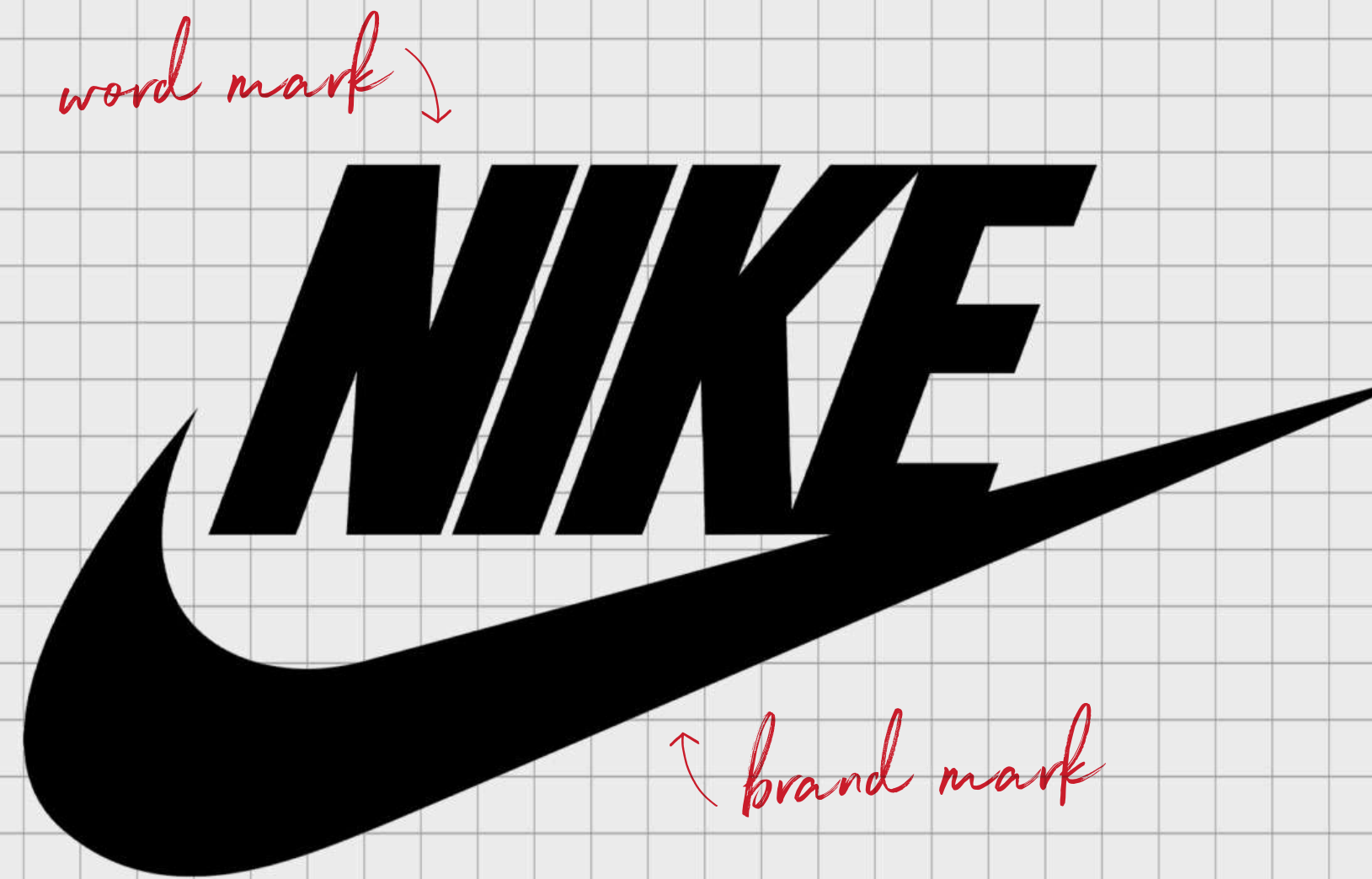
# WHAT IS *Branding?*

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

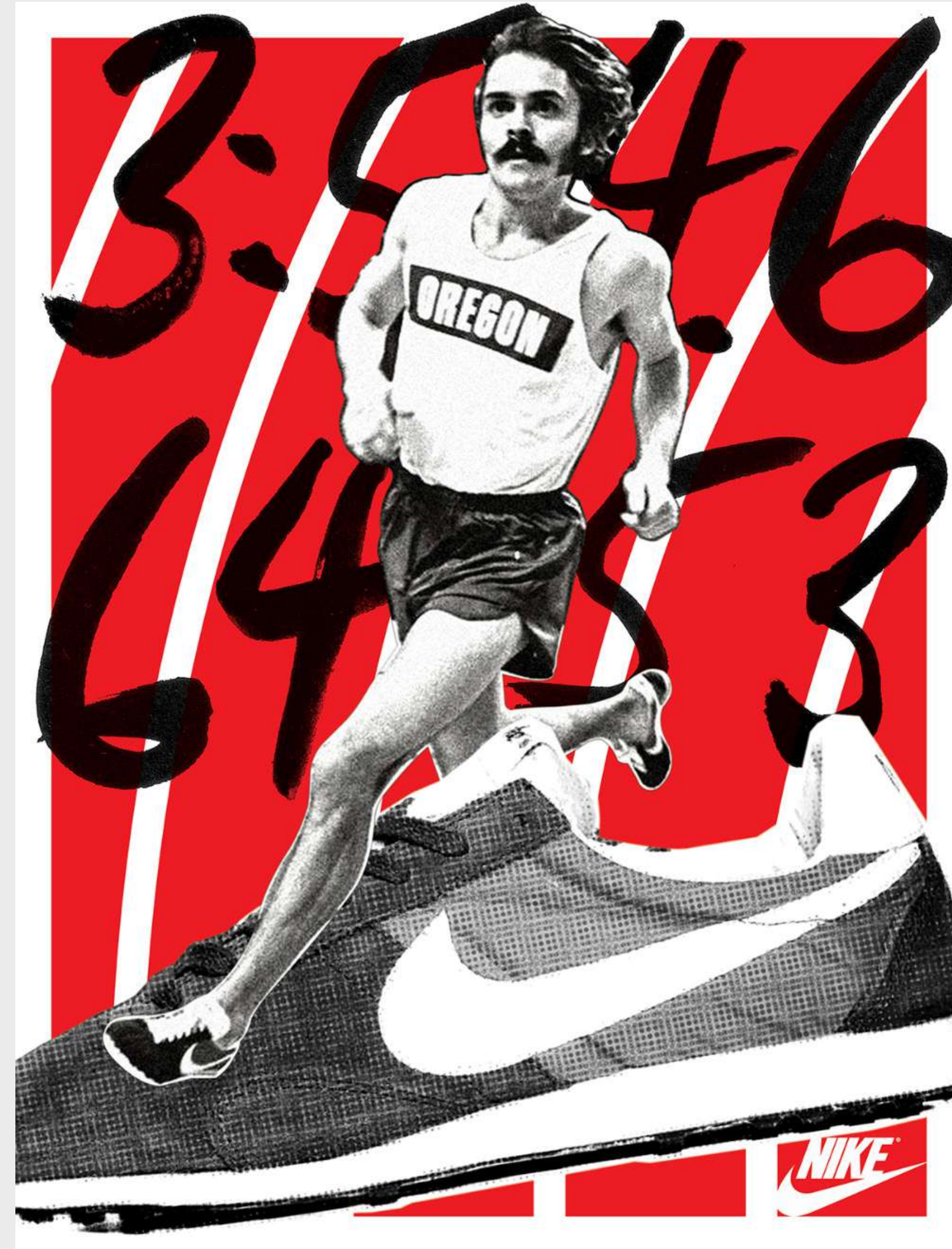


**A logo typically has two major components:** a brand mark and a wordmark. Nike utilizes a logo comprised of both a wordmark and a brand mark (the swoosh). As the Nike brand grew the check brand mark stood on its own in many campaigns.



# DEVELOPING A BRAND IDENTITY

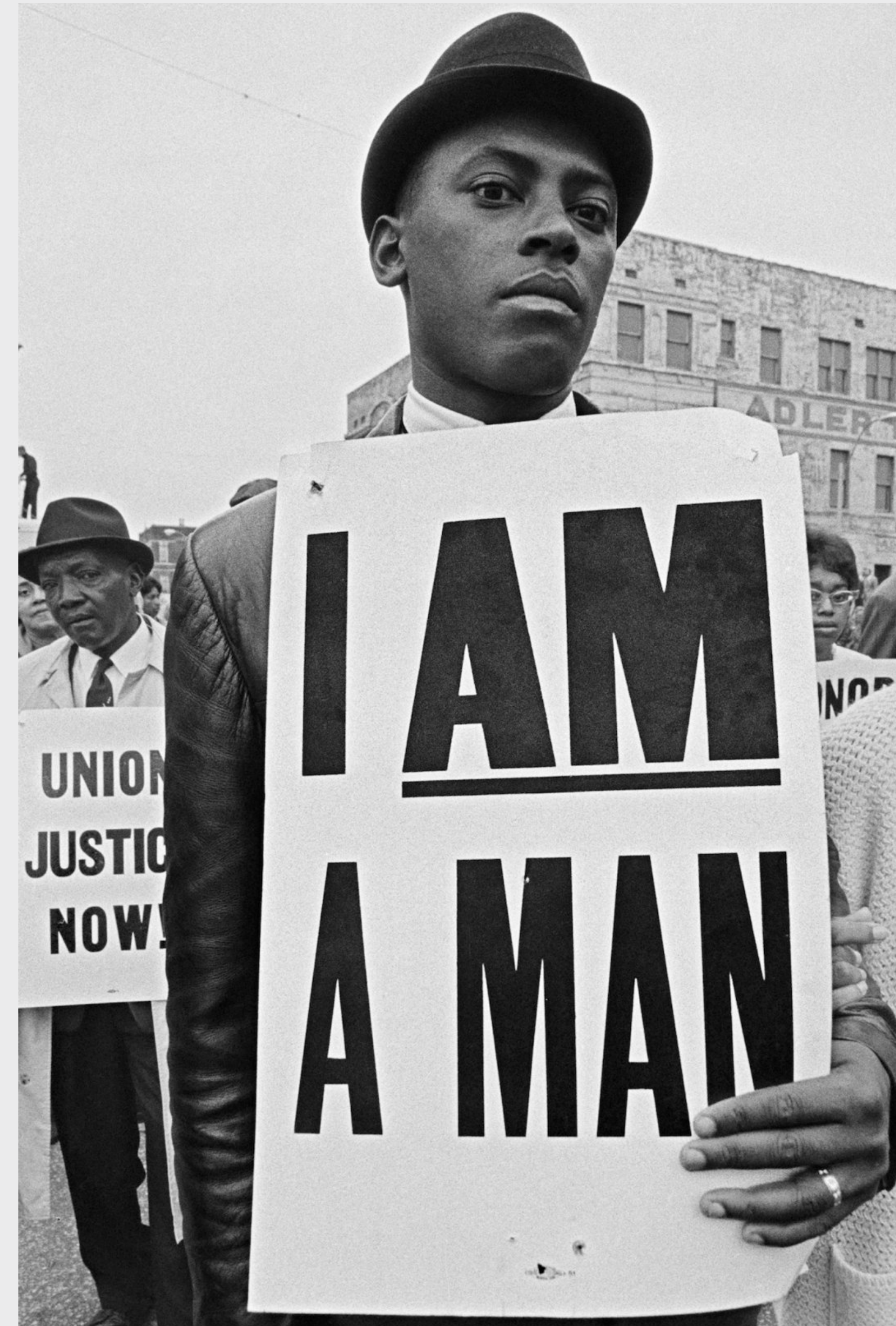
A brand identity helps communicate a unified vision for your campaign. These are the visual devices that represent your campaign. Here, Nike explores the use of illustrations and collage that center their athletes, but still remain anchored by the brand mark. Together the mark and illustrations communicate 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 Memphis sanitation workers' strike](#) 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.







# MARTIN

**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, [Vocal Type](#) 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?

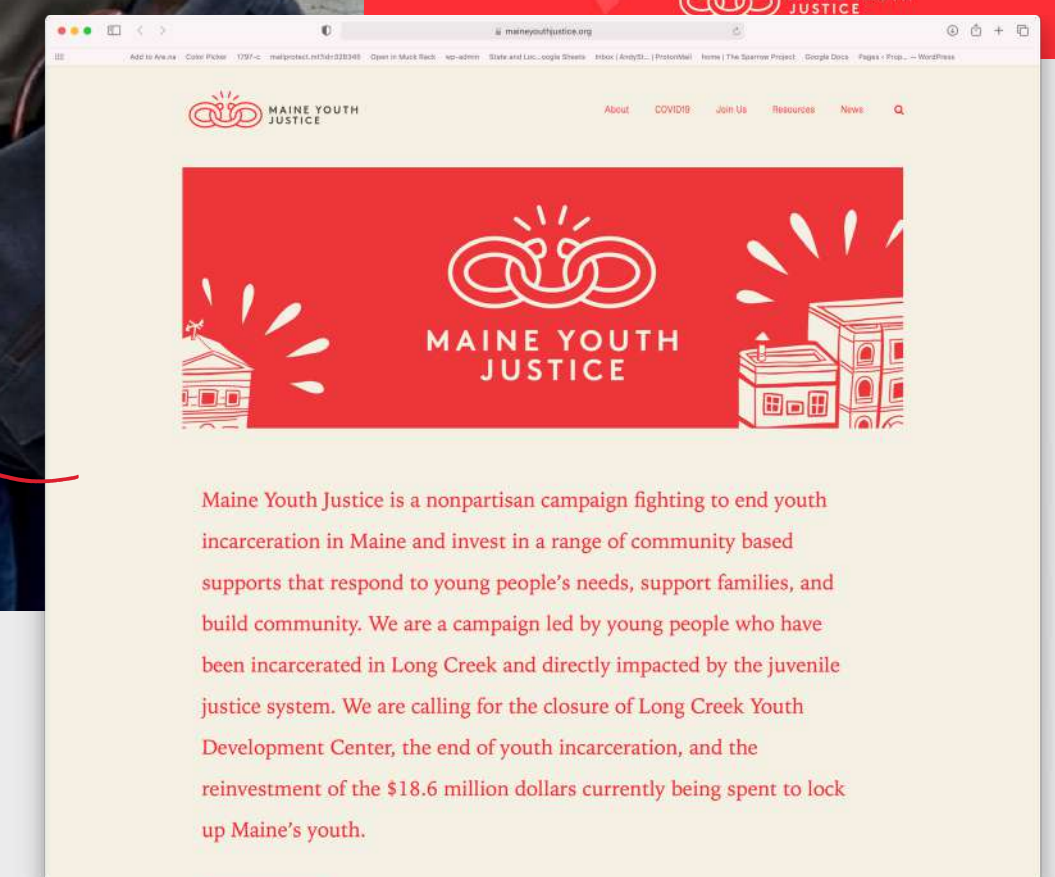
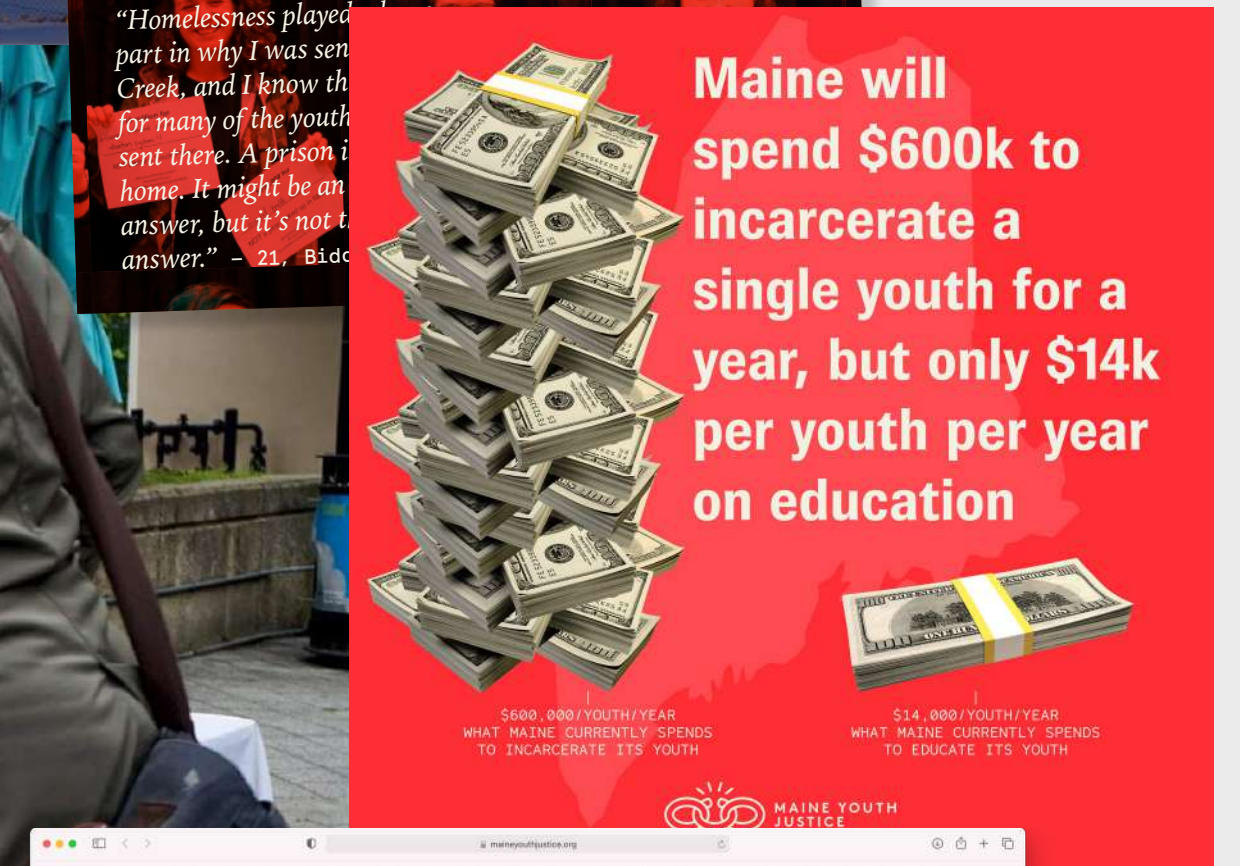
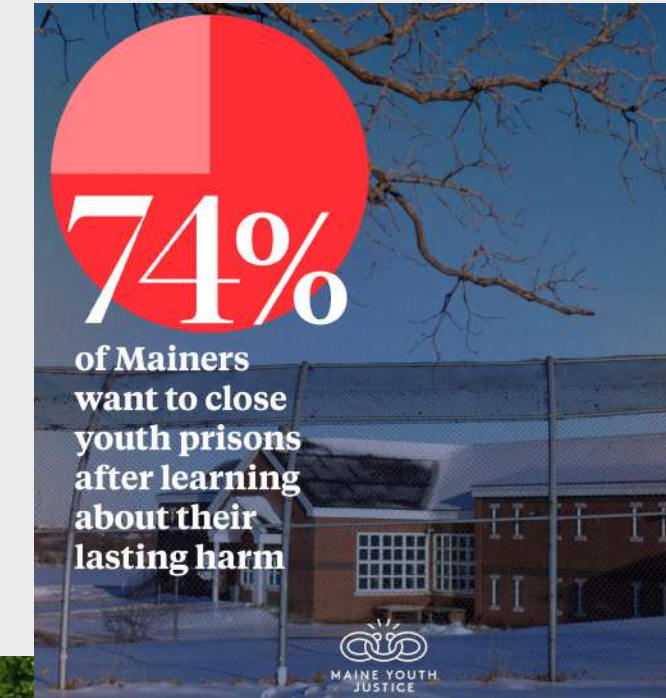


	Paint #4A433F 62 60 62 45		Light #FFFC54 04 00 77 00
	Marker #FF2D34 00 93 91 00		Wash #6BFFEB 43 00 20 00
	Canvas #F4F1E4 03 03 10 00		INK #1F1C1A 70 66 67 77



# 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.

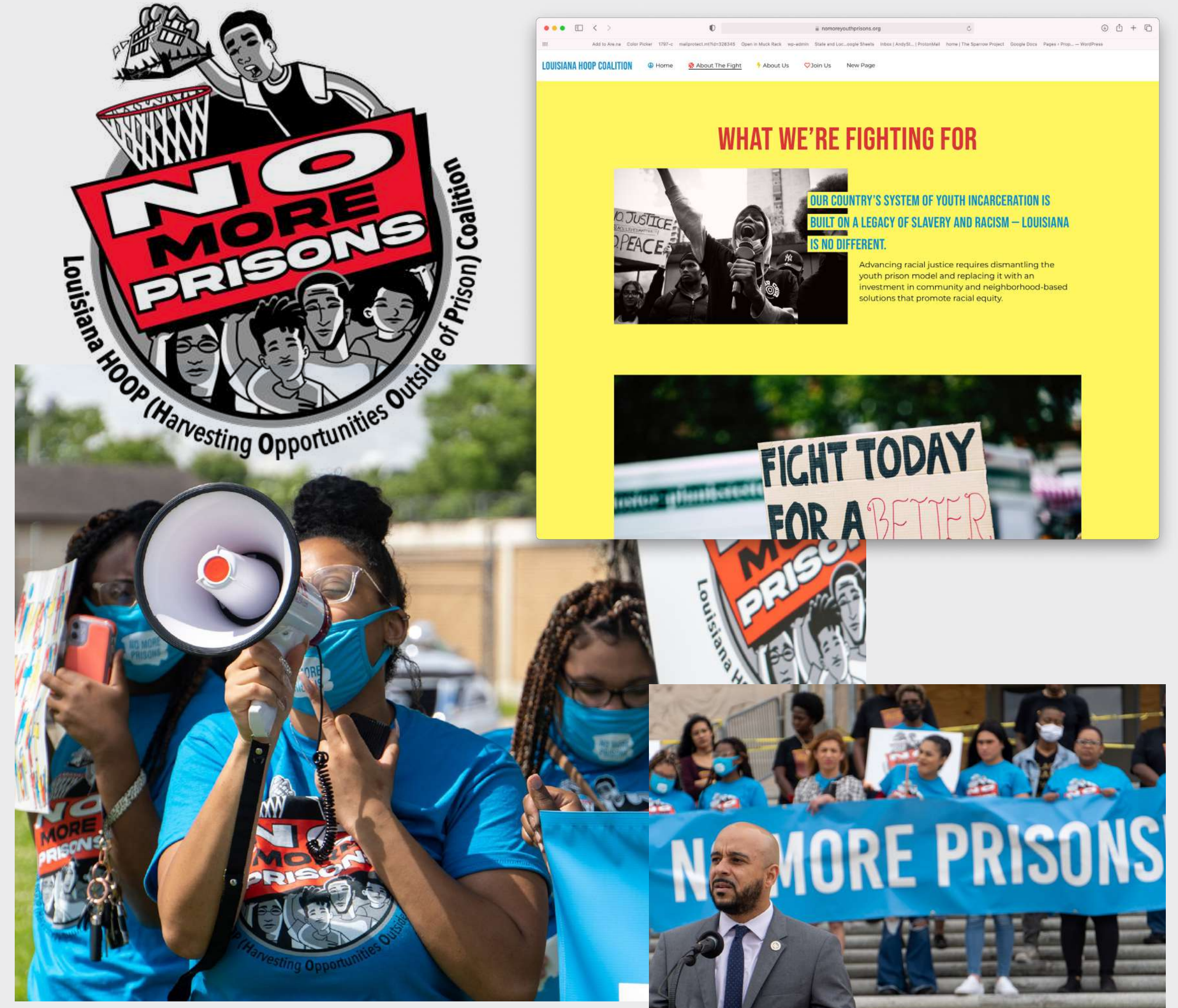




# COALITION BRANDING



Creating a separate brand identity for the 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

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](#).



Peace Signs at George Floyd Protests



Black Lives Matter Sign, Philadelphia



Love Everybody



love-everybody-color-pallet.png



policing-dissent-low.jpg



Hands Up, Ferguson, MO



Damon Davis, 'Hands,' Ferguson, MO

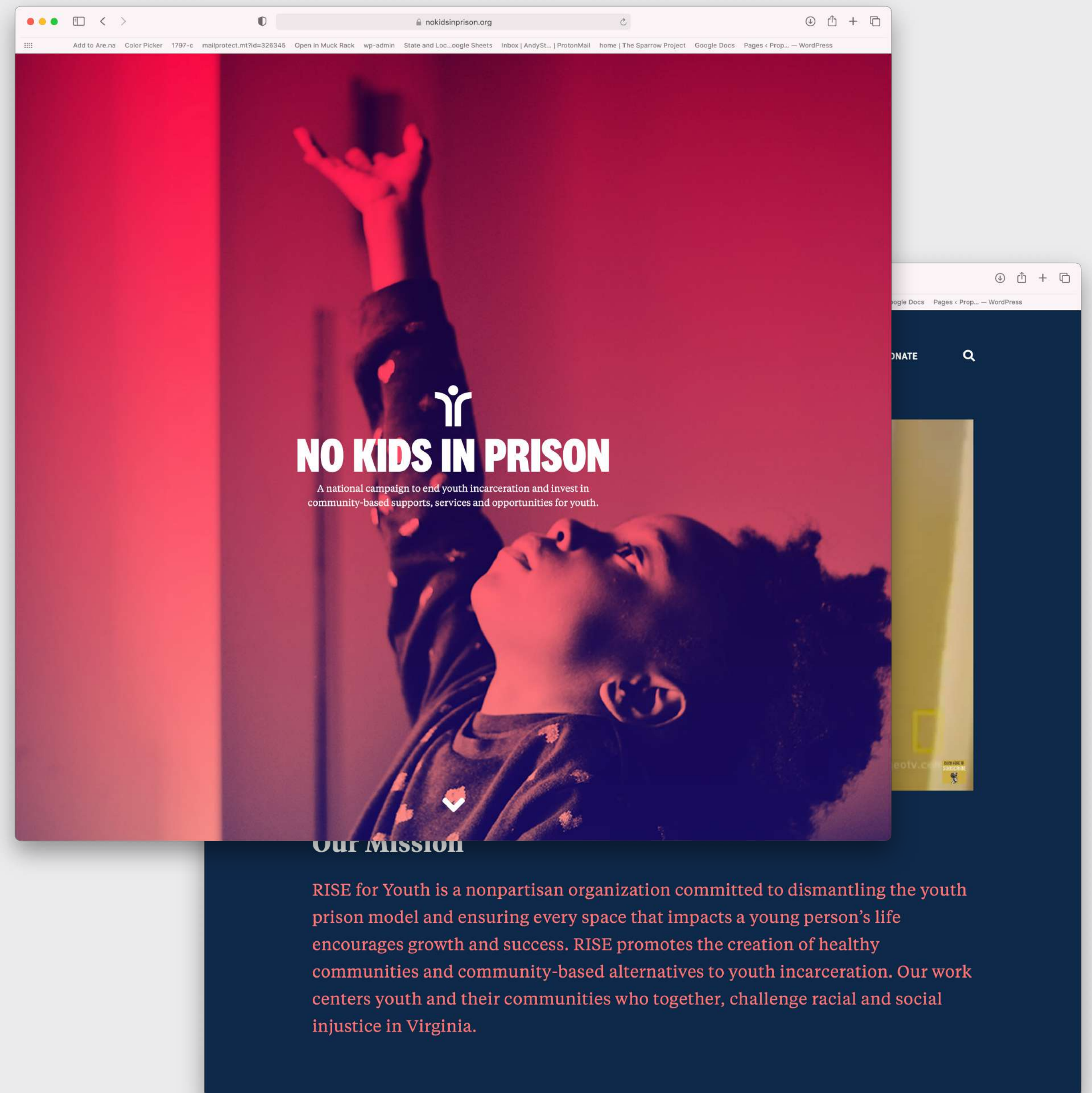


damon-davis-color-pallet.png



# CAMPAIGN COMMUNICATION THROUGH *Websites*

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.

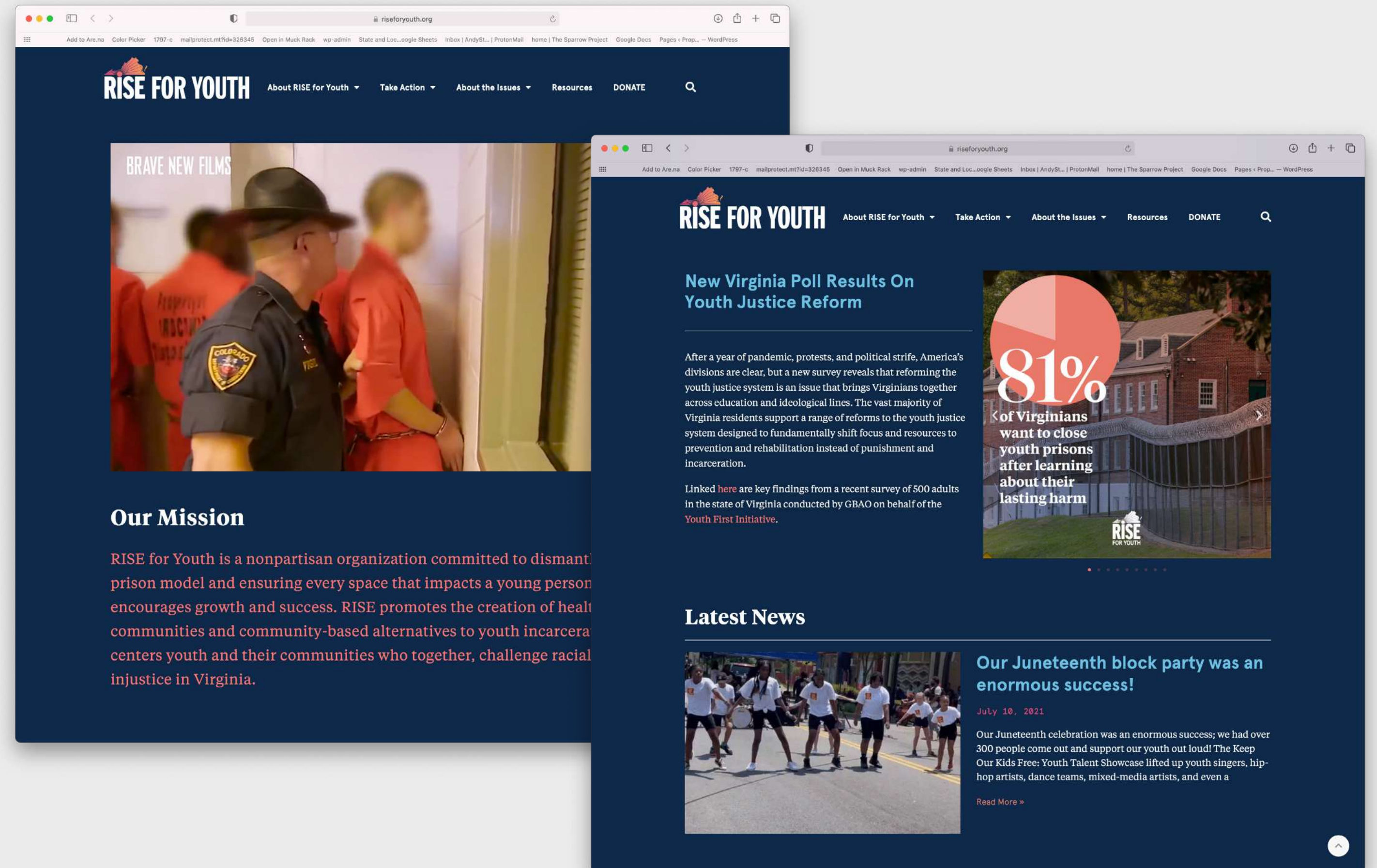




# GOALS FOR YOUR CAMPAIGN WEBSITE

**What are the communications goals for your campaign?**

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

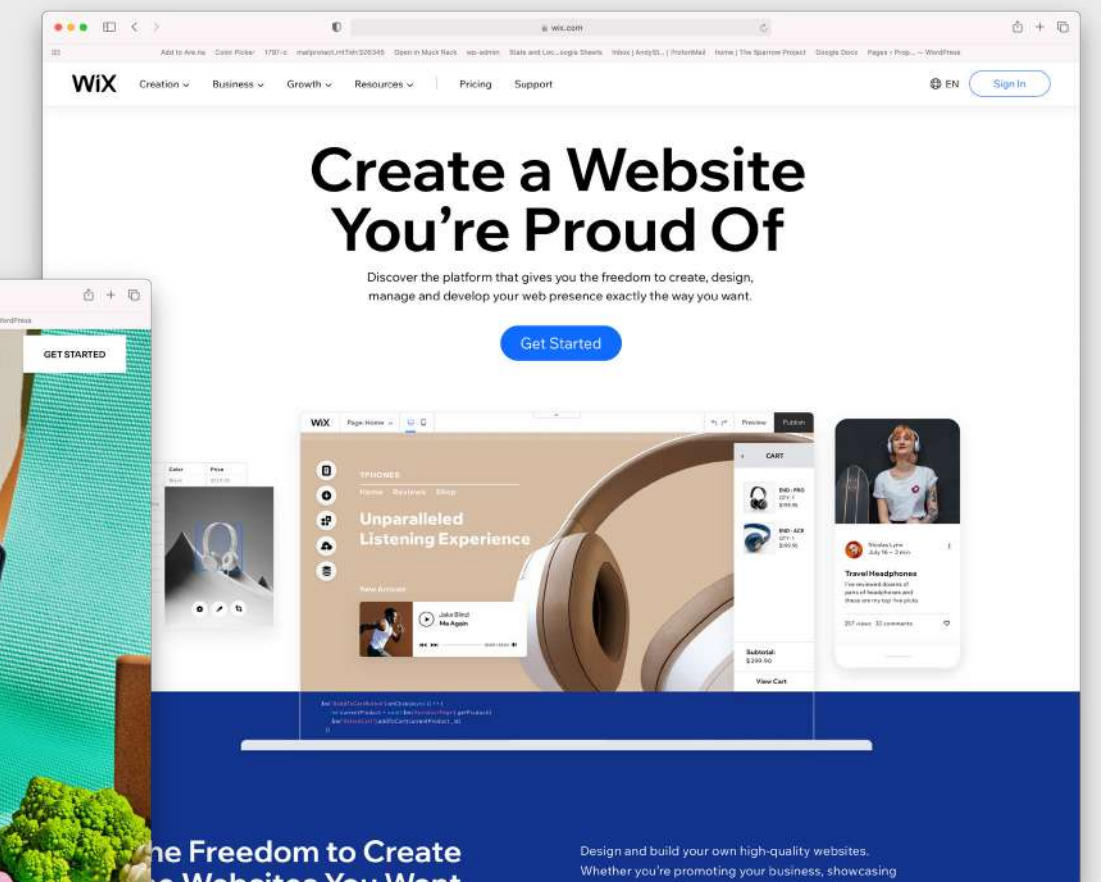
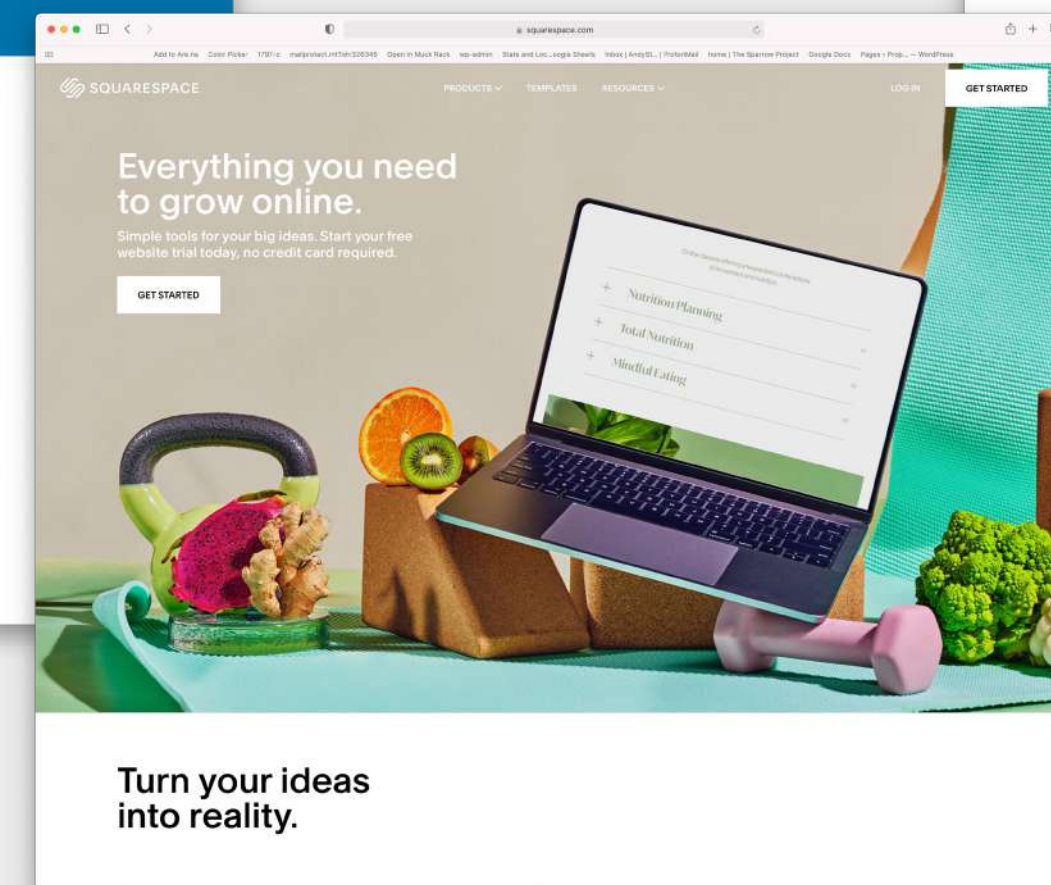
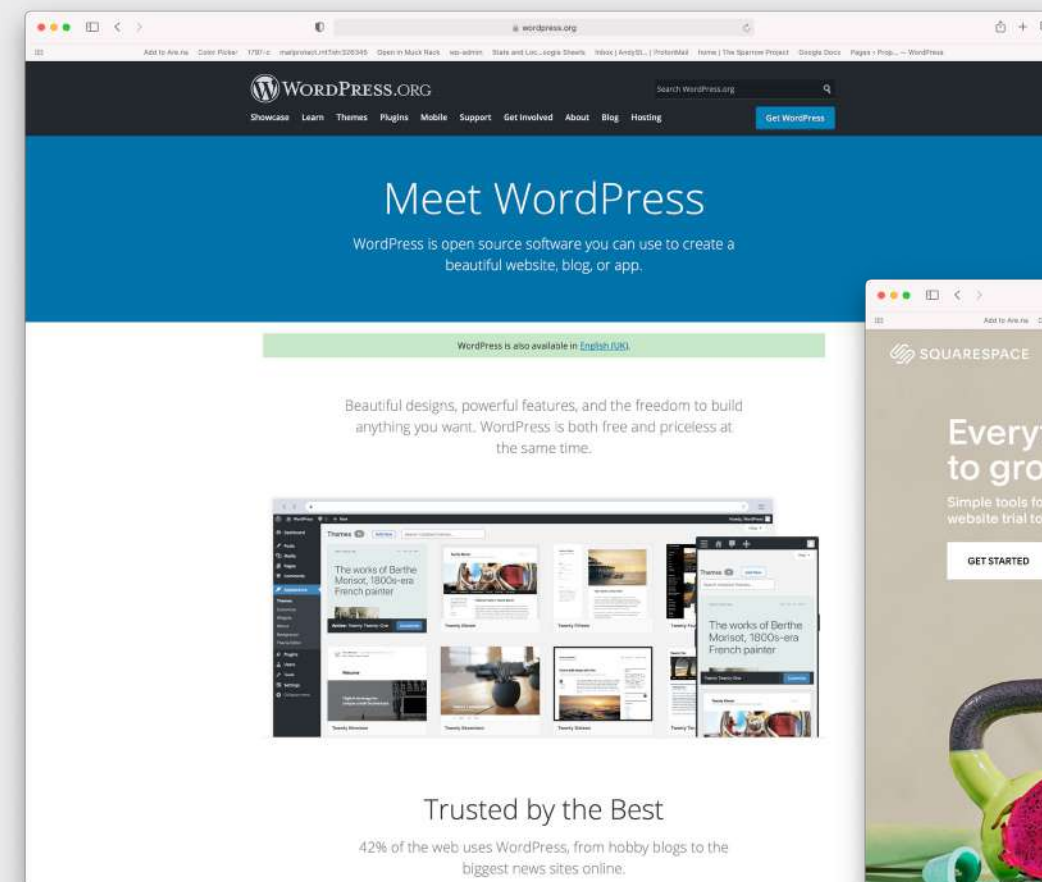




# CHOOSING A CMS PLATFORM



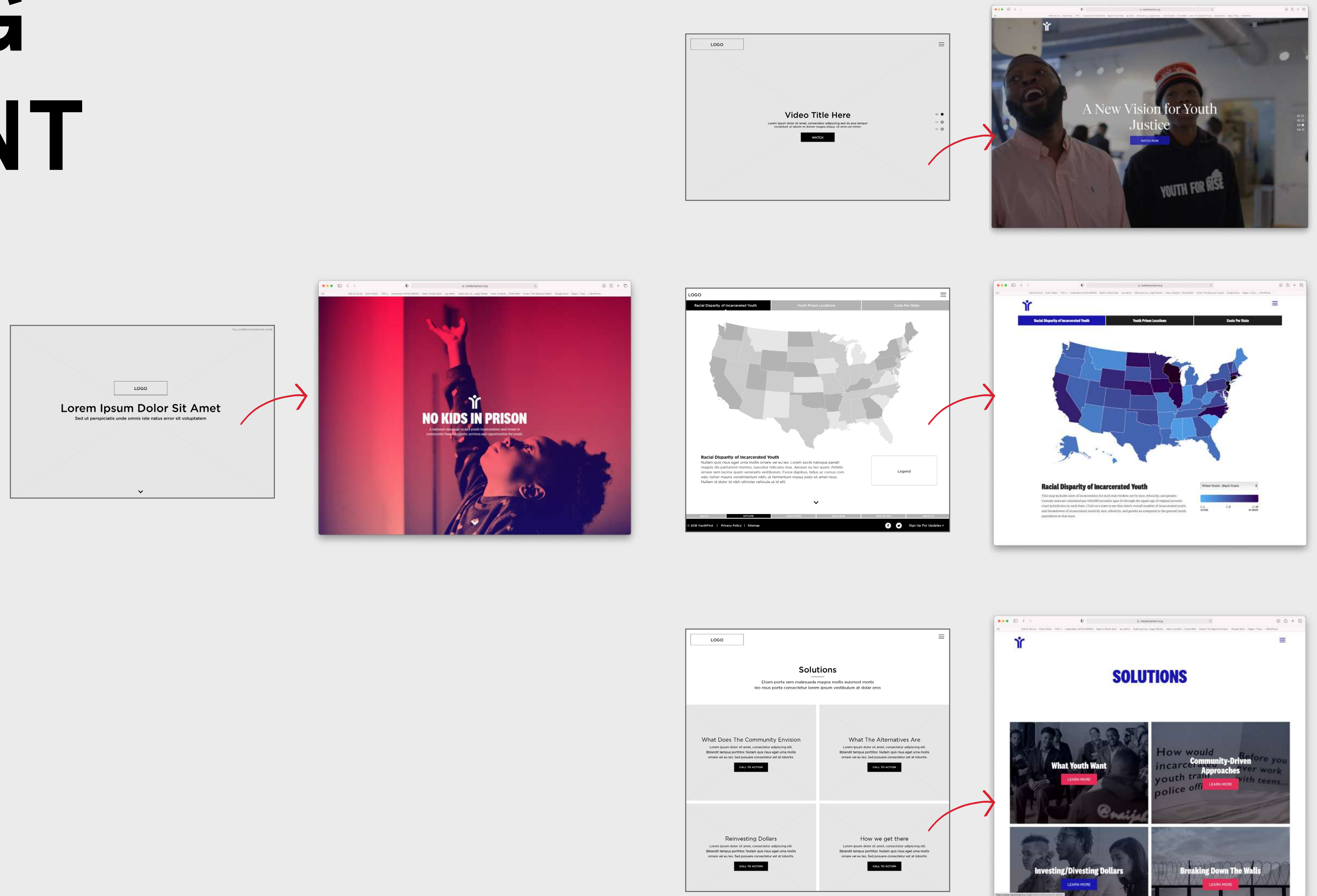
A CMS (Content Management System) is a tool to create, edit, collaborate on, publish and store your content. Three common, and easy-to-use platforms are [WordPress](#), [Squarespace](#), and [Wix](#).





# WIREFRAMING YOUR CONTENT

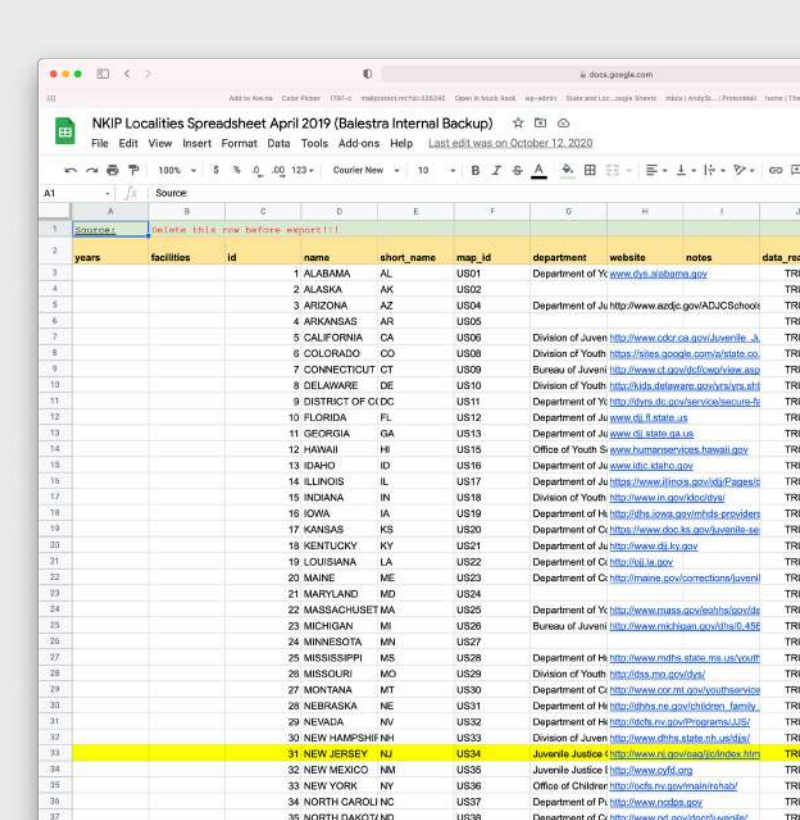
An easy way to map out your content to help your team decide how to organize what you know you want to be present on your site, before you incorporate campaign information and complex visuals



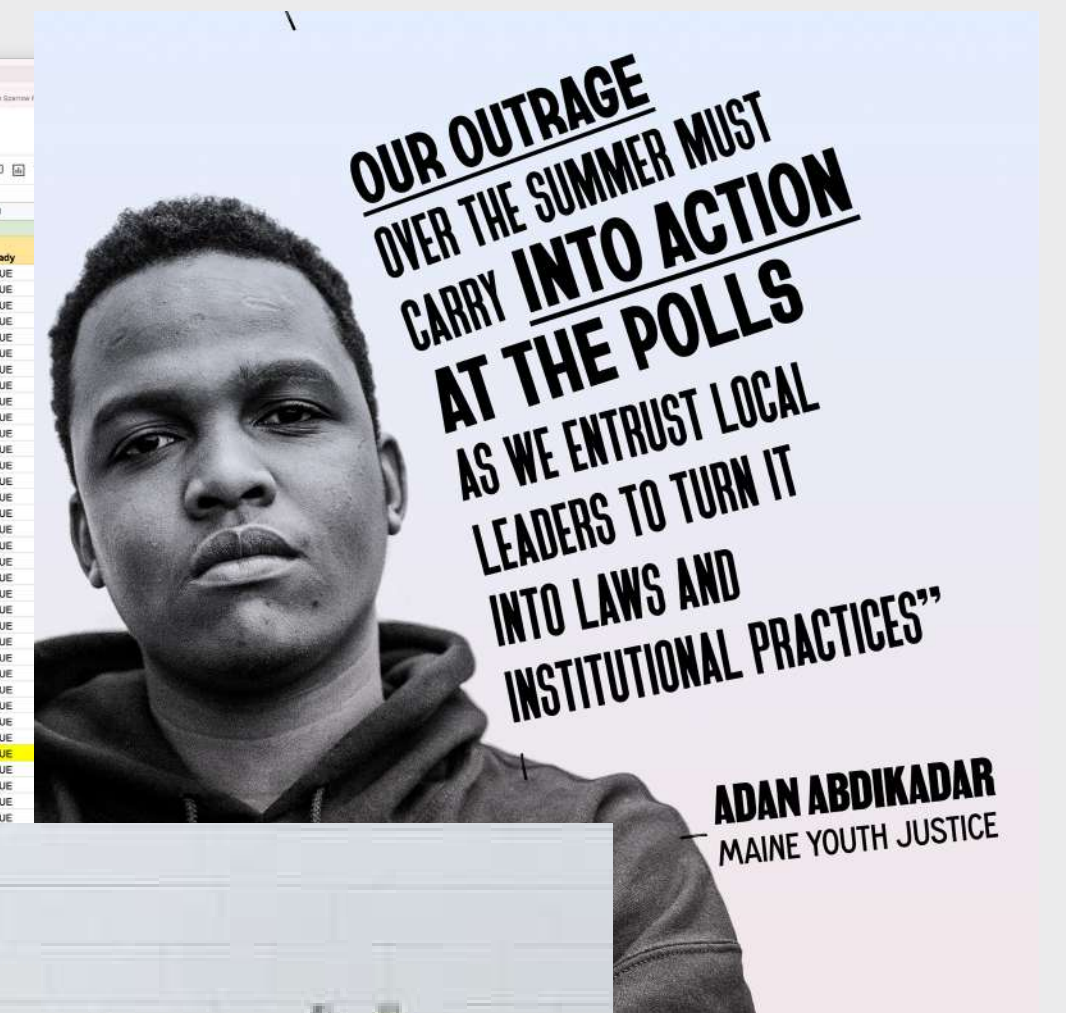


# COLLECTING TEXT & HIGH IMPACT VISUALS FOR YOUR WEBSITE

**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.



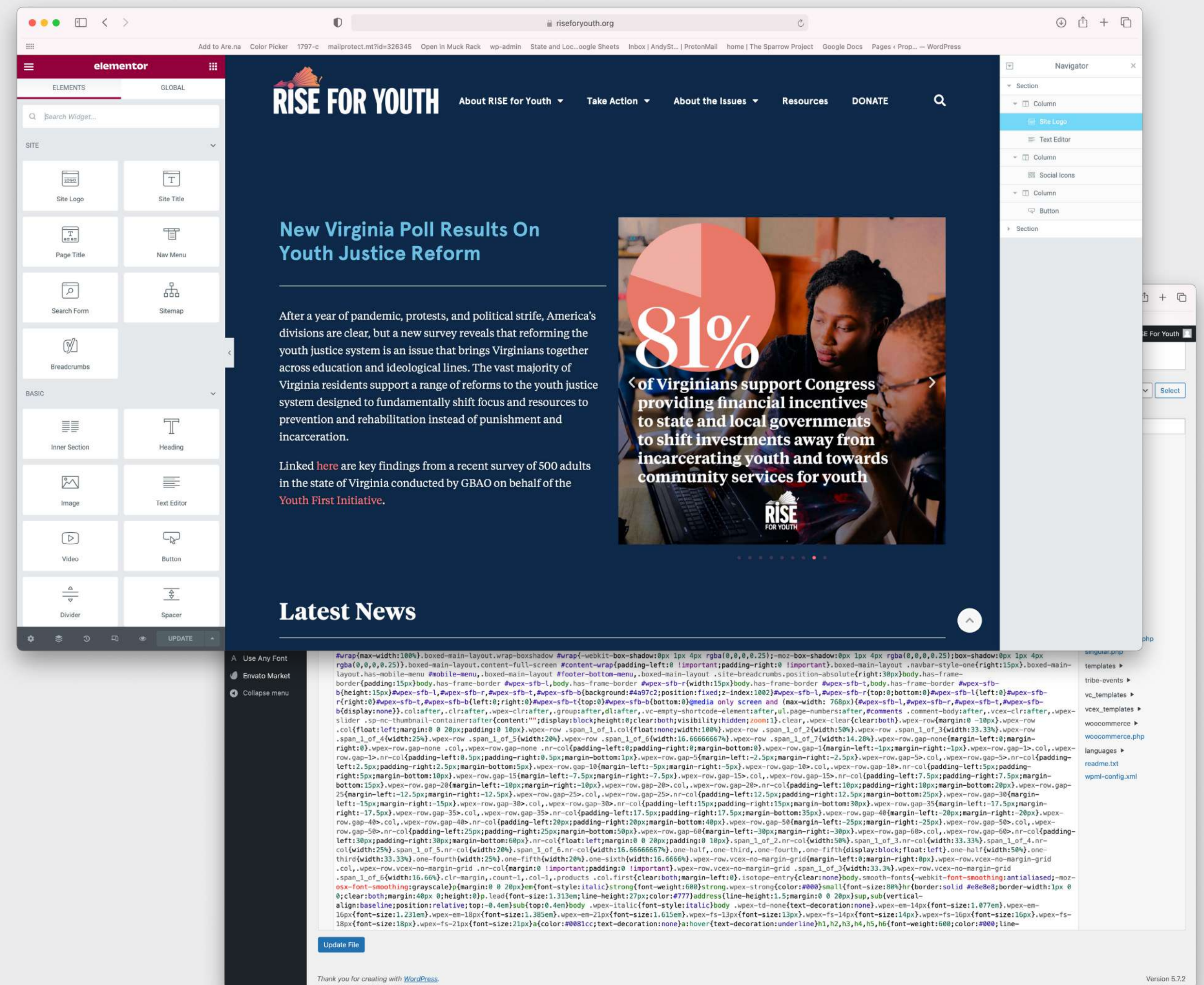
years	facilities	id	name	short_name	map_id	department	website	notes	data_ready
1	ALABAMA	AL	US01			Department of Juvenile Justice	<a href="http://www.djj.state.al.us/">http://www.djj.state.al.us/</a>		TRUE
2	ALASKA	AK	US02						TRUE
3	ARIZONA	AZ	US04						TRUE
4	ARKANSAS	AR	US05			Department of Juvenile Justice	<a href="http://www.djj.state.ar.us/">http://www.djj.state.ar.us/</a>		TRUE
5	CALIFORNIA	CA	US06			Division of Juvenile Justice	<a href="http://www.cdjj.ca.gov/">http://www.cdjj.ca.gov/</a>		TRUE
6	COLORADO	CO	US08			Division of Youth Services	<a href="http://www.dys.state.co.us/">http://www.dys.state.co.us/</a>		TRUE
7	CONNECTICUT	CT	US09			Bureau of Juvenile Justice	<a href="http://www.bjj.state.ct.us/">http://www.bjj.state.ct.us/</a>		TRUE
8	DELAWARE	DE	US10			Division of Youth Services	<a href="http://www.dys.state.de.us/">http://www.dys.state.de.us/</a>		TRUE
9	DISTRICT OF COLUMBIA	DC	US11			Department of Youth Services	<a href="http://www.dys.dc.gov/">http://www.dys.dc.gov/</a>		TRUE
10	FLORIDA	FL	US12			Department of Juvenile Justice	<a href="http://www.djj.state.fl.us/">http://www.djj.state.fl.us/</a>		TRUE
11	GEORGIA	GA	US13			Department of Juvenile Justice	<a href="http://www.djj.state.ga.us/">http://www.djj.state.ga.us/</a>		TRUE
12	HAWAII	HI	US15			Office of Youth Services	<a href="http://www.oys.state.hi.us/">http://www.oys.state.hi.us/</a>		TRUE
13	IDAHO	ID	US16			Department of Juvenile Justice	<a href="http://www.djj.state.id.us/">http://www.djj.state.id.us/</a>		TRUE
14	ILLINOIS	IL	US17			Department of Juvenile Justice	<a href="http://www.djj.state.il.us/">http://www.djj.state.il.us/</a>		TRUE
15	INDIANA	IN	US18			Division of Youth Services	<a href="http://www.dys.state.in.us/">http://www.dys.state.in.us/</a>		TRUE
16	IOWA	IA	US19			Department of Juvenile Justice	<a href="http://www.djj.state.ia.us/">http://www.djj.state.ia.us/</a>		TRUE
17	KANSAS	KS	US20			Department of Juvenile Justice	<a href="http://www.djj.state.ks.us/">http://www.djj.state.ks.us/</a>		TRUE
18	KENTUCKY	KY	US21			Department of Juvenile Justice	<a href="http://www.djj.state.ky.us/">http://www.djj.state.ky.us/</a>		TRUE
19	LOUISIANA	LA	US22			Department of Juvenile Justice	<a href="http://www.djj.state.la.us/">http://www.djj.state.la.us/</a>		TRUE
20	MAINE	ME	US23			Department of Juvenile Justice	<a href="http://www.djj.state.me.us/">http://www.djj.state.me.us/</a>		TRUE
21	MARYLAND	MD	US24			Department of Juvenile Justice	<a href="http://www.djj.state.md.us/">http://www.djj.state.md.us/</a>		TRUE
22	MASSACHUSETTS	MA	US25			Department of Juvenile Justice	<a href="http://www.djj.state.ma.us/">http://www.djj.state.ma.us/</a>		TRUE
23	MICHIGAN	MI	US26			Bureau of Juvenile Justice	<a href="http://www.bjj.state.mi.us/">http://www.bjj.state.mi.us/</a>		TRUE
24	MINNESOTA	MN	US27						TRUE
25	MISSISSIPPI	MS	US28			Department of Juvenile Justice	<a href="http://www.djj.state.ms.us/">http://www.djj.state.ms.us/</a>		TRUE
26	MISSOURI	MO	US29			Division of Youth Services	<a href="http://www.dys.state.mo.us/">http://www.dys.state.mo.us/</a>		TRUE
27	MONTANA	MT	US30			Department of Juvenile Justice	<a href="http://www.djj.state.mt.us/">http://www.djj.state.mt.us/</a>		TRUE
28	NEBRASKA	NE	US31			Department of Juvenile Justice	<a href="http://www.djj.state.ne.us/">http://www.djj.state.ne.us/</a>		TRUE
29	NEVADA	NV	US32			Division of Juvenile Justice	<a href="http://www.djj.state.nv.us/">http://www.djj.state.nv.us/</a>		TRUE
30	NEW HAMPSHIRE	NH	US33			Division of Juvenile Justice	<a href="http://www.djj.state.nh.us/">http://www.djj.state.nh.us/</a>		TRUE
31	NEW JERSEY	NJ	US34			Juvenile Justice	<a href="http://www.njj.state.nj.us/">http://www.njj.state.nj.us/</a>		TRUE
32	NEW MEXICO	NM	US35			Juvenile Justice	<a href="http://www.njj.state.nm.us/">http://www.njj.state.nm.us/</a>		TRUE
33	NEW YORK	NY	US36			Office of Children's Services	<a href="http://www.oys.state.ny.us/">http://www.oys.state.ny.us/</a>		TRUE
34	NORTH CAROLINA	NC	US37			Department of Juvenile Justice	<a href="http://www.djj.state.nc.us/">http://www.djj.state.nc.us/</a>		TRUE
35	NORTH DAKOTA	ND	US38			Department of Juvenile Justice	<a href="http://www.djj.state.nd.us/">http://www.djj.state.nd.us/</a>		TRUE





# 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 [Elementor](#) editor plugin combined with WordPress. This awards the ease of a drag-and-drop editor while providing the security of code-level template editing within the Wordpress framework.



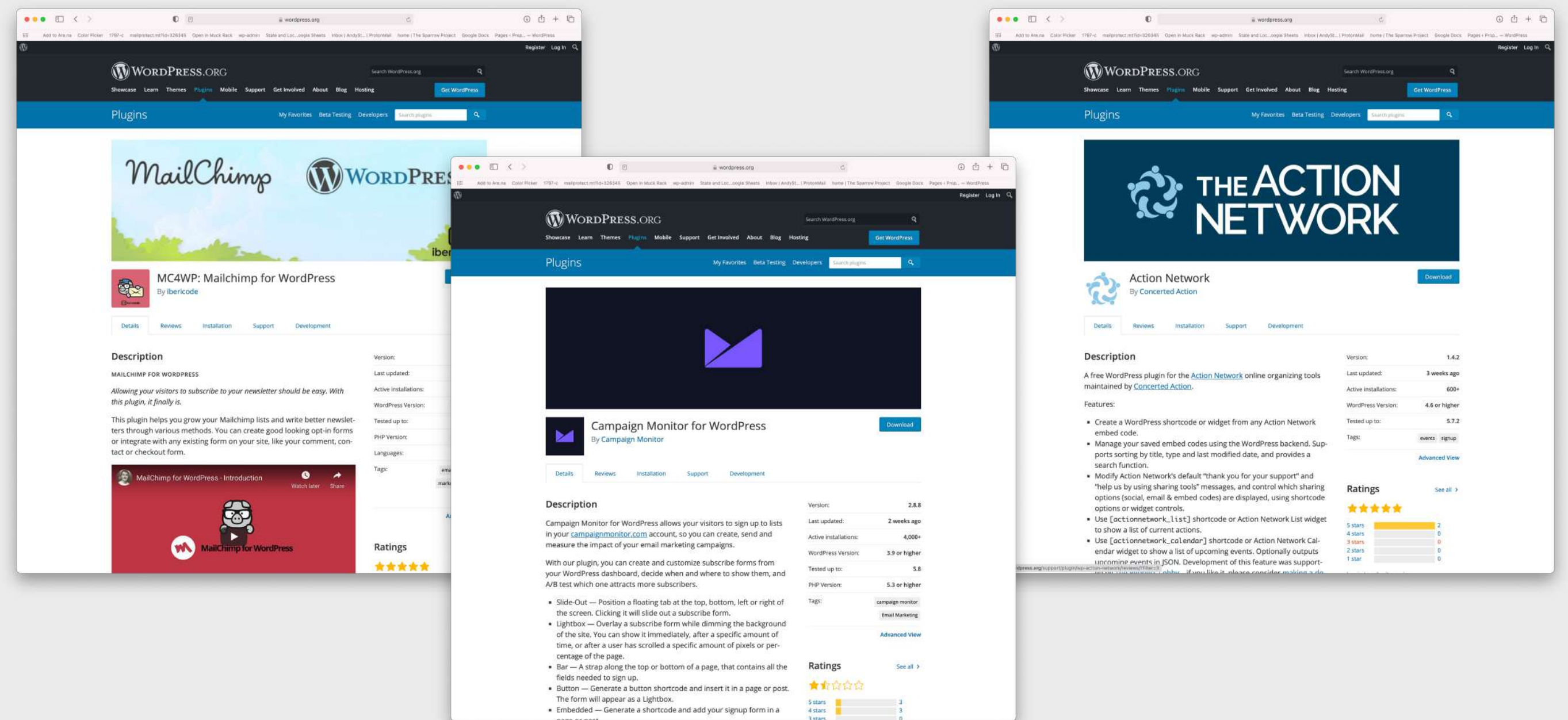


# INTEGRATING EMAIL COLLECTION & DISTRIBUTION



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: [MailChimp](#), [Campaign Monitor](#) and [The Action Network](#)





# 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?

