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Branding on a Budget: Marketing in the Nonprofit Sector

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Branding on a Budget:

Marketing in the Nonprofit Sector

Author: Nick Biere
Final Synthesis Project
Honors Project

Submitted to the Honors College at Bowling Green State University
in partial fulfillment of the requirements for graduation with
UNIVERSITY HONORS (May 2020)

Laney Fugett, Advisor
Dr. Philip Titus, Advisor

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BeInstrumental

PHASE 1: Assessment

Nick Biere



be | instrumental

“Our mission is to ensure that every student has access to a musical education and to provide schools with the resources needed to teach music.” (BeInstrumental.org)

Client Research

Organization Information: BelInstrumental is a free, non-profit after school music program for kids in the Toledo metro area. It is completely run by donor money and time donated through the form of adults teaching music lessons to the kids and donating instruments for the kids to borrow during the school year. "Our mission is to ensure that every student has access to a musical education and to provide schools with the resources needed to teach music." (BelInstrumental.org)

Stakeholders: BelInstrumental has quite an extensive board for how small the organization is and a network of donors that make up its stakeholders.

- Carol McElfresh (Executive Director)
- Jeff Green (President and Co-Founder)
- Lily Young (Vice President)
- Megan Rhodes (Past President and Board Member)
- Michael Hunter (Treasurer and Co-Founder)
- Laurel Rosen Weatherford (Secretary)
- John Mackewish (Co-founder and Lifetime Board Member)
- Tamara Green (Lifetime Board Member)
- Judy Szor (Board Member)
- Karen Sherman-Sorina (Board Member)
- Shaun Strong (Board Member)

Why does the client need my help?: BelInstrumental needs my help because they are severely under resourced in the field of visual communication. Since the organization is non-profit and runs off of donor money, there is not a budget for them to outsource visual communication projects and they don't have any internal people who can produce what they need. I'm in a very unique position with this project in the way that I can work with them for free and provide a lot of value for their organization.

Client Competition: The competitors are other after school programs that are available in the Toledo metro area that could take away enrollment opportunities from BelInstrumental. Some examples are: Toledo YMCA after school, Boys and Girls Club of Toledo, Toledo After School All Stars, and any day care services. They don't have direct competition in terms of after school music programs offered, but there are other options for students.

Client's Audience: BelInstrumental's audience is primarily young parents that are looking for an after school program to put their kids in. The end user needs to find out information about the organization and the programs that are offered for their kids. They will be able to see this information through various online outlets: web advertisements, social media posts, and email lists.

Client's Desired Outcomes

VCT Problem: BelInstrumental does not currently have a branding plan so there is a lack of brand unity and weak online presence. They are unable to produce the visual content they need without outsourcing their work to a media firm or freelancer.

Media that the client uses: They have a website, Facebook page, and send out emails to donors and the audience they wish to reach. BelInstrumental also has an informational pamphlet that they bring out to trade shows and events where they promote their organization.

Client's Desired Outcomes (cont.)

Media that client wishes to have created this semester:

Online Media: branding plan, infographic

Print Media: new informative brochure

What will I produce and deliver to the client at the end of the semester?

Branding Plan: the branding plan will serve as the foundation for all of BelInstrumental's visual content moving forward.

Infographic: this will primarily serve as a tool for donors and investors to view information about BelInstrumental and its impact on the students that go through the program.

Pamphlet: the pamphlet is a tool for BelInstrumental with the primary goal for someone to pick it up and quickly understand how the organization operates and what its impact on the community is.

Hardware and software needed to produce the solutions.

Hardware: Laptop, Printer

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Project Management

Milestones:

[completed by 3/1/20] Phase 1 - Research

- Gather visual inspiration
- Finalize BelInstrumental mission statement and brand values
- Collect demographic and research information

[3/14/20] Phase 2 - Branding Plan

- Pick colors and fonts for branding
- Create a new logo
- Consolidate design elements into a plan
- Critique with client and revise

[4/1/20] Phase 3 - Infographic

- Consolidate demographic/organizational impact information
- Apply branding plan to visual elements of graphic

[4/14/20] Phase 4 - Brochure

- Write copy based off of client's requirements for document
- Apply branding plan to visual elements of graphic

Client's goals with the end deliverables: The branding plan will consist of an updated graphic logo, brand colors, one or two fonts, and brand values. All of these elements will allow BelInstrumental to create graphics and visual content in the future that is cohesive, modern, and have the building blocks to work with. The infographic will present information in a visual format; current donors and potential future investors will be able to see very clearly the impact that BelInstrumental has and how donors can help in this process. The brochure will have information gathered from BelInstrumental and organized into a cohesive and visually appealing format to present the organization to potential clients and donors.

Project Management (cont.)

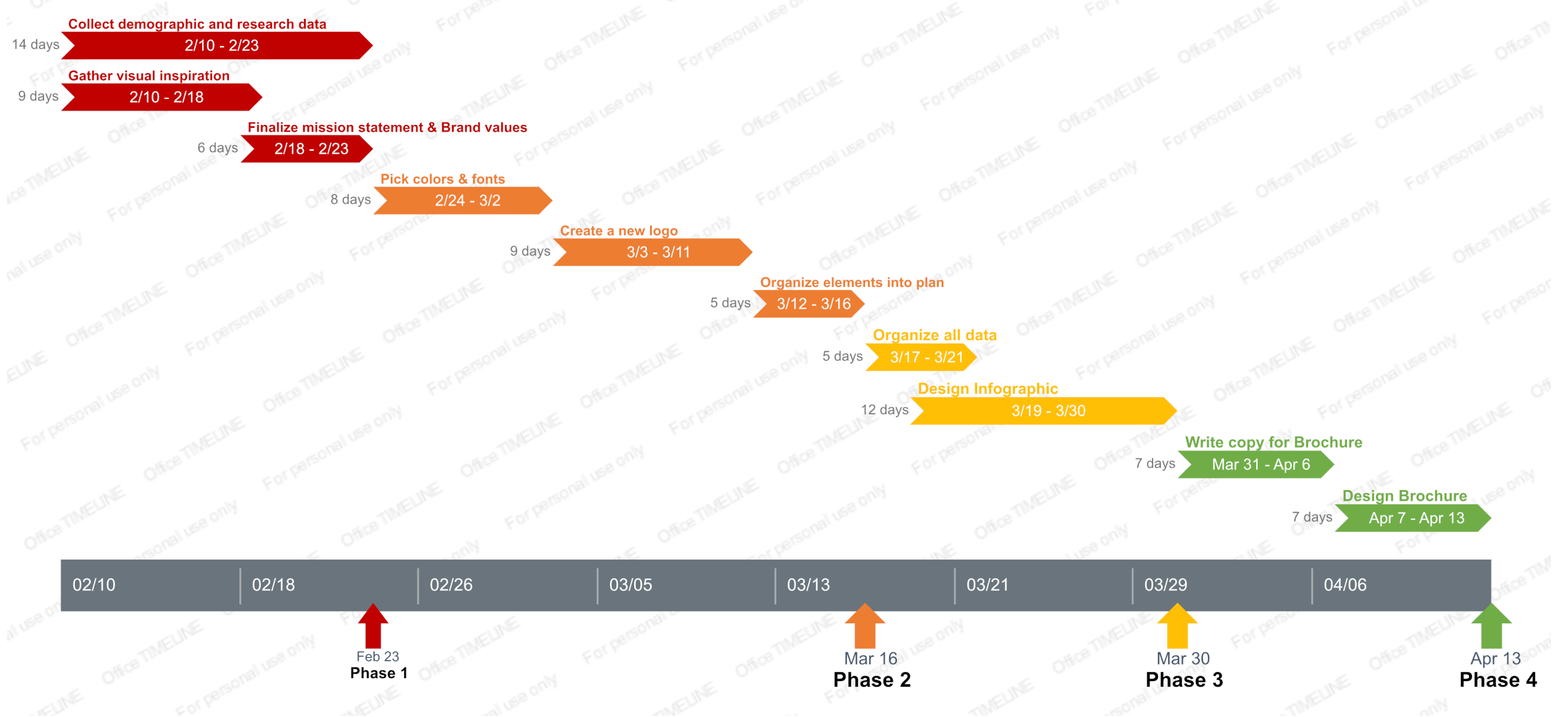
Objective for deliverables: clear and concise information presented in a visually stimulating and modern format with strong organization branding. If this objective is met then the project will have a positive impact on the organization as a whole and be successful.

Project constraints: Time restrictions are the biggest challenge to this project. This project is designed to add real value to BelInstrumental and this will require a large investment of time into research, development, and creation of the deliverables. There is a lot to be accomplished in just one semester and I have many obligations other than this project so time management will be crucial.

Project assumptions: I assume that all of the board members of BelInstrumental are quite busy on things other than the organization since they are all part-time volunteers. This might result in difficulties with gathering information and communicating with them in a timely manner. I also assume that they might have unrealistic expectations for how much time this project will take and might push for more deliverables that I will not be able to complete.

Gantt Chart

Synthesis Project Timeline



Phase 1 Deadlines:

- [2/18] - Visual research completed
- [2/23] - Demographic research completed
- [2/23] - Mission statement and brand values finalized

Phase 2 Deadlines:

- [3/4] - Logo sketches
- [3/11] - Logo created
- [3/11] - Send V1 to client for revisions
- [3/13] - Send V2 to client for approval
- [3/16] - Finalize Branding Plan

Phase 3 Deadlines:

- [3/21] - All data collected
- [3/23] - Infographic sketches done
- [3/26] - Send V1 to client for revisions
- [3/29] - Send V2 to client for approval
- [3/30] - Finalize Infographic

Phase 4 Deadlines:

- [4/6] - Copy written for brochure
- [4/9] - Send V1 to client for revisions
- [4/11] - Send V2 to client for approval
- [4/13] - Finalize Brochure

BeInstrumental

PHASE 2: Cost Analysis

Nick Biere



be | instrumental

“Our mission is to ensure that every student has access to a musical education and to provide schools with the resources needed to teach music.” (BeInstrumental.org)

Cost Research Methodology

I collected information across several online sources; mainly graphic designer freelance websites and blogs for designers. I also used feedback that I got from my professional reviews to alter my hourly rate based off of two responses I received saying that my hourly rate of \$25/hour seemed low for the services I was going to be providing.

Findings: Through these various resources I saw a vast range of freelance hourly rates that are charged across many different kinds of projects. Some freelancers choose to charge per project, while others choose to charge an hourly rate. The rate also varies a lot based off of location, size of the client, and experience/prestige of the designer. I saw rates between \$5/hour on Fiverr and upwards of \$1000/hour on Design Shack. I chose to go with an hourly rate since it is usually more consistent than charging per project. For someone in my position; a young designer with little freelance experience it is realistic to charge between \$20-\$55/hour. My final rate is \$35/hour.

Research Sources

- <https://deardesignstudent.com/pricing-ad00ad5c4b7f>
- <https://designshack.net/articles/business-articles/how-much-does-logo-design-cost/>
- <https://www.fiverr.com>
- <https://www.serviceseeking.com.au/blog/cost-of-a-graphic-designer/>
- <https://www.upwork.com/hire/graphic-designers>
- School of Motion - Motion Design Industry Survey 2019

Services List

Here are all of the services I will be completing for my client. This includes technical details, deliverable formats, and a description of each service.

Branding Plan: this includes 2 round of revisions to a newly created brand guideline document

Deliverables - Logo, Company colors, Company Fonts

The branding plan will be provided to the client in a PDF format that has all branding guidelines compiled into one document. This plan will serve as a guide for all of BelInstrumental's future design pieces, both digital and print format, in order to create a strong visual identity for the organization that is modern and recognizable.

Infographic: will include 1 round of revisions for an infographic created to promote the client's services and value

Deliverables - Infographic in PDF & PNG format

This infographic will be crucial in the organization's promotional efforts to attract new customers and donors alike. BelInstrumental will receive a PDF and PNG format of the finalized design to be used in email marketing and social media promotion. It will serve as a visual representation to the impact that BelInstrumental has.

Brochure: will include 1 round of revisions for a redesigned brochure to show potential donors & clients the value of this organization

Deliverables - Brochure in PDF format

The brochure will serve a similar purpose as the infographic, except that it will be created specifically to be printed. BelInstrumental already has a brochure that they use for in person promotions at networking events, but it will need to be updated with new information and the branding will now match the newly created plan.

Expenses Breakdown

This is a comprehensive list of all expenses incurred during the course of this project. I am going to charge the client 10% of the value of each expense for renting out my equipment and resources for this project. The client will be charged for these expenses, but indirectly through the hourly rate shown below in order to make it as understandable and clear as possible.

Software: Adobe Creative Cloud Subscription - \$10

Hardware: MacBook Pro Laptop - \$190

Misc: Travel - \$20

TOTAL - \$220

Pricing Breakdown

For this project I am charging a rate of \$35/hour. I decided that an hourly rate will allow me to receive an appropriate compensation for these services and reduce confusion for the client.

BRAND IDENTITY

Visual Research: 2hrs

Gathering Information: 1hr

Meetings: 1hr

Total - 4hrs

BRANDING PLAN

Company Colors & Font: 1hr

Logo Redesign: 2hrs

Document Layout: 1hr

Revisions/Meetings: 2hrs

Total - 6hrs

BROCHURE

Visual Research: 1hr

Document Layout: 2hrs

Revisions/Meetings: 2hrs

Total - 6hrs

INFOGRAPHIC

Visual Research: 1hr

Data Collection: 1hr

Document Layout: 1hr

Revisions/Meetings: 2hrs

Total - 5hrs

PROJECT TOTALS

Brand Identity: 4hrs

Branding Plan: 6hrs

Brochure: 6hrs

Infographic: 5hrs

Total - 21hrs

TOTAL PROJECT PRICING (Hourly Rate X Hours)

TOTAL: \$35 X 21 hours = \$735

TERMS & CONDITIONS

1. PROJECT

The Designer agrees to provide graphic design services as listed in the “deliverables” section below. The Designer agrees they will remain the sole provider for the term of this project. All work will remain unique, original, and free of any plagiarism.

2. DELIVERABLES

This freelance graphic design contract includes the following deliverable items: One branding plan, one redesigned logo, one brochure, one infographic.

3. INTELLECTUAL PROPERTY PROVISIONS

3.1 Client Content. Client Content, including all pre-existing Trademarks and copyright material, shall remain the sole property of Client, and Client shall be the sole owner of all rights in connection therewith. Client hereby grants to Designer a nonexclusive, nontransferable license to use, reproduce, and modify the Client Content solely in connection with Designer’s performance of the Designer’s Services and the production of the Deliverables

3.2 Assignment of Copyrights. Upon completion of the Services and conditioned upon full payment of all fees, costs and out-of-pocket expenses due, Designer shall assign to Client all ownership rights, including any copyrights, in and to any artworks or designs comprising the works created by Designer as part of the Final Art and Final Deliverables for use by Client. Designer shall cooperate with Client and shall execute any additional documents reasonably requested by Client to evidence all such assignments of intellectual property

3.3 Assignment of Final Art. Upon completion of the Design Services, and subject to full payment of all fees, costs and expenses due, Designer hereby assigns to Client all right, title and interest, including without limitation, copyright and other intellectual property rights, in and to the Final Deliverables and the Final Art. Designer agrees to reasonably cooperate with Client and shall execute any additional documents reasonably necessary to evidence such assignment.

4. PAYMENT

The Project above shall be conducted and delivered upon payment of the below listed amounts. All fees will be invoiced upon submission of deliverables to the Client, and will be due under payment terms. A deposit of \$100 will be due to the Designer prior to the start of any work. If the Scope of work changes during the project’s completion additional costs may occur. Designer will submit any price changes to the Client prior to beginning such tasks. Upon completion of the project the Client will provide the Designer with remaining \$635 to cover total project cost.

5. CLIENT APPROVAL

The Client will be notified and must approve any and all materials prior to project finalization and submission. Furthermore, the Client will have permission to accept the work and request revisions if needed.

6. TERMINATION

Either party may terminate this contract at any time for any reason they deem necessary with written notice. Upon cancellation of this freelance graphic design contract, the Client will be responsible for all expenses incurred prior to contract termination. Should the Client choose to cancel this project after the project’s completion, the client will remain responsible for full payment of the complete project total.

7. AGREEMENT

By signing below, the Parties agree they have read, understood, and will comply with the terms listed in this freelance graphic design contract.

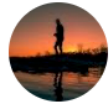
Designer: _____

Client: _____

Sources

- <https://www.aiga.org/globalassets/aiga/content/tools-and-resources/46874510-standard-form-of-agreement-for-design-services.pdf>
- <https://designmodo.com/contract-templates-freelance-designer/>
- <https://www.docracy.com/8574/design-and-development-contract/>
- <https://www.format.com/magazine/resources/design/graphic-design-contract>
- <https://www.pandadoc.com/freelance-graphic-design-contract-template/https://designshack.net/articles/business-articles/how-much-does-logo-design-cost/>

PROFESSIONAL REVIEW



Nick Biere

8:45 AM (10 hours ago) ☆

Greg, Here is my cost analysis for the synthesis project I'm working on. Please respond with a...



Greg Jenkins

to me ▾

1:19 PM (6 hours ago) ☆ ↩ ⋮

Hey bro,

Thanks for sending this along. Happy to weigh in.

I think \$25.00 an hour is a fine rate to start with.

I'm not sure if you plan on showing the expenses to the client in the way you have it listed out, but I wouldn't recommend it.

If I had someone mow my lawn for \$20 (for the work) and \$5 (for the lawn mower), I'd be confused – if they are landscaping company I expect them to have a lawnmower. But if they charged me \$25 for the mow, I'd be fine with it.

I guess what I mean, is I would just expected the person to have the tools necessary to do the job. In the digital world the material costs are less tangible (WIFI, electricity, a laptop you probably already had etc.) vs. someone who might list "drywall" and "paint" as materials.

My suggestion would be to make your hourly rate \$39 an hour (which will end up getting you a similar total, without the potential confusion of the client wondering why they are paying for your photoshop license).

You know that this hourly rate covers your expenses, but I don't think its necessary or expected to break that out for the client.

Other than that it looks great!

Industry Professional: Greg Jenkins

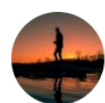
Position: Web Developer @ Happy Cog

Takeaway: I modified my expenses/pricing section of this document after reading Greg's response. It made more sense to raise my hourly rate and then charge the client based off that instead of all the extra hardware and software. This streamlines the pricing and payment system for the client and allowed me to charge the same amount.

Industry Professional: Zach Mills

Position: Producer/Director @ WBGU-PBS

Takeaway: Both Zach and Greg recommended that I charge more than I initially was for my hourly rate. As a direct response to their feedback, I raised my hourly rate from \$25 to \$35. Zach noted how the design aspect of my document proves my design capabilities right off the bat.



Nick Biere

8:47 AM (10 hours ago) ☆

Zach, Here is my cost analysis for the synthesis project I'm working on. Please respond with a...



Zachary William Mills via falconbgsu.onmicrosoft.com 6:24 PM (1 hour ago) ☆ ↩ ⋮

to me ▾

Nick,

This cost analysis looks nice. I like the way that you laid out your services. The only thing that I would change is your hourly rate, which I would recommend making 35.00 per hour. Other than that, the numbers look good. The design is nice as well and informs the client of your graphic savvy.

Best,

Zach Mills
Producer/Director
WBGU-PBS

BeInstrumental

PHASE 3: Project Proposal

Nick Biere



be | instrumental

“Our mission is to ensure that every student has access to a musical education and to provide schools with the resources needed to teach music.” (BeInstrumental.org)

Project Proposal Summary

BelInstrumental is a non-profit after school music program for youth in the Toledo metro area. It is completely run by donor money and time donated through the form of adults teaching music lessons to the kids and donating instruments.

BelInstrumental needs my help because they are severely under resourced in the field of visual communication. Since the organization is a non-profit, there is not a sizable budget for them to outsource visual communication projects and they don't have any internal people who can produce what the organization needs. BelInstrumental does not currently have a branding plan so there is a weak online presence and lack of brand unity.

I'm in a very unique position with this project since I can work with them for free and provide a lot of value for their organization. My project will include the creation of a branding plan, updated brochure, and infographic for the client. This project will combine my passions of music, education, and effective design to benefit the organization. I have experience with branding through Cru projects, class assignments, and rebranding shows at WBGU that have prepared me for this project.

Proposal Introduction

Problem: BelInstrumental does not currently have a branding plan so there is a lack of brand unity and weak online presence. They are unable to produce the visual content they need without outsourcing their work to a media firm or freelancer and do not have the budget to do so. Inconsistent online presence and branding has led to weak influence over their target audience and limits effectiveness when attracting new clients and donors.

Proposal Purpose: My project will involve the creation of three deliverables that will strengthen BelInstrumental's overall brand.

(1) Branding Plan: the branding plan will serve as the foundation for all of BelInstrumental's visual content moving forward.

(2) Infographic: this will primarily serve as a tool for donors and investors to view information about BelInstrumental and its impact on the youth that go through the program.

(3) Brochure: the brochure is a tool for BelInstrumental to quickly explain how the organization works and the impact it has on the surrounding community.

Problem Background: BelInstrumental has always been a small operation consisting of only volunteers. There are no graphic designers within their team and there is no substantial budget for them to spend on outsourcing design work to a marketing firm or freelancer. Since BelInstrumental's start back in 2008, the importance of having a strong visual brand has only become stronger with the rise of social media and online marketing.

Sources: During the creation of this proposal, I conducted research through several different methods. I started by interviewing Jeff Green (the founder of BelInstrumental) about the organization's needs. Then I proceeded to do visual research of the organization's website and social media. Finally, I compared their website and social media against other nonprofits of similar size and goals.

Websites: www.beinstrumental.org | www.bgscsm.org
www.savethemusic.org | www.worldwildlife.org

Proposal Introduction (cont.)

Scope: Through this project I will be working alongside the founder of BelInstrumental, Jeff Green, to create a strong visual brand. I will be creating the three deliverables (branding plan, brochure, and infographic) based off of the organization's needs revealed to me through communicating with Jeff.

I am NOT going to create a marketing plan or promotional social media campaign. I am NOT going to create graphics for posting online or other design work that does not fall within the three deliverables agreed upon.

Proposal Organization: This proposal will consist of three sections proceeding this one. The remainder of the proposal will consist of:

- 1) Proposed Program
- 2) Qualifications and Experience
- 3) Budget
- 4) Conclusion

Key Terms:

Deliverable: a finished media product that is part of the project

Branding: the process of creating visuals and marketing plans to promote an organization

Brochure: a trifold print handout that contains pertinent information for donors and prospective clients

Infographic: a digital image that presents data in a visual format that is easily understandable and aesthetically pleasing

Proposed Program

Objective: This program will combine knowledge of clients and the non-profit organization sector from Jeff Green (founder of BelInstrumental) and online visual research conducted by myself. After collecting this knowledge, a branding plan will be constructed to aid BelInstrumental's growth.

Current State: BelInstrumental has always been a small operation consisting of only volunteers. There are no graphic designers within their team and there is no substantial budget for them to spend on outsourcing design work to a marketing firm or freelancer. Since BelInstrumental's foundation back in 2008, the importance of having a consistent visual brand has only become stronger with the explosion of social media and online marketing.

Desired State: At the end of this project, BelInstrumental will have a strong branding plan to use. Going forward this will allow internal staff to create social media posts, flyers, and other promotional materials that will have consistent visual branding. BelInstrumental desires a modern and effective visual brand, this project will accomplish that.

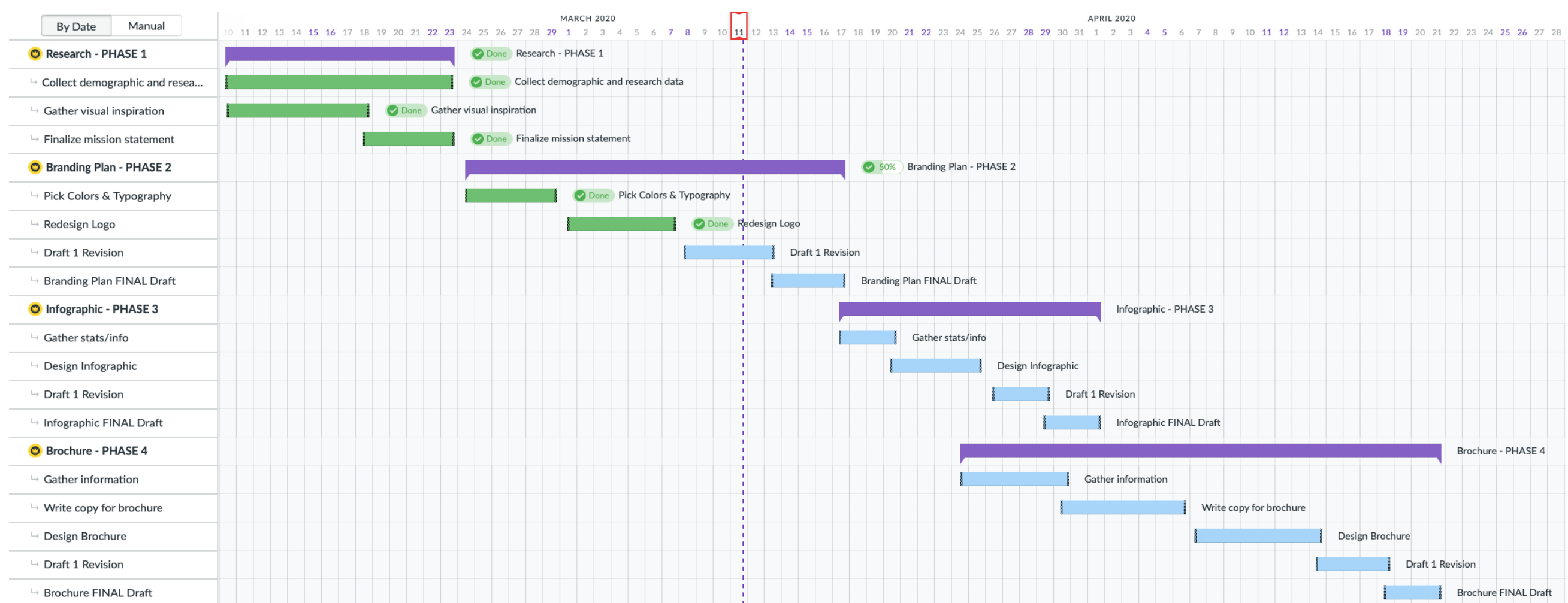
Competition: BelInstrumental's competitors are other after school programs available in the Toledo metro area that could take away enrollment opportunities from BelInstrumental. Some examples are: Toledo YMCA after school, Boys and Girls Club of Toledo, Toledo After School All Stars, and day care services. They don't have any direct competition in terms of after school music programs offered, but there are other options for youth.

Audience: BelInstrumental's audience is primarily young parents that are looking for an after school program to put their kids in. The end user needs to find out information about the organization and the programs that are offered for their kids. They will be able to see this information through various online outlets: web advertisements, social media posts, and email lists.

Proposed Program (cont.)

Assumptions: I assume that all of the board members of Belnstrumental are quite busy on things other than the organization since they are all part-time volunteers. This might result in difficulties with gathering information and communicating with them in a timely manner. I also assume that the client might have unrealistic expectations for how much time this project will take since they are not familiar with working on design projects.

Timeline



Milestones

Phase 1 - Research

- [2/18] Finalize Belnstrumental mission statement with Jeff
- [2/23] Gather visual inspiration
- [2/23] Collect demographic and research data

Phase 2 - Branding Plan

- [2/29] Pick Colors and Typography
- [3/7] Redesign Logo
- [3/8] Send Draft 1 to Jeff
- [3/15] Revise Draft 1
- [3/17] Send Final Draft to Jeff

Phase 3 - Infographic

- [3/21] Gather statistics and information
- [3/26] Design Infographic
- [3/27] Send Draft 1 to Jeff
- [3/30] Revise Draft 1
- [4/1] Send Final Draft to Jeff

Phase 4 - Brochure

- [3/30] Gather information about donors and audience
- [4/6] Write brochure copy
- [4/14] Design Brochure
- [4/19] Send Draft 1 to Jeff
- [4/25] Revise Draft 1
- [4/28] Send Final Draft to Jeff

Proposed Program (cont.)

Deliverables:

Branding Plan - the branding plan will serve as the foundation for all of BelInstrumental's visual content moving forward

Infographic - this will primarily serve as a tool for donors and investors to view information about BelInstrumental and its impact on the students that go through the program

Brochure - the brochure is a tool for BelInstrumental with the primary goal for someone to pick it up and quickly understand how the organization operates and what its impact on the surrounding community is

Stakeholders: BelInstrumental has quite an extensive board for how small the organization is and a network of donors that make up its stakeholders.

- Carol McElfresh (Executive Director)
- Jeff Green (President and Co-Founder)
- Lily Young (Vice President)
- Megan Rhodes (Past President and Board Member)
- Michael Hunter (Treasurer and Co-Founder)
- Laurel Rosen Weatherford (Secretary)
- John Mackewish (Co-founder and Lifetime Board Member)
- Tamara Green (Lifetime Board Member)
- Judy Szor (Board Member)
- Karen Sherman-Sorina (Board Member)
- Shaun Strong (Board Member)

Qualifications

Recommendations:

"Nick has the tenacity to take on a new relationship, project, or leadership opportunity and see it through. I have met many young students who eagerly say "yes" to opportunity but rarely stick it out. Several years ago Nick helped [Cru] design and create a new training curriculum for our small groups. It was a large project with several deadlines. We were counting on Nick because he possessed the design skills we needed. It was a tough assignment, but Nick got it done with excellence."

- Nicholas Gillispie, Cru Staff Volunteer

"Nicholas showcases a diligence and excellence that is exceedingly rare. His academic achievements are somehow matched by his extra-curricular and vocational-preparation activities. Nicholas has shown determination, persistence, and remarkable grit in maintaining a high standard in every area of life while being a leader on and off campus."

- Kyle Burkholder, Pastor at Covenant Church

Qualifications & Experience - Resume

NICHOLAS BIERE

(440) 989-7969
nickcbiere@gmail.com
www.nickbiere.com

DEGREE

B.S. in Visual Communication Technology

- Specializations in: Graphic Design, Videography, Photography
- Honors College Member
- Major GPA: 3.68

ACADEMIC HONORS

Choose Ohio First Technology Works Scholarship

- Received for 2017-18, 18-19, 19-20 School Years
- Used by the Ohio Department of Higher Education to reward high achieving students in STEMM fields

BGSU Dean's List

- Awarded for the following semesters: FALL 2016, SPRING 2017, SPRING 2019, FALL 2019

ACHIEVEMENTS

2019 WBGU TV Post-Production Spotlight

- Given to one student that has shown consistent growth and excellence in the post-production field at WBGU TV

2018 WBGU TV Spirit Award

- Awarded to a single student each year who stands out to the producers for embodying hard work, teachability, and a dedication to continual growth in the industry

2017 Cedar Point Cornerstone Award

- Highest award given to Cedar Point associates (less than 3% of workforce receive it annually)
- Awarded for exemplifying Cedar Point's Cornerstones: courtesy, cleanliness, service, and safety

CAMPUS ACTIVITIES

Cru Student Leader/Worship Director [2017-Present]

- Responsible for programming, planning, and leading monthly worship events on campus
- Created a design brand for a year-long Bible study curriculum
- Plan and promote weekend retreat events to increase enrollment and attendance numbers
- Direct, produce, shoot, and edit promotional videos for Cru events and retreats

BGSU Social Media Ambassador [2017-18]

- Published engaging content on official BGSU social media platforms for an audience of over 120,000 followers
- Produced, directed, and edited a video to promote the new BGSU app upon its release in 2017
- Captured photos of BGSU sports and campus scenics

Music Industry Club Member/Leader [2016-17]

- Launched social media platforms to promote the organization
- Captured photos and videos during open mic nights for promotion

BG News Photographer [2016-17]

- Captured photos of BGSU sports and other campus events
- Photos featured in 31 different issues & 6 front page covers

COMMUNITY SERVICE

Beulah Beach WhiteOut Weekend Retreat [2020]

- Set up live audio equipment/lights for full band and speaker
- Captured video footage and photos of camp activities

Cru Winter Break Service Trip [2020]

- Communicated with Philadelphia Cru staff to plan the trip's events and logistics
- Organized, took inventory, and cleaned equipment for multiple youth sports teams
- Handed out food to people experiencing homelessness

bGAB Alternative Spring Break Service Trip [2017]

- Assisted in clean up of Mammoth Cave through removal of old electrical systems
- Removed an old bridge in the park to increase visitor safety and restore nature

PROFESSIONAL EXPERIENCE

Production Student Leader [2019-Present]

WBGU PBS - BOWLING GREEN, OH

- Responsible for a complete rebrand of a PBS show through creating graphics and editing the show's intro
- Operate replay system, graphics, camera, and switcher for locally broadcasted BGSU sports and ESPN3/ESPN+ sports
- Work directly with producers on motion graphics projects, video editing, and show rebrands

Worship/Media Intern [2019-Present]

COVENANT CHURCH - BOWLING GREEN, OH

- Co-lead Sunday morning services with vocals, bass, guitar
- Run 32 channel audio mixer, projector system, and lights during services

Worship Director [Summer 2019]

BEULAH BEACH CAMP - VERMILION, OH

- Planned and executed worship band practices & performance
- Assisted in the planning and execution of camp activities

Advanced Production Assistant [2017-2019]

WBGU TV - BOWLING GREEN, OH

- Operated TV cameras and graphics during live BGSU sports
- Edited TV shows for broadcast on PBS network
- Created all broadcast graphics for live BGSU hockey games

Media Team Member [Summer 2018]

BEULAH BEACH CAMP - VERMILION, OH

- Shot and edited weekly highlight camp videos to show parents and promote Beulah online
- Captured hundreds of photos for Beulah staff, campers, and parents to view
- Ran live audio, projection, and lights for worship and speakers

Digital Marketing Intern [Summer 2017]

CEDAR POINT - SANDUSKY, OH

- Published engaging content on social media platforms reaching over 1.5 million followers
- Created and maintained photo database containing hundreds of employee portraits for print and web promotions
- Took location photos to be posted on Cedar Point's website

Qualifications & Experience - Portfolio



JANUARY 18TH-25TH, 2020

CRU WINTER BREAK TRIP PROPOSAL

Partnership Between BGSU Cru and Beulah Beach

THE TRIP OBJECTIVE

This Cru Winter Break trip is focused on training students with hands on ministry experience in an impoverished community. Students will be **servicing** at a women's center in the city, get **training** on how to present the Gospel by story telling, and **learning** transferable ministry skills through the partnership with Cru's branch: MISSION LIBERTY.

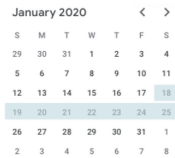
Our goal is to bless the community that we get to serve and have our students **learn** tangible evangelistic and missional skills that will allow us to be bolder and better equipped disciples.



Mark 16:15
"He said to them, 'Go into the world and preach the Gospel to all creation.'"

TRIP TIMELINE

The trip will start on Saturday January 18th, 2020 with the group leaving from Bowling Green, spend 6 days in the city, and then return to Bowling Green on Saturday January 25th.



The American Student Debt Crisis

- 31%** Increase in number of student loan borrowers from 2007 to 2012
- \$1.48 Trillion** Total American student loan debt
- \$37,172** Average student loan debt for the Class of 2016
- 70%** Of students graduate with debt

Percent of College Graduates with Debt

70% of graduates have debt. 55% of those with debt are from private schools (64% have federal loans), and 15% are from public schools (54% have federal loans).

1 in 8 American borrowers have more than \$50,000 in student debt.

16.9% of those age 25-34 who live with their parents.

Average Debt For Graduating Seniors

44.2 Million Americans have student loan debt

\$351/month Average monthly student loan payment

11.1% Student loan delinquency rate

\$2,667.20 per second
The amount student loan debt is increasing every second and has been since 2006.

Trinity Debt Management can help today, don't wait any longer!

Trinity Debt Management Kit of Parts Final Draft - Nick Biere

Graphic Logo

Colors

Typography

Headers: Avenir (Heavy)
Subheaders: Avenir (Medium Oblique)
Body: Avenir (Light)

Icons

Patterns

Brand Values

Genuine | Empathy | Integrity

Core Benefits

Empowerment | Freedom | Commitment

Voice & Tone

Trustworthy | Understanding | Encouraging

Tagline

Spiritual freedom through finance

Never wait for a treadmill again

Get the BGSU APP

GET IT ON Google play | Available on the App Store



Financial Checkup

Do You Have ___ ?

- Student Loan Debt
- Bad Credit
- Mortgage Concerns

Fix This Over!

Does the word "Money" make you...?

Uncomfortable, Worried, Uncertain, Tense, Irritated, Scared, Angry, Lose sleep, Defensive, Upset, Fearful, Jealous of others, Petty, Depressed, Indignant, Frustrated, Flustered, Complain, Break out, Questions your future.

Trinity Debt Management Can Help You!

We empower our clients to achieve spiritual freedom through financial management and counseling. Our services include debt management, housing counseling, and student loan forgiveness plans.

Take action today and visit www.trinitycredit.org to eliminate all your debt!

Trinity Debt Management
11229 Reading Road
Cincinnati, OH 45241

Career Technology Education

Ohio Broadcast Educational Media Commission

Ohio Department of Education

Services List

Here are all of the services I will be completing for my client. This includes technical details, deliverable formats, and a description of each service.

Branding Plan: this includes 2 round of revisions to a newly created brand guideline document

Deliverables - Logo, Company colors, Company Fonts

The branding plan will be provided to the client in a PDF format that has all branding guidelines compiled into one document. This plan will serve as a guide for all of BelInstrumental's future design pieces, both digital and print format, in order to create a strong visual identity for the organization that is modern and recognizable.

Infographic: will include 1 round of revisions for an infographic created to promote the client's services and value

Deliverables - Infographic in PDF & PNG format

This infographic will be crucial in the organization's promotional efforts to attract new customers and donors alike. BelInstrumental will receive a PDF and PNG format of the finalized design to be used in email marketing and social media promotion. It will serve as a visual representation to the impact that BelInstrumental has.

Brochure: will include 1 round of revisions for a redesigned brochure to show potential donors & clients the value of this organization

Deliverables - Brochure in PDF format

The brochure will serve a similar purpose as the infographic, except that it will be created specifically to be printed. BelInstrumental already has a brochure that they use for in person promotions at networking events, but it will need to be updated with new information and the branding will now match the newly created plan.

Quote

For this project I am charging a rate of \$35/hour. PROJECT PRICING = (Hourly Rate X Hours)

BRAND IDENTITY

Visual Research: 2hrs
Gathering Information: 1hr
Meetings: 1hr
Total - 4hrs

BRANDING PLAN

Company Colors & Font: 1hr
Logo Redesign: 2hrs
Document Layout: 1hr
Revisions/Meetings: 2hrs
Total - 6hrs

BROCHURE

Visual Research: 1hr
Document Layout: 2hrs
Revisions/Meetings: 2hrs
Total - 6hrs

INFOGRAPHIC

Visual Research: 1hr
Data Collection: 1hr
Document Layout: 1hr
Revisions/Meetings: 2hrs
Total - 5hrs

PROJECT TOTALS

Brand Identity: 4hrs
Branding Plan: 6hrs
Brochure: 6hrs
Infographic: 5hrs
Total - 21hrs

TOTAL: \$35 X 21 hours = \$735

TERMS & CONDITIONS

1. PROJECT

The Designer agrees to provide graphic design services as listed in the “deliverables” section below. The Designer agrees they will remain the sole provider for the term of this project. All work will remain unique, original, and free of any plagiarism.

2. DELIVERABLES

This freelance graphic design contract includes the following deliverable items: One branding plan, one redesigned logo, one brochure, one infographic.

3. INTELLECTUAL PROPERTY PROVISIONS

3.1 Client Content. Client Content, including all pre-existing Trademarks and copyright material, shall remain the sole property of Client, and Client shall be the sole owner of all rights in connection therewith. Client hereby grants to Designer a nonexclusive, nontransferable license to use, reproduce, and modify the Client Content solely in connection with Designer’s performance of the Designer’s Services and the production of the Deliverables

3.2 Assignment of Copyrights. Upon completion of the Services and conditioned upon full payment of all fees, costs and out-of-pocket expenses due, Designer shall assign to Client all ownership rights, including any copyrights, in and to any artworks or designs comprising the works created by Designer as part of the Final Art and Final Deliverables for use by Client. Designer shall cooperate with Client and shall execute any additional documents reasonably requested by Client to evidence all such assignments of intellectual property

3.3 Assignment of Final Art. Upon completion of the Design Services, and subject to full payment of all fees, costs and expenses due, Designer hereby assigns to Client all right, title and interest, including without limitation, copyright and other intellectual property rights, in and to the Final Deliverables and the Final Art. Designer agrees to reasonably cooperate with Client and shall execute any additional documents reasonably necessary to evidence such assignment.

4. PAYMENT

The Project above shall be conducted and delivered upon payment of the below listed amounts. All fees will be invoiced upon submission of deliverables to the Client, and will be due under payment terms. A deposit of \$100 will be due to the Designer prior to the start of any work. If the Scope of work changes during the project’s completion additional costs may occur. Designer will submit any price changes to the Client prior to beginning such tasks. Upon completion of the project the Client will provide the Designer with remaining \$635 to cover total project cost.

5. CLIENT APPROVAL

The Client will be notified and must approve any and all materials prior to project finalization and submission. Furthermore, the Client will have permission to accept the work and request revisions if needed.

6. TERMINATION

Either party may terminate this contract at any time for any reason they deem necessary with written notice. Upon cancellation of this freelance graphic design contract, the Client will be responsible for all expenses incurred prior to contract termination. Should the Client choose to cancel this project after the project’s completion, the client will remain responsible for full payment of the complete project total.

7. AGREEMENT

By signing below, the Parties agree they have read, understood, and will comply with the terms listed in this freelance graphic design contract.

Designer: _____

Client: _____

Sources

- <https://www.aiga.org/globalassets/aiga/content/tools-and-resources/46874510-standard-form-of-agreement-for-design-services.pdf>
- <https://designmodo.com/contract-templates-freelance-designer/>
- <https://www.docracy.com/8574/design-and-development-contract/>
- <https://www.format.com/magazine/resources/design/graphic-design-contract>
- <https://www.pandadoc.com/freelance-graphic-design-contract-template/https://designshack.net/articles/business-articles/how-much-does-logo-design-cost/>

Conclusion

BelInstrumental recognizes the need for strong visual branding to stay relevant and ahead of competition in this fast moving marketing environment. Their current visual media lacks consistency and a central branding plan. My proposed project will create deliverable media that will build the visual branding foundation for all of their future promotions.

Through my experience working as a graphic designer with Cru, BGSU Marketing & Communications, and WBGU PBS I know that I have the skills required for this project. My passion for good design and shared excitement about this organization's purpose both make me a great fit for what they are trying to accomplish.

Working with Jeff Green (founder of BelInstrumental) will continually give me direction for where the project is headed and allow me to create a branding plan, brochure, and infographic that will equip the organization to succeed. This project will allow BelInstrumental to better position itself in the marketing field to attract new clients and inform donors of the organization's impact.

BeInstrumental

PHASE 4: Designing a Solution
Nick Biere



be | instrumental

“Our mission is to ensure that every student has access to a musical education and to provide schools with the resources needed to teach music.” (BeInstrumental.org)

Existing Brand Guidelines

BelInstrumental is severely under resourced in the field of branding. It is a non-profit organization with virtually no budget for visual communication. The organization does not currently have a branding plan so there is a weak online presence and lack of brand unity.

They currently have a logo that's been used for the organization since it started over 10 years ago and two main colors that they use for their designs, that is the extent of their current brand guidelines.



be | instrumental

Recommendations & Rationale for Implementation

The fact that BelInstrumental does not have a set of brand guidelines is the entire basis of my synthesis project. Upon my initial meeting with Jeff Green (founder and president of the organization) I realized that he had a LOT of different ideas as to where the project could go and how I could help his organization. While he had many great and creative ideas that could definitely benefit the organization, I identified that at the core of their visual communication needs was a branding plan. Creating the branding plan is step one of the project and the following deliverables are also part of my project:

Branding Plan - the branding plan will serve as the foundation for all of BelInstrumental's visual content moving forward with a new color palette, new font, and a redesigned logo

Infographic - this will primarily serve as a tool for donors and investors to view information about BelInstrumental and its impact on the students that go through the program

Brochure - the brochure is a tool for BelInstrumental with the primary goal for someone to pick it up and quickly understand how the organization operates and what its impact on the surrounding community is

While BelInstrumental could stand to gain a lot from video projects, other design work, and social media marketing strategies, I know that the most immediate need is their branding plan. Going forward with this plan will allow their staff to create social media posts, flyers, and other promotional materials that will have consistent visual branding. BelInstrumental desires to have a modern and effective visual brand, my project will accomplish that.

Research

I read articles from a few different news sources and blogs on the Internet to find concrete evidence about the importance of branding. We live in a time where this almost seems silly to question, but having a strong brand is absolutely essential for the success of businesses and organizations. Here are some quotes I pulled from the websites to show that there are marketing experts who agree with me!

"The right logo says everything without saying a word. It connotes feelings of honor, trust, pride, excellence and integrity. It conveys a series of virtues and a set of values without pages of copy and a team of copywriters. It evokes a sense of connection between a brand and consumers. It establishes a bond between a company and its community of fans, friends, critics, allies and champions."

- Alexander Westgarth, CEO and Founder of Westgarth Wines (Forbes.com)

"Everything that your organization exemplifies should be easily recognizable throughout the brand. Else, your customers will be quick to notice the gap between what was promised and what was actually delivered on the ground."

- Arpit Sinha, Entrepreneurship Writer (Entrepreneur.com)

"There are three essentials to a good business logo: it must be appropriate to the business; it must be memorable; and it must be uncomplicated in form."

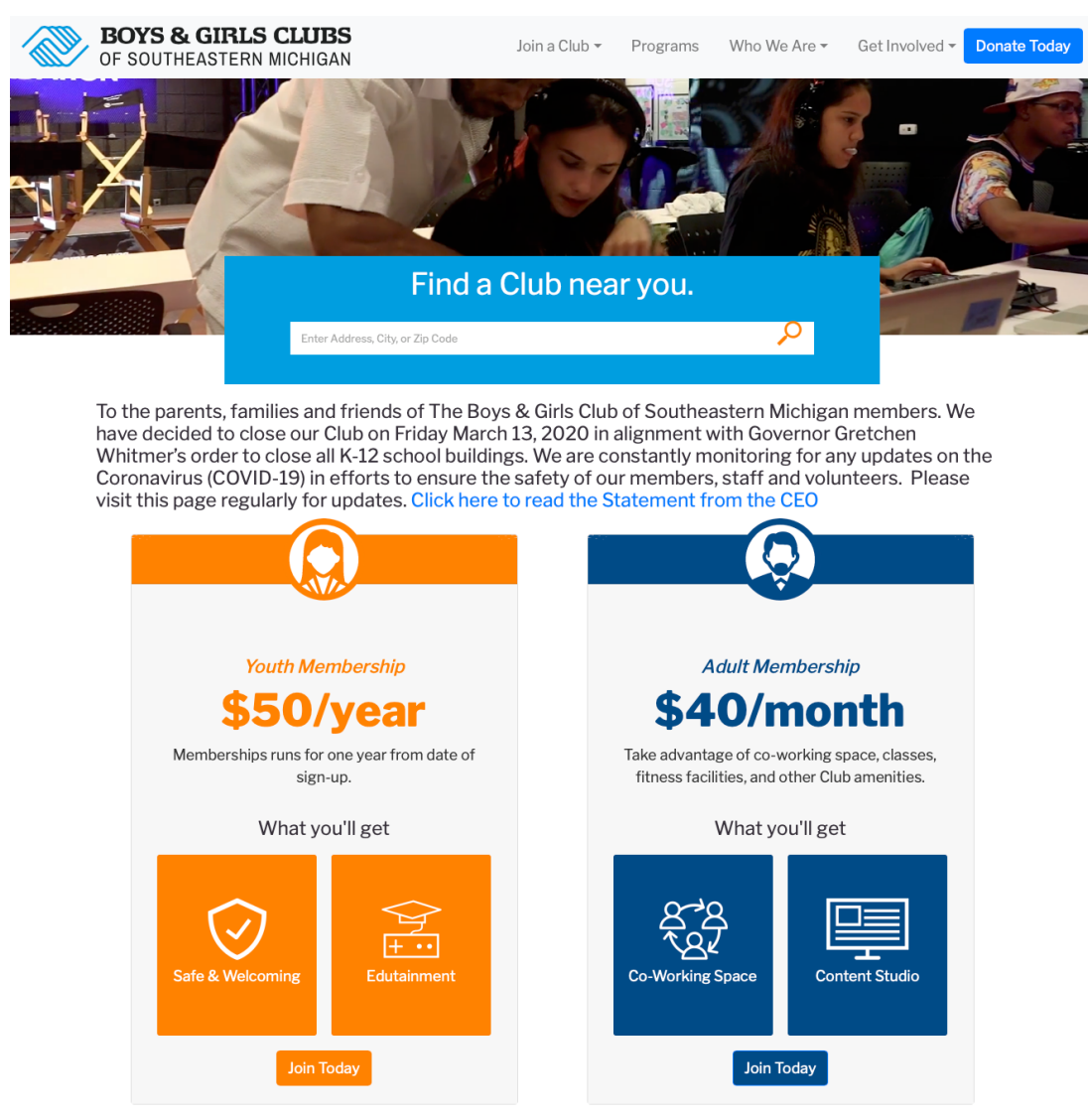
- Peter Shadbolt, Business Reporter (bbc.com)

"In the face of the current economic challenges, it's worth noting that brands do better in tough times compared to unbranded products. Brands outlive product cycles. And in these challenging times, there are still great brands being built. Brand owners still recognise opportunity and their brands will thrive in the years ahead."

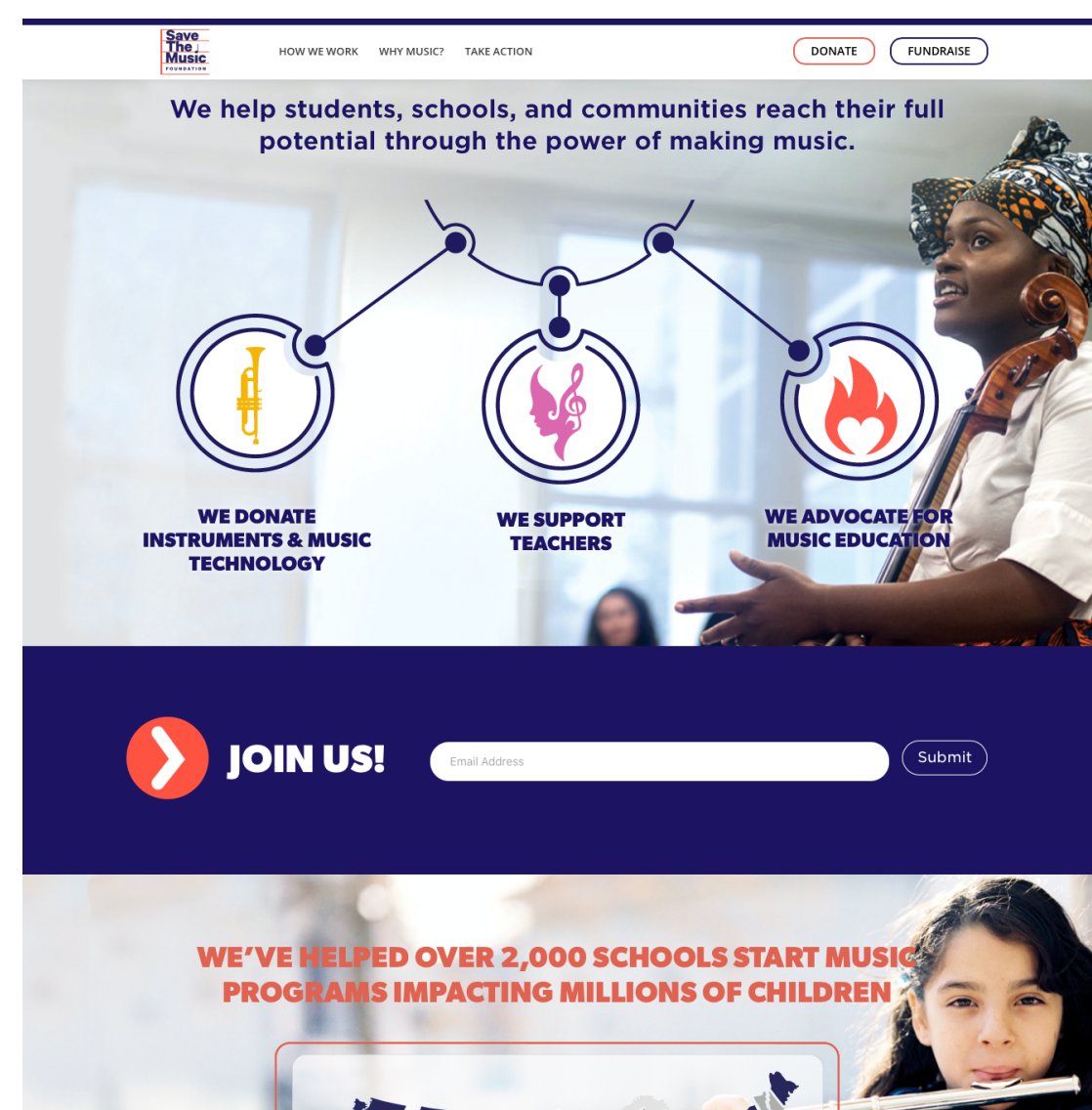
- Scott Goodson, Founder of StrawberryFrog (Forbes.com)

Concept Examples & Inspiration

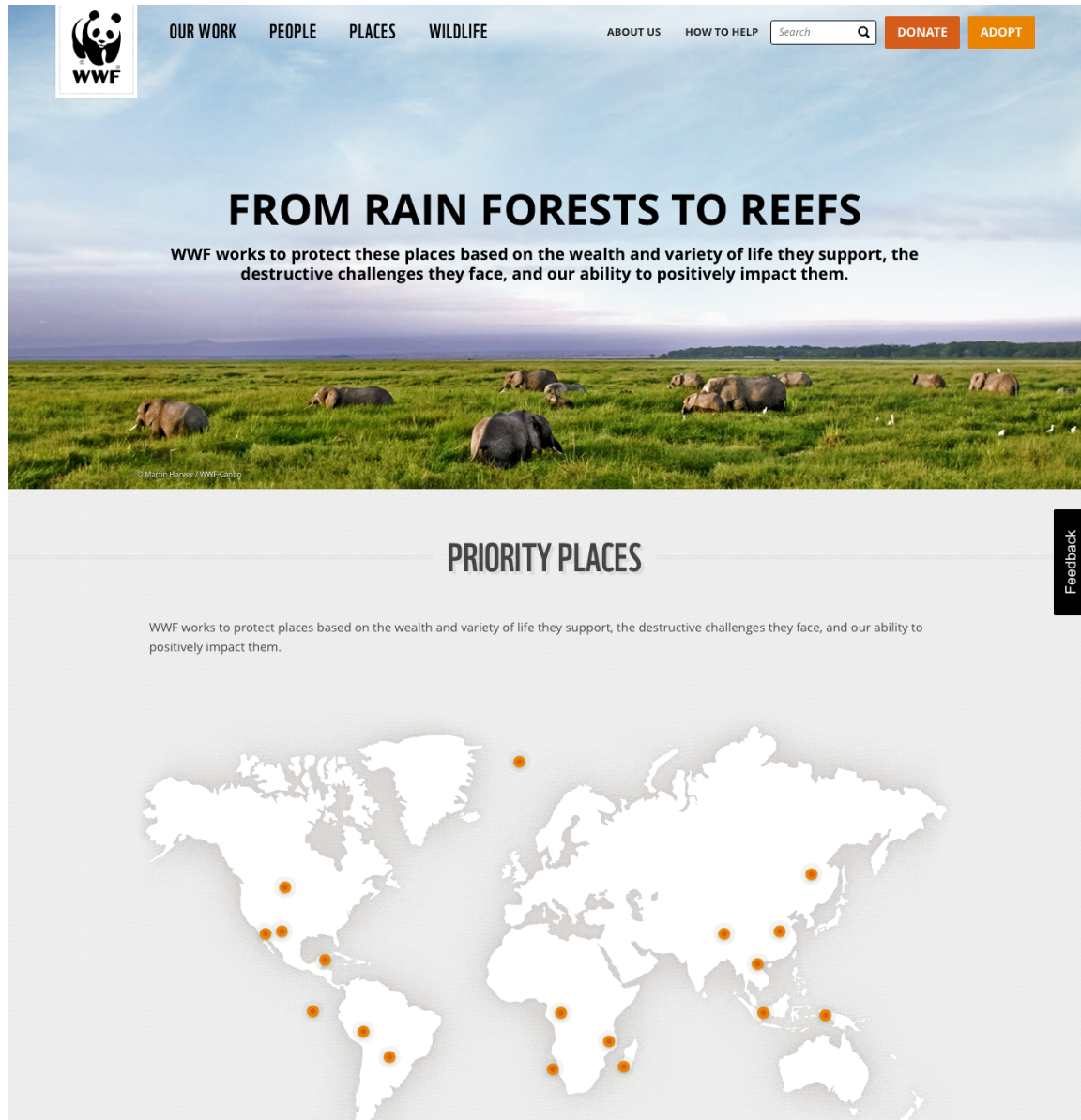
Gathering inspiration is the second step I take when faced with a design project (the first being discovering the vision for the project). I asked Jeff to send me examples of other organizations that he recognizes as having strong branding to see what he was looking for, shown below:



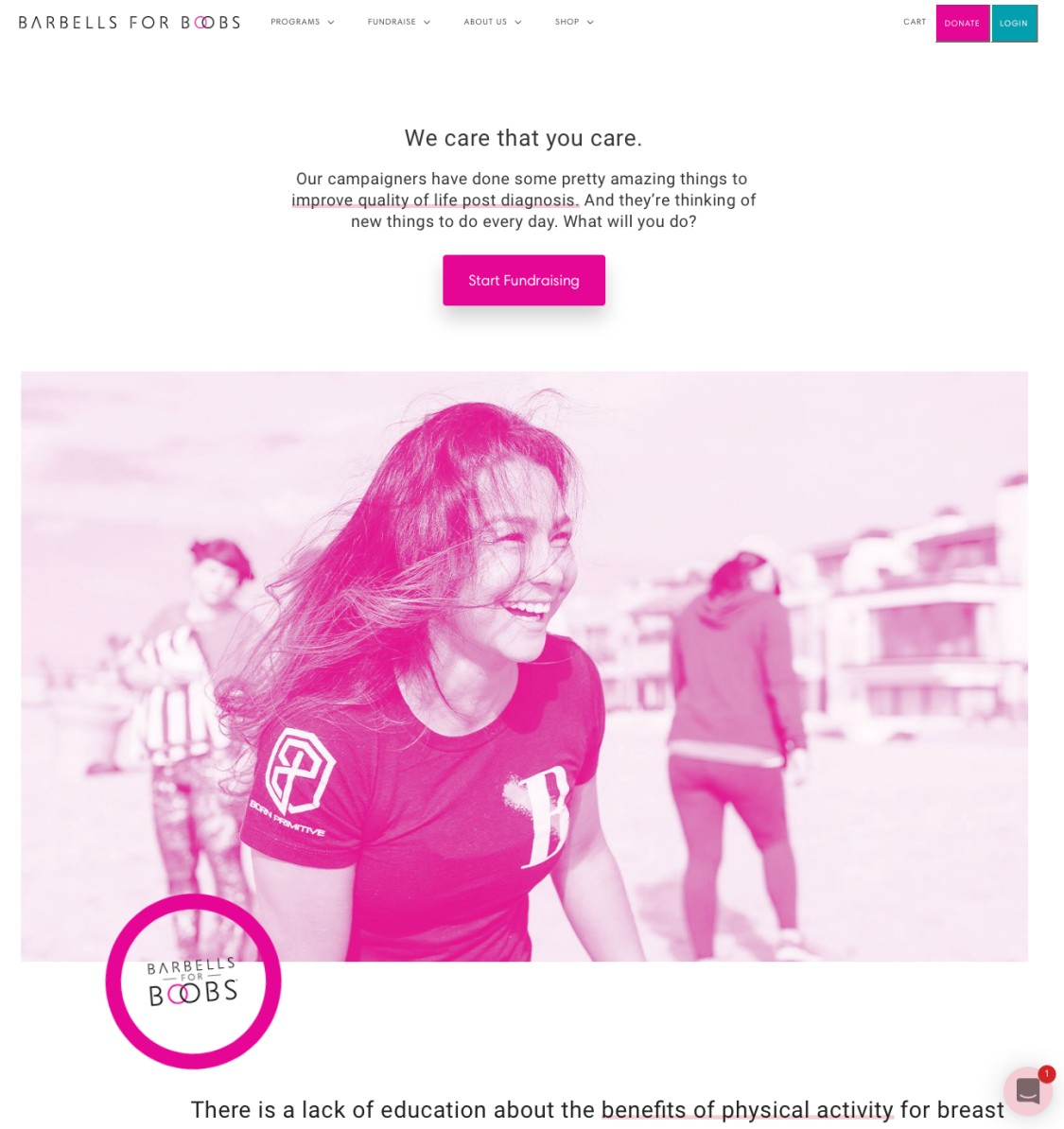
Source: Boys & Girls Club



Source: Save The Music



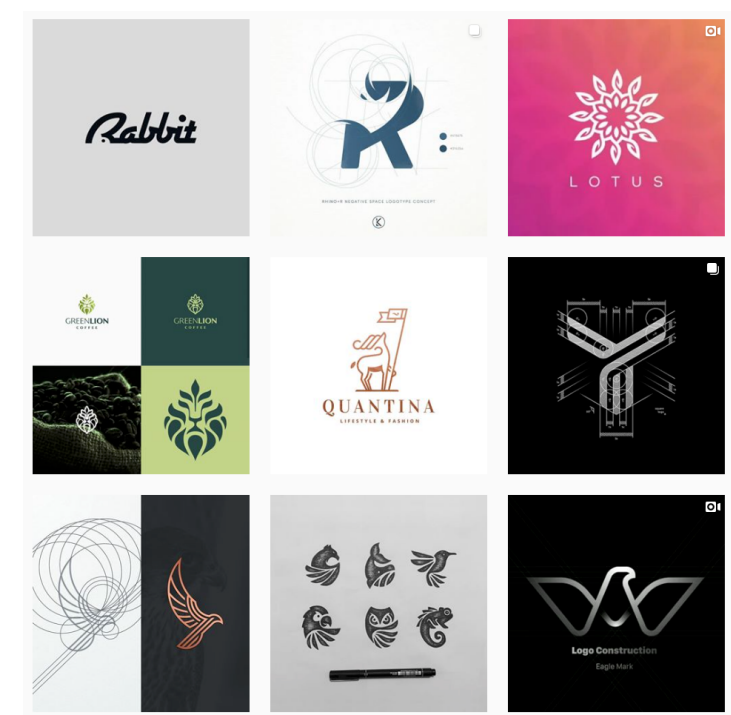
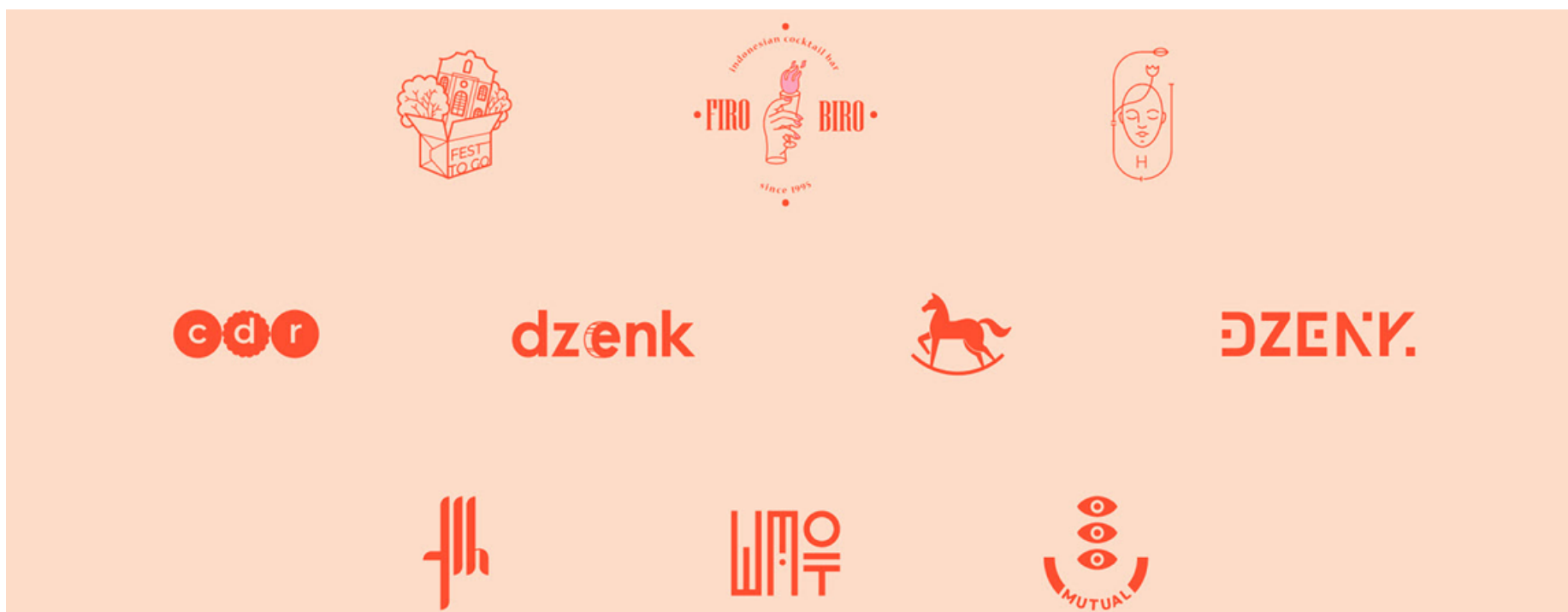
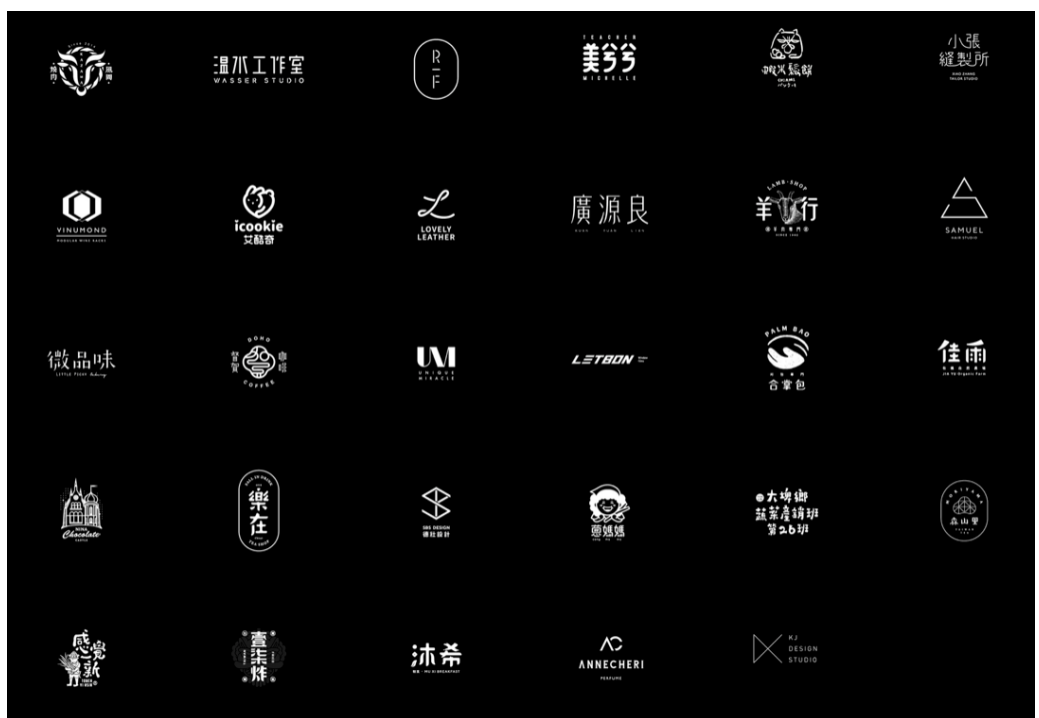
Source: World Wildlife Fund



Source: Barbells for Boobs

Concept Examples & Inspiration (continued)

In addition to analyzing the websites that Jeff sent me, I did my own visual research through various platforms: Pinterest, Dribbble, Behance, LinkedIn, and Instagram. Searching through these social media platforms and portfolio sites allowed me to look at a wide variety of styles, trends, typography, and colors. I looked at other non-profit organizations and design work from other industries to get inspired.





Visual Jams PRO 2 121



Morgan Carter 2 146



Allan Peters PRO 37 664



Visual Jams PRO 11 273



Visual Jams PRO 2 98



Visual Jams PRO 27 1,235



Juan Velasquez 0 6



Juan Velasquez 0 9



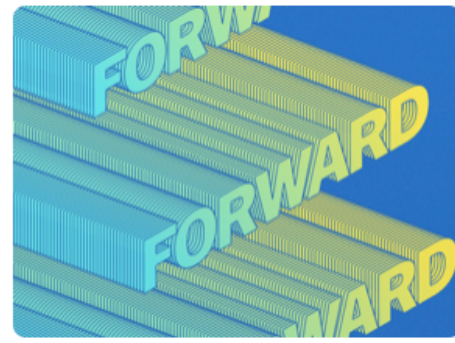
Juan Velasquez 0 15



Unicode 2 35



Giuliana Castellano 0 22



Juan Velasquez 0 26



Mark van Leeuwen 2 182



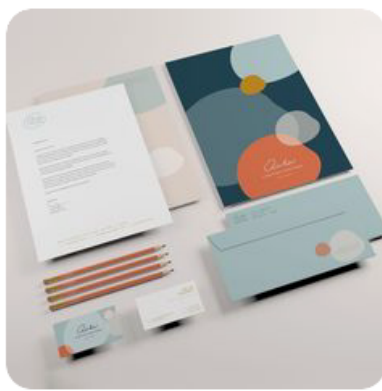
Gudkrif 2 24



Tamara Arkatova PRO 2 37



ninadewane PRO 5 69



Custom branded stationary set for Aura



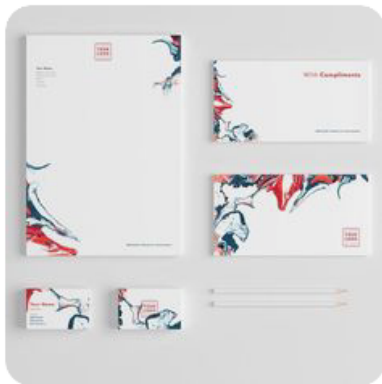
Polar Way



Advanced Branding Stationery Mockup - Free Design Resources



Color Palette // Indian Summer - Erica Perebijnos



Business Stationery Suite Pack with Marble Design, Digital...



Flora Palette



Flora Palette



tropical flower wall art "Pink Paradise" - art studio

Color Scheme & Fonts

The most interesting challenge I have had with branding this organization is the balance between playfulness and having a professional appearance. I have seen many organizations such as day care facilities, schools, and summer camps that choose fonts and colors that are absolutely rough on the eyes. I want to present BelInstrumental as approachable and fun while also remembering that their audience is youth and young parents.

I decided to go with Iskra as the font to use for this branding plan. The colors are fun since they are vibrant and yet they aren't overpowering and blend together well. This combination of the font and color scheme effectively communicates BelInstrumental's theme while appealing to their target audience.

Typography

Headers: Iskra (Bold)

Subheaders: Iskra (Italic)

Body: Iskra (Regular)

This is sample text to see how this font would look in a paragraph form. This font is size 14 and regular style so it is realistic to be used on brochures, websites, and other platforms.

Color Palette



RGB: (145,75,242) | Hex: #914BF2 | CMYK: 61,74,0,0

RGB: (73,177,242) | Hex: #49B1F2 | CMYK: 61,16,0,0

RGB: (242,203,5) | Hex: #F2CB05 | CMYK: 6,17,100,0

RGB: (242,183,5) | Hex: #F2B705 | CMYK: 5,29,100,0

RGB: (242,92,5) | Hex: #F25C05 | CMYK: 0,78,100,0

Process Work & Mock-ups

For most of this project I have been very run and gun in Illustrator since I promised my client two iterations for each deliverable and there are three deliverables. Here are some sketches I have done and the digital process work I have completed as well.

Logo Redesign Options

Option 1



Option 2



Process Work: Typography & Color Palette

Typography

Headers: Iskra (Bold)

Subheaders: Iskra (Italic)

Body: Iskra (Regular)

Here is an example of a paragraph of text that could be used by BelInstrumental: We are dedicated to serving the Toledo metro area through providing youth with great opportunities to experience music no matter their experience level or background.

Option 1



Option 2



Option 3



Option 4



Option 5



Option 6



Typography

Headers: Brandon Grotesque (Bold)

Subheaders: Brandon Grotesque (Medium Oblique)

Body: Brandon Grotesque (Regular)

Here is an example of a paragraph of text that could be used by BelInstrumental: We are dedicated to serving the Toledo metro area through providing youth with great opportunities to experience music no matter their experience level or background.

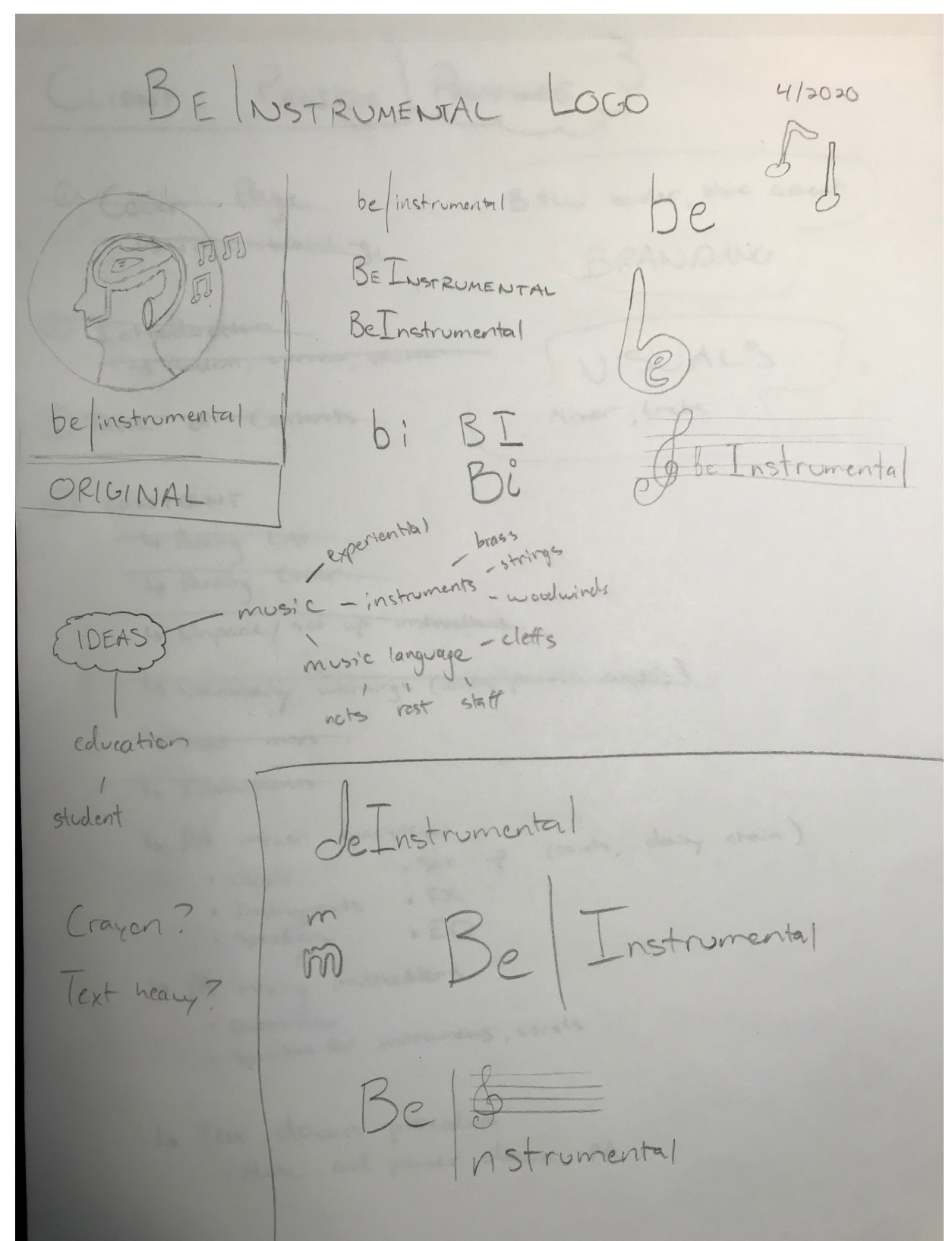
Typography

Headers: Avenir (Heavy)

Subheaders: Avenir (Medium Oblique)

Body: Avenir (Roman)

Here is an example of a paragraph of text that could be used by BelInstrumental: We are dedicated to serving the Toledo metro area through providing youth with great opportunities to experience music no matter their experience level or background.



Branding Plan VERSION 1

BelInstrumental Branding Plan

Draft 1 - Nick Biere

Logo Redesign Options

Option 1



Option 2



Typography

Headers: Avenir (Heavy)

Subheaders: Avenir (Medium Oblique)

Body: Avenir (Light)

Colors



Tints



Base Color



Shades

Mission Statement

BelInstrumental exists to provide every child with the opportunity to experience music.

Brand Values

Musical | Creativity | Experiential | Education

Voice & Tone

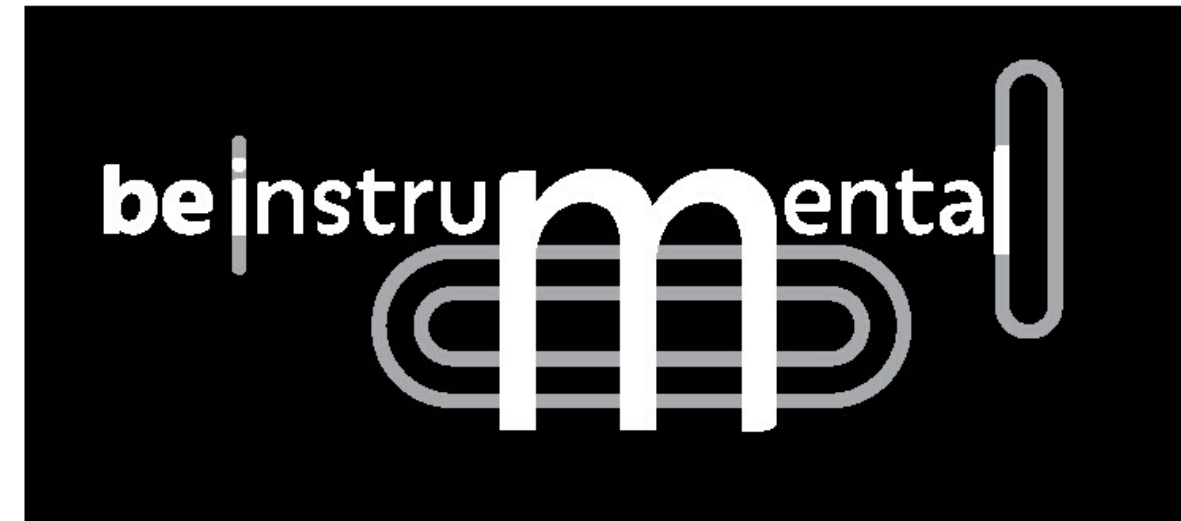
Fun | Unique | Imaginative | Trustworthy

Branding Plan VERSION 2

BelInstrumental Branding Plan

Draft 2 - Nick Biere

Logo Redesign



Mission Statement

BelInstrumental exists to provide every child with the opportunity to experience music.

Brand Values

Musical | Creative | Experiential | Educational

Voice & Tone

Fun | Unique | Imaginative | Trustworthy

Typography

Headers: Iskra (Bold)

Subheaders: Iskra (Italic)

Body: Iskra (Regular)

This is sample text to see how this font would look in a paragraph form. This font is size 14 and regular style so it is realistic to be used on brochures, websites, and other platforms.

Color Palette



RGB: (145,75,242) | Hex: #914BF2 | CMYK: 61,74,0,0

RGB: (73,177,242) | Hex: #49B1F2 | CMYK: 61,16,0,0

RGB: (242,203,5) | Hex: #F2CB05 | CMYK: 6,17,100,0

RGB: (242,183,5) | Hex: #F2B705 | CMYK: 5,29,100,0

RGB: (242,92,5) | Hex: #F25C05 | CMYK: 0,78,100,0

Branding Plan FINAL VERSION

Belnstrumental Branding Plan

Final Iteration - Nick Biere

Logo Redesign



be | instrumental



be | instrumental

Mission Statement

Belnstrumental exists to provide every child with the opportunity to experience music.

Brand Values

Musical | Creative | Experiential | Educational

Voice & Tone

Fun | Unique | Imaginative | Trustworthy

Typography

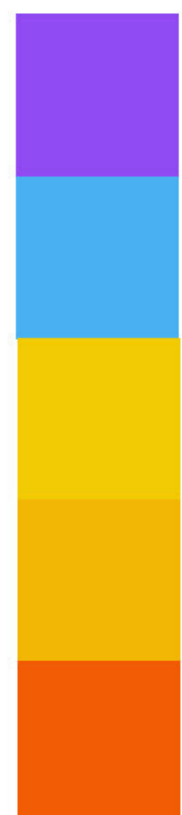
Headers: Iskra (Bold)

Subheaders: Iskra (Italic)

Body: Iskra (Regular)

This is sample text to see how this font would look. This font style is size 14 and regular style so it is realistic to be used on brochures, websites, and other platforms.

Color Palette



RGB: (145,75,242) | Hex: #914BF2 | CMYK: 61,74,0,0

RGB: (73,177,242) | Hex: #49B1F2 | CMYK: 61,16,0,0

RGB: (242,203,5) | Hex: #F2CB05 | CMYK: 6,17,100,0

RGB: (242,183,5) | Hex: #F2B705 | CMYK: 5,29,100,0

RGB: (242,92,5) | Hex: #F25C05 | CMYK: 0,78,100,0

BelInstrumental OLD Logo



be | instrumental

BelInstrumental UPDATED Logo



be | instrumental

BeInstrumental

PHASE 5: Evaluation

Nick Biere



be | instrumental

“Our mission is to ensure that every student has access to a musical education and to provide schools with the resources needed to teach music.” (BeInstrumental.org)

Purpose of Evaluation

This evaluation has the primary goal of measuring the effectiveness of the branding plan I have created for my client, BelInstrumental. During this semester I have been communicating back and forth with Jeff Green, the president of BelInstrumental for his feedback and vision for the rebrand of the organization. We have sent many notes back and forth during this process and I have presented him with three different iterations of the branding plan. The evaluation I'm gathering from people outside of the project will give me some unbiased insight into what has been done well and where I can improve the designs and plan.

This phase 5 is also a great opportunity for me to take a step back from this project and really critically analyze what I think of it and get honest feedback from my client as well. This will allow me to gather important information and view the project analytically to continue improving it.

Project Objectives

My original objective according to my phase 1 document was to present:

"clear and concise information in a visually stimulating and modern way to create strong branding for the organization."

BelInstrumental did not have a branding plan at the beginning of this project so there was a lack of brand unity and weak online presence. They are unable to produce the visual content they need without outsourcing their work to a media firm or freelancer and lack the budget to do so. I'm in a very unique position with this project in the way that I can work with them for free and provide a lot of value for their organization.

The branding plan will serve as the foundation for all of BelInstrumental's visual content moving forward. It will consist of an updated graphic logo, brand colors, one or two fonts, and brand values. All of these elements will allow BelInstrumental to create graphics and visual content in the future on their own that is cohesive, modern, and have the visual building blocks to work with.

My objectives have been met with the branding plan, but the other two elements; Infographic and Brochure, have taken the back seat as this project has progressed. The branding plan is the first step and fundamental for the creation of the other two and the branding plan has taken much longer than originally anticipated to be completed. These two other deliverables are in the process and I am still going to finish them for the client even after the class is finished.

Evaluation Strategy

The strategy I am going to implement for evaluating this project is to see if the branding plan is a strong foundation to build the other deliverables on. If the branding plan isn't effective then the other deliverables and the organization as a whole will not benefit from the rebranding.

I will be sending out a link to a Google survey that I created to judge the effectiveness of the rebrand I have created for my client. By analyzing the findings from a range of people that have experience in VCT related fields and those who do not, and using an audience with a range in ages, I will be able to get a good understanding of how the rebrand is viewed.

Evaluation Plan

The evaluation plan I am going to implement is to create a Google Forms Survey and send it out to several participants. The questions will ask the respondents to pick their preference between the old logo and the new one, see if the brand tone is playful and professional like intended, and I left an open ended section at the bottom for them to drop any suggestions or comments they would like to leave.

At the top of the Google Form is a PNG of the branding plan I created so that the audience can see exactly what I am working on. There are some multiple choice questions, a linear scale question to rate the effectiveness, and an open ended section at the bottom for them to drop any suggestions or comments they would like to leave. I decided to use a mixture of question types so that the respondents would actually take their time and each question matches the format I think is most effective in gauging their responses appropriately.

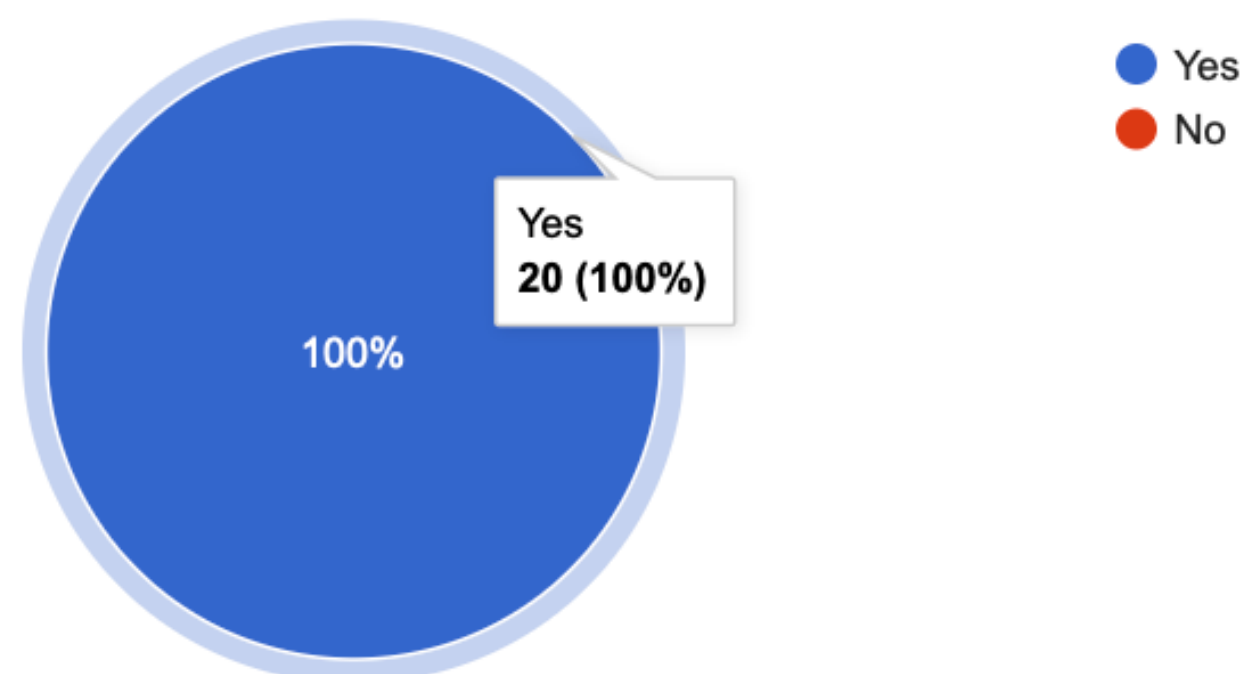
External Evaluation

The respondents that took part in my survey cover a broad range of ages and demographics. I got responses from people with an age range of 19 up to 50. There is a nearly 50/50 split of gender for the respondents as well. I made sure to send the survey to young people who are independent and to older people who have families and children since the organization primarily targets families to advertise to. There were 20 people who filled out the survey.

Survey Questions & Responses

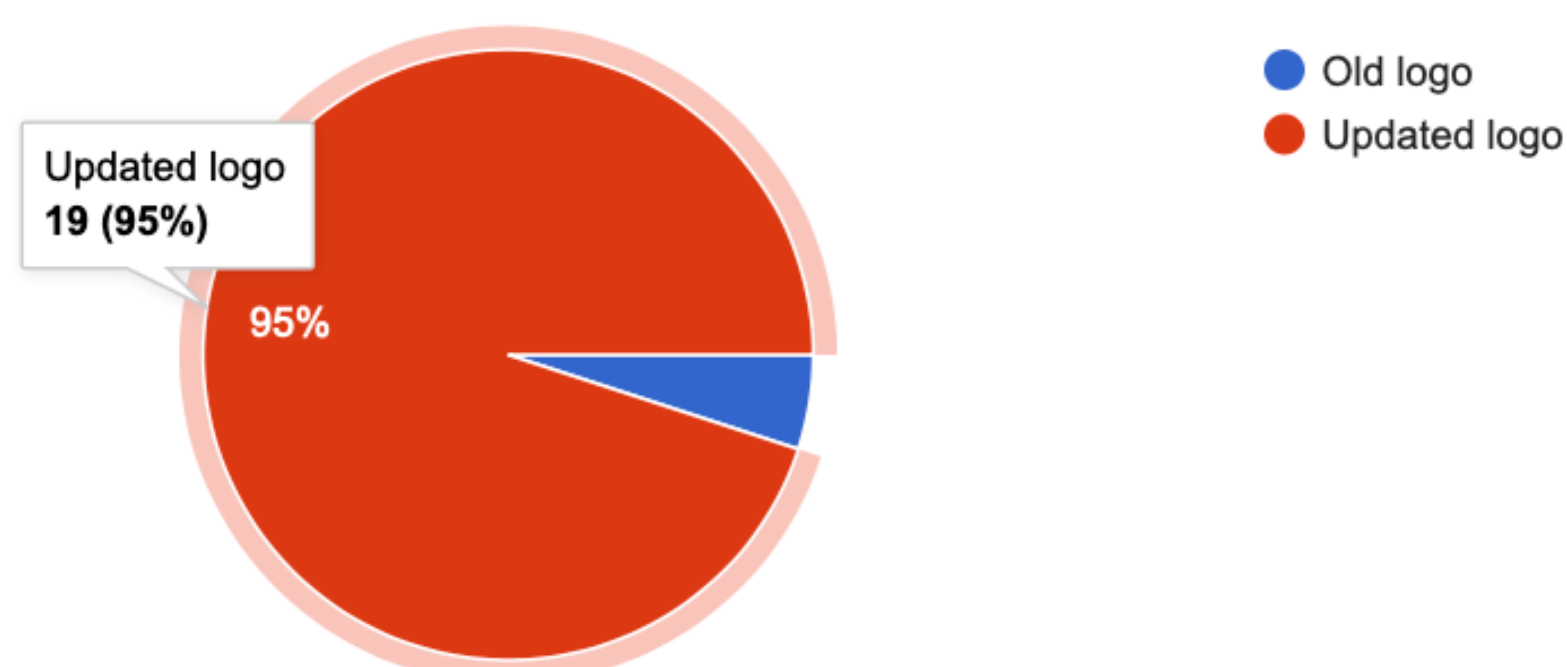
Q1: Does this plan create a strong brand identity?

20 responses



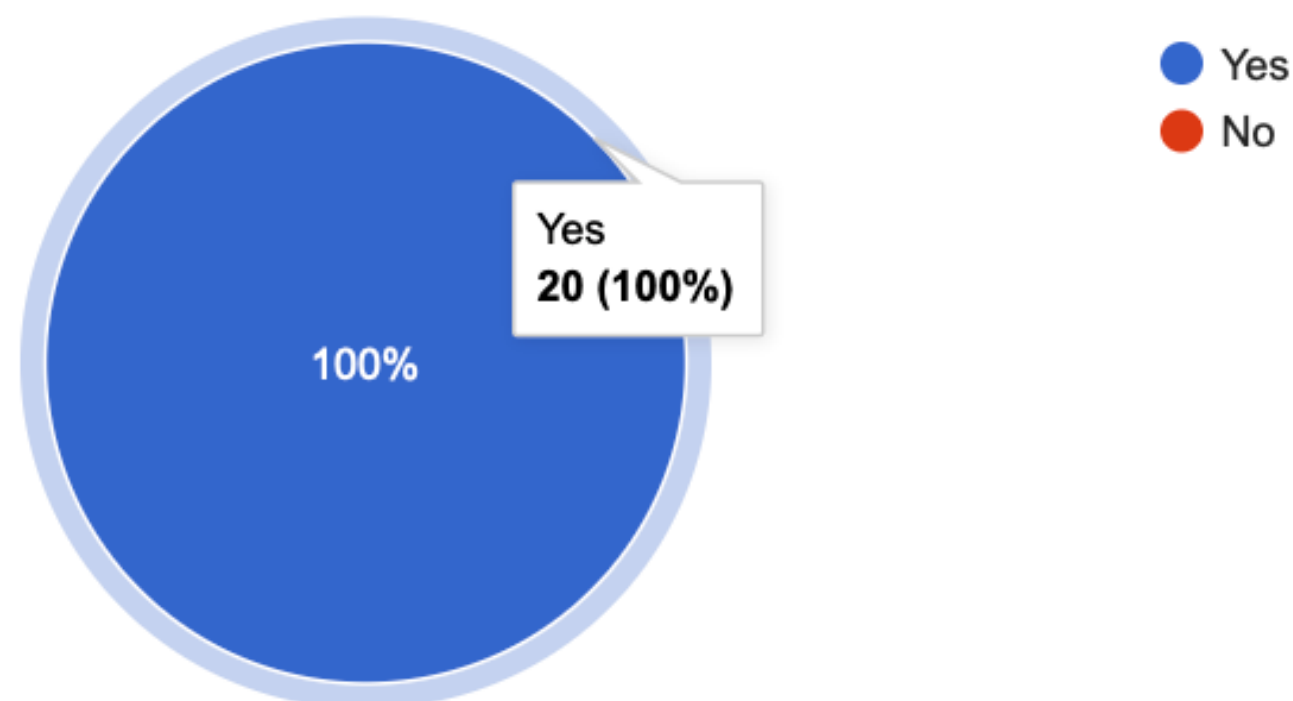
Q2: Which logo do you prefer?

20 responses



Q3: Would a branding plan like this benefit your company/organization?

20 responses



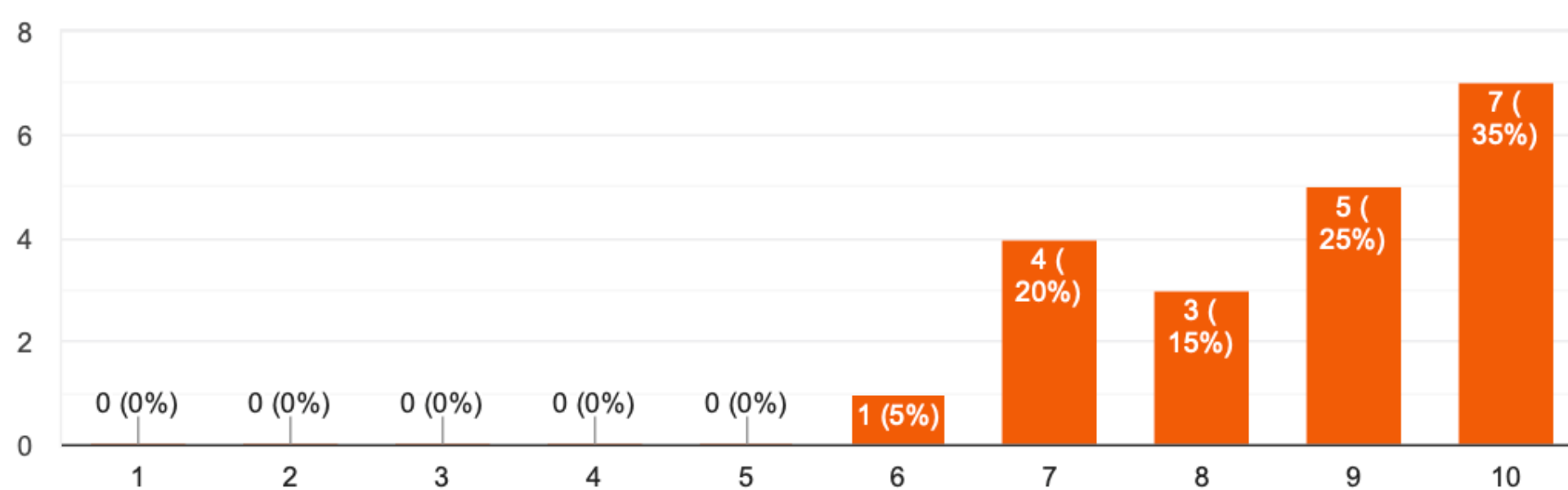
Q4: Is the overall style (between colors and typography)...

20 responses



Q5: How visually appealing is this brand to you?

20 responses



Q6: Any additional comments/suggestions?

"Love the color palette!"

"The updated logo still has a lot of small details that could be lost at a small size but I understand wanting to keep a very similar logo for brand recognition."

"Great job! I like the adjustment of the color and on the music notes."

"I prefer the font used in the new logo."

"I like the new logo and how the colors are brighter and visually appealing."

Internal Evaluation

I can honestly say that I am proud of the design work I have completed for BelInstrumental. The original plan that I sent out to achieve with three deliverables completed by the end of the semester was highly ambitious and now that I have completed the final iteration of the branding plan I can say that I was surprised how long it took to finish. In the future I will be more mindful of the time required for these deliverables and manage my timelines more realistically.

Below is an email from my client about his opinion on the project...



Jeff Green

to me ▾

Original Objective Statement:

Objectives: clear and concise information, visually stimulating, modern, strong branding.

If these objectives are met then the project will have a positive impact on the organization as a whole and be successful.

Nick has gone above and beyond in working to redevelop the branding for BelInstrumental. Throughout the brainstorming process, his ideas to modernize our image and his ability to execute them onto paper will go a long way for us to promote our brand. We are grateful for the branding document, as it is has been something we've needed for a long time.

It's been a pleasure working with Nick, and we hope we can cross paths again soon.

Summary of Evaluation Results

Based on the results gathered from the survey completed by 20 participants:

- 100% felt that the branding plan created a strong brand identity
- 95% preferred the updated logo
- 100% thought that a branding plan like the one I created would benefit their company/organization
- 100% thought that the overall branding style was "a mix of playful and professional"
- They rated the visual appeal of the brand on a scale of 1-10 as...
 - 6 (5%)
 - 7 (20%)
 - 8 (15%)
 - 9 (25%)
 - 10 (35%)

Conclusion of Evaluation

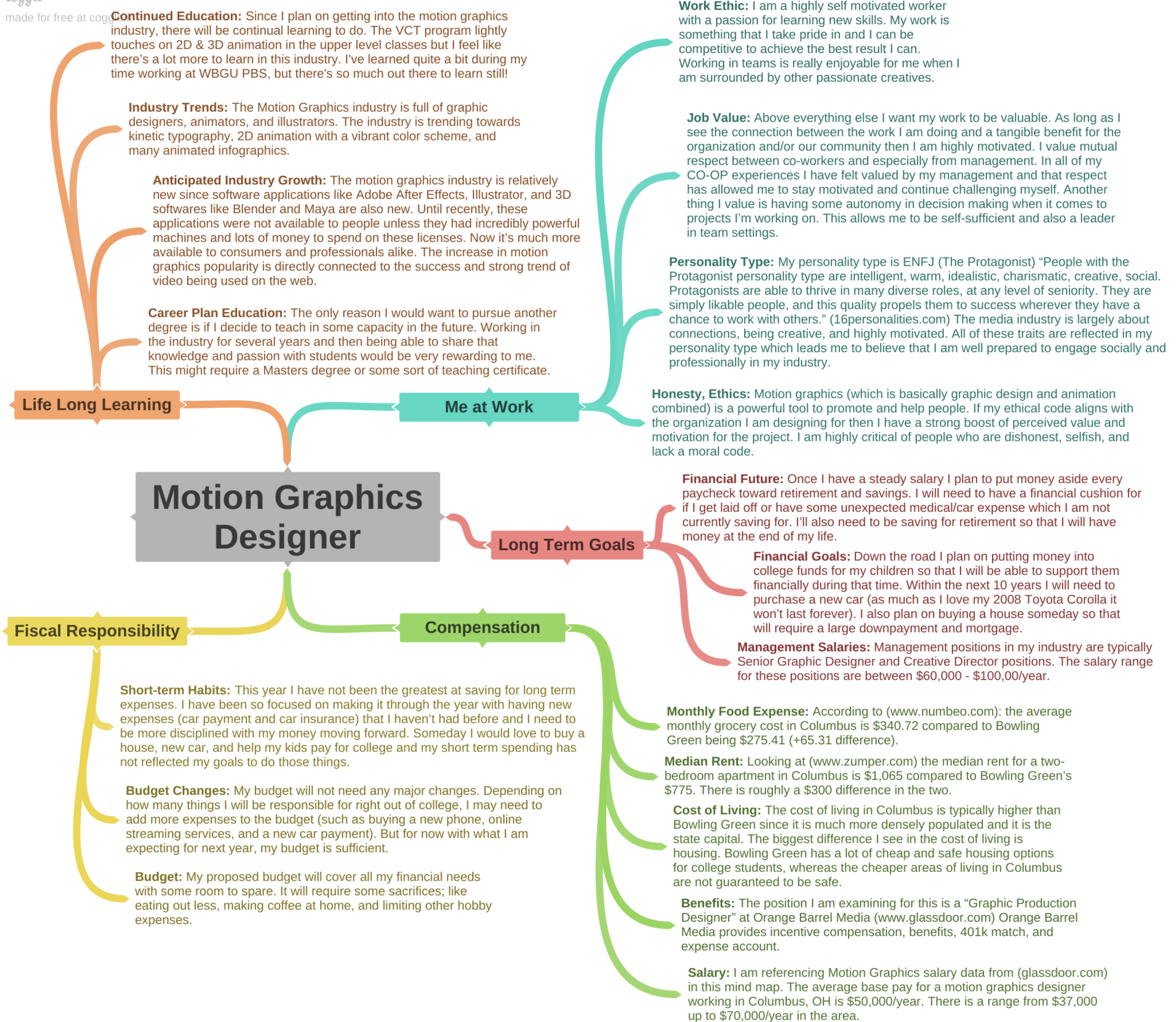
Now that I have analyzed all of the feedback I got from my client, myself, and the people who filled out the survey I feel like I have a much better grasp on the project's accomplishments. The survey results were very positive overall with some valuable constructive criticism left in the comment section.

I can conclude that the branding plan I have created for BelInstrumental is effective and has accomplished the objectives that we set at the beginning of the semester.

Work/Life Plan Graphic

coggle

made for free at coggle



Project Reflection

Summary of Project Development Process

This entire project's beginning can be traced back to a conversation that I had with Laney Fugett (my primary advisor for this project) back in September 2019. This conversation was a brainstorming session as to what client I would be interested in working with for my VCT Synthesis Project and Honors Project. I decided that I wanted to work with a nonprofit organization that had a focus on music in some capacity and after some quick Internet searching I found BelInstrumental. Once I met with Jeff Green (president of BelInstrumental) for the first time I was very excited to begin working with him.

Through the fall semester I met with Laney several times and communicated with Jeff Green that I wanted to work with BelInstrumental as my client. The HNRS 4980 class was focused on planning out the next semester and what my project and relationship with BelInstrumental would look like.

Once I confirmed Jeff Green as my client, we met up at a local coffee shop to talk through ideas that he had for what visual communication problems could be solved to benefit BelInstrumental. I quickly saw that they were very under-resourced in visual communication technology areas and that Jeff was a dreamer. He had a whole bunch of ideas for a new website, updated photos, new social media strategies, new branding, and promotional videos.

While it was fun to entertain all of these ideas and see Jeff's creativity, I knew that my responsibility as the visual communicator was to pinpoint the problem I could solve for them that would add the most value to the organization. I decided that building a strong brand would be the best use of this project for them and myself.

Jeff and I began doing visual research on a brand, I came up with sketches for the branding plan, and we began our back and forth of iterations and final version of the branding plan. The visual research consisted of looking at other nonprofit organizations' websites and browsing social media and portfolio websites for design inspiration. Jeff and I communicated through text, email, and Zoom conference calls to discuss changes and new versions of the branding plan.

Lessons Learned

This was my first time working as a freelance designer with a real client, all design work I had done previously was during CO-OPs, my TV production job, or for classes. I learned a multitude of things that are valuable going forward.

I learned firsthand the importance of effective and constant communication between designer and client. Jeff and I used several different methods of communication over the course of this project: face to face meetings, emails, zoom conference calls, and texting. Effective communication is the key to a successful relationship between client and designer. Lack of communication can lead to unnecessary wait times, delays in a project's timeline, and unmet expectations.

One thing that I incorrectly assumed when starting this project was that I would only need Jeff's approval of final designs in order to move forward. What I didn't know is that the entire board of directors had to hold a meeting, hold a discussion, and vote on the final version of the branding plan. This created a major road block in the project and forced Jeff and myself to backtrack in the design process to meet the demands of the board.

Lessons Learned (cont.)

The biggest failure of this project was my incorrect judgement when determining how much could be accomplished in a semester. Due to COVID-19 affecting the project, unexpected changes in Jeff's business, and unforeseen road blocks with getting approval from the board of directors, I was unable to create all three deliverables that I had planned on. BelInstrumental and I will have an ongoing relationship throughout the next couple of months as I continue to work on the other two deliverables (infographic and brochure) that were not created during the one semester period I had to work on this project.

The most important piece of knowledge that I gained through this whole project is that my design skills are valuable in the professional world. This was the first time outside of an internship where I was able to pitch ideas to a real organization, sell myself as a designer, and create designs for them. This newfound understanding of my design skills and overall beneficial experience through this project has shown me that I have a desire to continue working with this client and doing other freelance jobs in the near future.

Project Deliverables Critique

Overall I am pleased with how the branding plan has turned out. At the beginning of this project BelInstrumental had no set creative direction and this branding plan acts as a foundation for every social media post, website graphic, poster, t-shirt, or printed piece that the organization will create going forward. The font, color palette, updated logo, and organization's tone all speak to BelInstrumental's core teaching and beliefs. The branding plan could have benefitted from more specific instructions on general graphic design guidelines for using the logo, colors, and font. This would have added more value to the branding plan for the organization.

Work Ethic Critique

The most difficult part of this project as far as work ethic went for me is the lack of deadlines. Working at internships and classes always provide deadlines for various steps of projects or assignments whereas this project required that I create my own deadlines. This project made me rely on my intrinsic motivation more than I ever have before and it was a considerable adjustment. This did lead to me creating timelines, to-do lists, and setting deadlines in a more organized fashion than I ever had before but it did require a lot of time and organization to do so. Looking back at this document I am impressed at how much I did achieve over the course of a semester working with BelInstrumental and I am proud of the final product.

What Would I Do Differently?

If I could go back in time to the beginning of this project I would clarify who needs to sign off on designs before they get approved, hold more Zoom calls, and put even more time into the creation of deliverable content. Zoom calls or in person meetings were also way more productive than emailing or texting and I wish I would've focused more on those in order to communicate faster. I would've also gotten the branding plan done sooner in the semester so that I could have begun working on the infographic and brochure.

Conclusion

Overall, I have had an incredibly valuable experience with BelInstrumental through the course of this project. I learned to be more organized, intrinsically motivated, was challenged creatively, gained a better understanding of how marketing is beneficial in the nonprofit sector, and improved my networking and communication skills. Looking back on this project I am proud of what I accomplished for BelInstrumental and am very excited about my future working with this organization and doing more freelance design work.

Annotated Bibliography

Andreasen, A. R. (2012). Rethinking the Relationship between Social/Nonprofit Marketing and Commercial Marketing. *Journal of Public Policy & Marketing*, 31(1), 36–41.

Andreasen provides insight on how nonprofit organizations can and should use social media to better their organization. The article starts with a brief look into the historical context of how marketing has been shaped by the nonprofit sector and points out that commercial marketing has long since dominated online marketing. His historical analysis of marketing trends points out the ways nonprofit organizations can benefit from utilizing social media platforms to build their network, online presence, advertise, and inform their audiences. Andreasen's research and findings point to the importance of nonprofit organizations competing against commercial and industrial organizations to have a strong online presence. BelInstrumental is aware of the need to stay relevant and create its own effective online environment, and this article further supports the notion that the organization is working to achieve through this project. The findings of this article live in a much wider scope of ways that nonprofit organizations need to consider if they are to compete with existing commercial companies and industries online.

Biasutti, M., & Concina, E. (2013). Music Education and Transfer of Learning. *Journal of Communications Research*, 5(3), 397–413.

Biasutti and Concina write on the existing research surrounding the topic of music education's ability to create transferable learning skills in students. Although no new research was done for this article, it is a strong summation of research and studies done in the past that are relevant to the topic. There are four main areas that are discussed through the research covered in this article: language, spatial and motor abilities, social skills, and academic achievement are the main focuses. Biasutti and Concina also address the "potential impact of transfer mechanisms for the development of cognitive abilities and academic achievement in early childhood and adolescence" (Biasutti and Concina, 2013) This article serves as a strong representation of the studies and research conducted that prove music education is an effective and important part of learning development for young children. All of this background research strengthens BelInstrumental's ability to promote their after school programs as more than a free babysitting program, it can actually have a lasting and powerful impact on the students involved.

Elnara, H., Hatice, O. E., & Doruk, E. (2019). Effect of Piano Education on the Attention Skills of 7-12 Year Old Children. *Educational Research and Reviews*, 14(10), 327–339.

This journal article is written directly based off of empirical data that was collected during the research that the authors conducted on the topic of attention skills between students who were given piano education and a control group that did not take lessons. This source provides BelInstrumental with some concrete evidence that music education has been proven to improve children's abilities to keep attention for longer spans of time and have improved perception. It's crucial for BelInstrumental to support their claims that music education is a worthwhile investment for donors and parents who are considering getting their children involved in after school programs. This journal article states that "music education experts emphasize that musical instrument training, which is an important aspect of music education, is of capital importance for the personality development, development of emotions and skills in children and their learning to be self-confident, patient and self-disciplined along with having sustainable attention skills." (Elnara, 328) Statistics like these can be added to the infographic and/or pamphlet being created for this project.

Farber, K. (2011). *Change the world with service learning: how to organize, lead, and assess service learning projects*. Rowman & Littlefield Education.

Farber wrote this book to guide teachers with various levels of experience begin to create and lead service learning projects with their students. It is written in a very applicable tone that prepares teachers to aid their students in this powerful learning style. The book starts with a background on why service learning is important and what ways it can positively impact both students and teachers involved, later transitioning into hands-on instructional steps. This book is a valuable resource to this project because of the groundwork it lays in the beginning for the researched impact and success of service learning. Farber also writes on the ways that service learning projects impact the community and create bonds between the students and the area that their project is directly affecting.

Hobbs, C. (2017, November 1). Retrieved from <https://www.tps.org/discover-tps/data-dashboard.html>.

The Toledo Public Schools data dashboard is created as a tool for the Toledo community to view the district's demographics and academic success. It is intended mainly for parents or guardians that want to track statistics about the Toledo Public School System. This resource is beneficial to this project for it serves as census data for the specific population of people that could be impacted by BelInstrumental's programming. This resource offers insights into the school system's enrollment numbers and goes into detail about enrollment trends over time and breaks down the data by grade as well. This resource points to the large group of students that exist in the Toledo area that can be positively affected by BelInstrumental's programs. Knowing the demographics of the area is useful for the organization to know and also will be beneficial to have these statistics for the creation of the infographic and pamphlet that will be created for this project.

Hou, Jundong, et al. "Measuring Trust Damage in Nonprofit Marketing: the Role of Cognitive and Emotional Perceptions." *International Review on Public and Nonprofit Marketing*, vol. 15, no. 1, 2017, pp. 25-47.

Hou writes on the critical role that trust plays in nonprofit organizations. People will not support an organization that they cannot trust, donors will not part ways with money and other resources, and parents will not enroll their children in after school programs if the organization cannot be trusted. Before people ever get a chance to interact with a BelInstrumental volunteer, board member, or founder they are faced with an online representation of the organization. It is the responsibility of BelInstrumental to make sure that these people feel like the organization has integrity and can be trusted long before they ever meet an actual person involved in the organization. This resource offers insight into the roles that online marketing play in the realm of trust and also suggest ways for these nonprofit organizations to capitalize on building trust with their audience.

Khodakarami, F., Petersen, J. A., & Venkatesan, R. (2015). *Developing Donor Relationships: The Role of the Breadth of Giving*. *Journal of Marketing*, 79(4), 77-93.

Khodakarami, Petersen, and Venkatesan created this article to guide nonprofit organizations in establishing long term donor relationships. The article begins with examining trends of the increase in nonprofit organizations in the past twenty years and the amount of money being donated to nonprofits along the same timeline. Their findings show that as the number of nonprofit organizations has greatly increased over the past twenty years, the amount of money being donated has stayed quite static. This leads to the fact that nonprofit organizations face more competition than ever before with the way that the Internet has expanded the nonprofit market. The amount of money being given to nonprofits as a whole has not changed so there is more competition per dollar of donor money than their ever has been in the past.

BelInstrumental relies on donor money to stay in business, and also uses donated instruments to allow the students to participate in their programs. Without their network of donors and healthy communication with them, the organization would fail.

Kotler, P. (2016). *Marketing 4.0: From Products to Customers to the Human Spirit*. John Wiley & Sons, Incorporated.

Phillip Kotler is a professor of international marketing at the Kellogg School of Management, Northwestern University and has impressive credentials, being voted one of the top six most influential business thinkers by the Wall Street Journal. Kotler wrote this book as a sequel to *Marketing 3.0*, which covered the change in overall consumer trends from product-driven marketing to customer-centric-marketing to human-centric marketing. *Marketing 4.0* is written for the new age of marketing that has been emerging over the past several years that is now focused on the effect of connectivity that has arisen with the Internet. This book will serve as a guide for the project in the way that BelInstrumental should approach their audience through digital communication and promotions. Understanding the target audience of the organization and applying the knowledge from this book on the topics of consumer engagement and online promotions will aid BelInstrumental's online marketing effectiveness.

Luffarelli, J., Mukesh, M., & Mahmood, A. (2019). Let the Logo Do the Talking: The Influence of Logo Descriptiveness on Brand Equity. *Journal of Marketing Research*, 56(5), 862–878.

This journal article was written with the intention to inform designers and organizations on the power and importance of logos in the modern marketing world. Luffarelli points specifically to the differentiation between more and less descriptive logos, offering insights through the synthesis of information found in six different studies about how to make logo design choices. Part of this project is the revision of BelInstrumental's logo and the research that is presented in this journal article will guide the decisions that are made in that process. Logos some of the most powerful marketing tools that organizations and businesses have that establish brand equity, recognition, and can peak interest in potential clients. Luffarelli writes on the effect that more and less descriptive logos have on consumer's first impressions and psychological reactions. BelInstrumental's new logo will be an essential part of the branding plan that will guide the organization's online presence.

Pitts, S. E. (2017). What is music education for? Understanding and fostering routes into lifelong musical engagement. *Music Education Research*, 19(2), 160–168.

Stephanie Pitts writes this journal article on the effects of music education on students with an emphasis on the long term benefits. This article is primarily written to aid music educators on the benefits of their work and seeks to inform them on the challenges, opportunities, and benefits available to students through music education. This resource is beneficial to the project because it adds empirical data and support for claims that educators have made about the positive impacts of music education on students, it serves as a justification for BelInstrumental's programming. Sections of this article are written to a much broader audience and points to the positive effects that music education can have on students, this will be very useful when creating the informational pamphlet and infographic. Donors and potential clients for BelInstrumental will benefit from seeing concrete statistics on music education.

Ruszczuk, B. B., Lucas, K., & Warlick, S. (2015). Take your marketing online!: Proven Ways to Grow your Firm in the Digital Age. American Institute of Certified Public Accountants, Inc.

Bonnie Buol Ruszczuk is considered a CPA firm marketing expert and wrote this book to act as a guide for using online marketing methods to grow a firm in the modern market. Ruszczuk emphasizes that firms must change with the modern time if they are going to stay relevant and influential in this new digital age. This source is directed towards a specific audience of CPA firms, but the research and guidance offered in it is versatile and applicable to other fields. One of the most applicable sections of this resource is the chapter "Where are you headed? The importance of a marketing plan" since the main objective of this project is to provide a comprehensive and effective branding plan for BelInstrumental. BelInstrumental understands the importance of having a strong digital presence and this project will take some of the techniques discussed in this source and apply them to the digital content for BelInstrumental.

Sheltzer, J. M., & Consoli, A. J. (2019). Understanding the impact of an after-school music program with engaged underserved youth. *Journal of Community Psychology*, 47(6), 1364–1379.

This *Journal of Community Psychology* research article was written to identify positive effects that after school music programs can have. The beginning of the article holds a wide range of research and statistics pointing to the importance of after school music programs based off crime statistics for school age children. Sheltzer addresses critiques that have been voiced about other related studies that have been conducted in the past and attempts to address them with a level and unbiased approach. Research on after school music programs is not always reliable as a result of the many different factors that go into measuring a student's academic or long term success. BelInstrumental can use the findings in this resource as a tool to inform the public and point to the importance of their programming on the community around the organization.