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Establishing & Applying Brand Guidelines for the Wood County Humane Society

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Establishing & Applying Brand Guidelines for the Wood County Humane Society

Paige Isovitsch

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

Advisor: Dr. Heath Diehl, English & Honors
Advisor: Laney Fugett, VC&TE

Table of Contents

Proposal	3
Final Presentation*	8
Brand Guidelines	37
Templates	47
Cover Photos	50
Donation Box Flyers	56
Survey 1 Results	59
Survey 2 Results	63
Annotated Bibliography	65

*Presentation Video Link:
https://youtu.be/C1AkiSSYFNU

Honors Project Proposal

Paige Isovitsch
Advisors: Dr. Diehl and Laney Fugett

Research Question

What problems is the Wood County Humane Society (WCHS) facing in terms of branding and how can I use my knowledge in visual communication technology and marketing to meet those needs?

Literature Review

Non-profit organizations often face a unique set of challenges when developing a brand as compared to for-profit organizations. The commercial sector has been the focus of much of the conversation around branding, and, as addressed by Chapleo (2015), most scholarly research in non-profit branding has only been developed within the past one or two decades. Although many non-profits, especially large scale organizations, have developed strong and recognizable brands, many small- to medium-sized organizations still have to overcome several internal obstacles before they can develop a comprehensive brand.

There are several factors that must come together in order for non-profits to create a successful brand. Tan (2003) examined the causes behind the lack of strong branding for non-profits, especially small- to medium-sized organizations. The main reasons were ideological, budgetary, and personnel related in nature. The organizations often had a narrow view of what branding is and mostly viewed it as a marketing tool, rather than the foundation of the organization. There is often a view that branding, as used by large for-profit businesses, is antithetical to non-profits. In terms of personnel, branding is viewed as a role that should be parceled off to one staff member rather than something to be considered and implemented by all members within the organization. Non-profits often have difficulty justifying spending on branding, and fail to realize that a successful and consistent brand will draw more supporters and donations, as it suggests credibility and stability within the organization. Thus, a greater understanding of branding and its impact would benefit most non-profits.

The understanding of branding by non-profits was further explored when Stride and Lee (2007) interviewed non-profit directors about topics such as what terminology was used when discussing brand image, what constituted their brand, and what the objectives were in developing a brand. On the subject of brand terminology, Stride and Lee found that many non-profits resisted the term “brand” as they associated it with commercialization and believed it would “undermine the integrity of the mission.” There was also a lack of consensus on what the term “branding” means, and its usage ranged from describing visual components like logos to describing values.

Similarly, the non-profits often did not understand the entire concept of what a brand is. They mostly viewed a brand as the tangible aspects, such as logos and visual identity. Few acknowledged the intangible aspects such as brand personality and emotional benefits, and therefore rarely developed these intangible dimensions in a systematic way. When addressing why non-profits develop brands, Stride and Lee found at the time that branding was an emerging concept for non-profits. They viewed branding as a problem solving tool to fix low public awareness or low funding. The non-profits rarely referred to their branding and communications in terms of the external audience or "supporter," showing that they did not always consider their target audience. Development of the brand was often done in a consultative and participative manner including staff and stakeholders, which resulted in a focus on the tangible aspects of the brand, as they are more easily understood by everyone involved. Despite the importance of values to those who work in nonprofits, the organizations seemed reluctant to develop their brand from a values perspective or to create an intangible brand dimension.

In order to build a stronger brand, these issues must be addressed from inside the non-profit. Chapleo (2015) examined the internal factors that are necessary to support branding efforts in non-profits. The most important factor, based on respondents' views, was support from management in order to maintain vision and goals. Without this support, the branding could easily become "all about the logo" and lack a broader view of how the brand should be shaped. The second most important factor was that the staff have an understanding of branding so that they would buy into the branding efforts and understand the larger goals. The next most important factor was having capable personnel to carry out marketing. And lastly, it was important to have good internal communications and a clear vision or mission. Notably, this study found that budget was not an important factor to successful marketing, as non-profits are accustomed to working on limited budgets and embraced experiential and alterative branding approaches. This study suggests that in the past decade, non-profits with the necessary leadership and structure have embraced branding more fully within the organization.

It appears that there are many internal issues that must be overcome in order for a non-profit to build a successful brand. Lack of knowledge about branding, which leads to a lack of buy-in from staff members, is an important issue to be addressed before significant branding efforts are taken on. A common concern is that branding and marketing efforts, often associated with big business, will clash with the fundamental values of an organization, but a values-based approach to branding that aligns with the organization's mission will instead enhance the visibility of those values and the emotional connection with supporters. A supportive internal structure combined with a holistic approach to branding that develops both the tangible and intangible brand dimensions can lead to successful non-profit branding.

Proposed Activity & Methodology

In my combined Honors Project and Synthesis Project, I will meet the branding needs of the WCHS by creating a brand guidelines document, templates for marketing pieces such as business cards and flyers, and a video. To arrive at this solution, I conducted a needs

assessment for the WCHS. I wrote a survey, attached in the appendix, to evaluate their current branding and marketing materials and identify areas that needed improvement. I learned that the WCHS has a very recognizable and long-used logo, but that the rest of their branding is inconsistent. This was the main problem that was identified by the survey. Other problems, which could in part be helped by stronger branding, included the WCHS being confused with the Wood County Dog Shelter and a need to recruit more new volunteers. The needs of the WCHS are what guided me to the documents and topics I have chosen. My goal is to not just make something that I am interested in, but to make something that will make a lasting difference for the WCHS.

The first phase of my project will be creating a brand guidelines document to establish a consistent brand for the WCHS. In an article for 99designs, Chan (2019) defines brand guideline documents as "a rule book that explains how an organization presents itself to the world through its logo, font and color selections, photography, and much more" and also as "a reference tool that helps maintain consistency in what a brand looks, feels and sounds like." The components of a brand guidelines document vary for each company depending on its needs, but it may include the mission statement, vision, buyer persona(s), color palette, editorial style guide, typography, and imagery and logo usage. Creating this document will require visual design knowledge for aspects such as color and typography and marketing knowledge for sections such as buyer persona and editorial style. I will work with the WCHS to determine which specific components should be included and whether these guidelines are pre-existing or need to be established.

After completing the brand guidelines, I will apply them by creating template documents as well as a video. The templates will include documents such as business cards and event flyers that will be somewhat standardized to establish a consistency. The documents will be created in software that the WCHS has access to, such as Microsoft Word or PowerPoint, so that the staff can fill in the templates with specific information. Possible topics for the video include the differences between the WCHS and the Wood County Dog Shelter or recruiting volunteers. This video could be used on the WCHS website as well as their various social media channels.

Throughout the project, I plan to have a point of contact at the WCHS, such as the Shelter Manager. I will work with them to establish the direction for the brand guidelines and develop a creative brief. As defined by Bump (2019), a creative brief is "a short guide – often created by a consultant or a creative project manager – that sums up a project's mission, goals, challenges, demographics, messaging, and other key details." The questions answered in the creative brief will help me understand the target audience of WCHS and develop tangible visuals for the brand, as well as intangible aspects such as personality. After developing a full draft of the brand guidelines, I may ask for feedback from the board. This will give me a range of perspectives from people who are familiar with the WCHS but may not be familiar with concepts in marketing and branding. I will use content from the Shelter Manager for the templates I create and then add the design. I will also work with the Shelter Manager to decide on a video topic and arrange any help I may need for filming, such as time to film at the WCHS or people who could speak or play parts in the video.

This project will require the use of methodologies from various fields of study. Most obviously, it will require my visual design and videography skills that have been developed through my studies in visual communication technology. I will also use the knowledge I have gained from marketing classes about brand development. Communication skills will be important not only in communicating the messages in my work, but also in communicating with my point of contact at WCHS as well as my project advisors. Skills related to project management will be used throughout the semester as well, along with my knowledge of non-profits and animal sheltering that I have gathered through research and first-hand experience. The combination of these skills will result in an interdisciplinary project focused primarily on visual communication and marketing.

Expected Results

For the WCHS, it is expected that the brand guidelines will be a living document that can be continually updated as the brand evolves. The WCHS will be able to reference this document when creating any and all marketing materials in order to maintain consistency no matter who is producing the materials. Members old and new of the WCHS as well as outside vendors will be able to easily interpret the document and apply the branding elements to their work. The WCHS will also have templates that they can fill in and adapt to their specific needs as well as a new video, which will all be examples of how to apply the new brand guidelines.

It is also expected that I will gain skills and professional experience from this service learning project. The structure for the project provided by Synthesis in VCT is very similar to that of freelance design work. I will gain experience not only in skills in my field such as design and videography, but also skills in working with clients and communicating my ideas. The presentation at the end of my honors project will be another opportunity to practice communicating my ideas and speaking publicly. My finished work will also be an impactful addition to my portfolio and a good example of a larger long-term project that I have completed.

Timeline

Week 1 (1/27): Meet with shelter manager for creative brief on brand guidelines; start gathering ideas for branding

Week 2 (2/3): Gather ideas for branding and start putting together possible solutions

Week 3 (2/10): Work on brand guidelines, feedback from advisors as needed

Week 4 (2/17): Work on brand guidelines, feedback from advisors as needed; begin ideas for templates

Week 5 (2/24): Work on brand guidelines, feedback from advisors as needed; layout templates; meet with shelter manager to discuss video and generate ideas of specifics of video

Week 6 (3/2): Work on brand guidelines, feedback from advisors as needed; layout templates; video storyboarding

Week 7 (3/9): **Have brand guideline draft completed** and submitted to board; continue templates; finish video storyboarding and run by shelter manager, arrange shoot

Week 8 (3/16): Spring Break

Week 9 (3/23): Revise brand guidelines as I see fit based on board feedback; adjust and **finish templates**; begin shooting video if possible

Week 10 (3/30): Turn in current files for Synthesis class; work on shooting video

Week 11 (4/6): Finish shooting video if possible, begin editing; schedule defense of Honors Project

Week 12 (4/13): Video editing, feedback from advisors as needed

Week 13 (4/20): Video editing, feedback from advisors as needed

Week 14 (4/27**): Finish video editing**, feedback from advisors as needed, possibly have defense this week

Week 15 (5/4): Final files for Synthesis due May 8; possibly have defense this week; turn in files for Honors Project and turn in to library

Week 16 (5/11): Exam Week & graduation

ESTABLISHING & APPLYING BRAND GUIDELINES FOR THE WOOD COUNTY HUMANE SOCIETY

A VCT Synthesis and Honors Project by Paige Isovitsch

Faculty Advisors: Dr. Heath Diehl & Laney Fugett

INTRODUCTION TO WCHS

- Local non-profit humane society serving Wood County
- Located in Bowling Green, OH
- Provide a range of services including pet adoption, dog training, pet food assistance, and spaying and neutering
- Mission: The Wood County Humane Society exists to be a community leader providing services and resources that enrich the relationships between animals and humans through advocacy, education, and animal welfare.

Wood County
Humane Society

RESEARCH QUESTION

What problems are the Wood County Humane Society (WCHS) facing in terms of branding?

How can I use my knowledge in visual communication technology and marketing to meet those needs?

VISUAL COMMUNICATION PROBLEM

- Lack of consistency in branding and marketing
- Problem determined through survey given to WCHS Board and staff
- Result of various people creating marketing materials and no one person being in-charge of branding

DESIRED CONDITION

Improve brand consistency overall to create a stronger image in the community

Start by establishing a consistent through guidelines

Then implement this branding with templates and graphics

GOALS & OBJECTIVES

Goal: Establish a consistent brand in order to create a stronger and more recognizable image in the community.

Objectives:

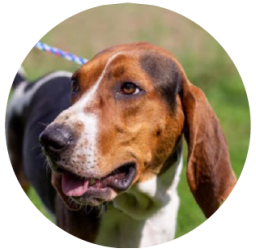
Create a document that establishes brand guidelines that can act as a living document and be edited as the brand evolves.	Create examples of how to apply these brand guidelines.	Create a video following the brand guidelines for the Facebook cover. (revised to be graphics instead due to COVID-19)

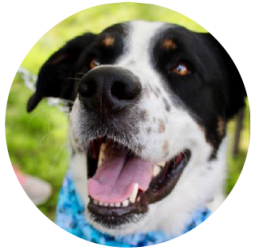
SOLUTION AND PROCESS

BRAND GUIDELINES

- Chose to keep logo to retain brand recognition
- Chose consistent colors and fonts
- Added educational content on importance of branding to educate staff
- Created in Word so it will be editable by WCHS
- Sections include Our Brand, Primary Logo, Logo Usage, Secondary Logo Marks, Color Palette, Typography, Voice, and Imagery

BRAND GUIDELINES





Our Brand

What is a brand? It is anything that identifies and communicates who we are. Colors, logos, people, memories, words. Every interaction with the community builds and defines our brand.

The WCHS brand is more than just the physical aspects described in this guide. The physical aspects of a brand, such as our logo, colors, and typography, represent us visually to our audience. But our brand also includes intangible aspects, such as our customers' attitudes toward WCHS, the way we make people feel when they interact with us, and any associations people make with WCHS.

The purpose of this guide is to help create more consistency in the WCHS brand. A consistent and well-designed brand image helps create a professional look for WCHS. This professionalism then increases the trust of donors, customers, and the community in WCHS.

Mission

The Wood County Humane Society exists to be a community leader providing services and resources that enrich the relationships between animals and humans through advocacy, education, and animal welfare.

Vision

The Wood County Humane Society is a one-stop resource focused on community partnerships, reputation, and sustainability.

Our brand is

Inviting, Professional, Fun, Warm

BRAND GUIDELINES

Primary Logo

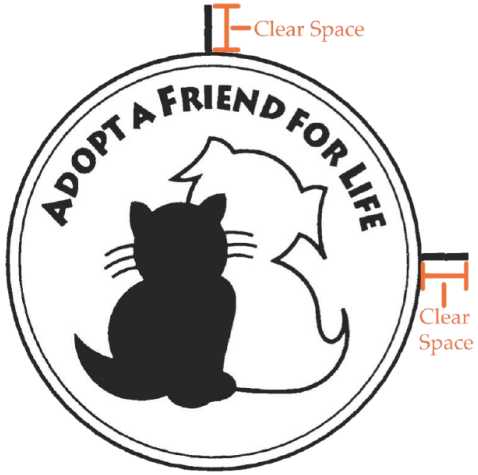
Correct usage of our logo is important, as our logo is one of the main identifiers of our visual brand. Follow the Do's and Don'ts on page 5 to properly use the logo. Be sure to use the logo on all official communication materials.

Color Usage

The WCHS logo can be used in any of the brand colors. Do not use a version of the logo that is any other color besides beige. See Color Palette on page 7. Always allow proper contrast between the background and logo.

Clear Space

For legibility, always allow a minimum clear space around the logo. This isolates the logo from competing visual elements that might overcrowd or lessen the impact of the logo. The minimum clear space is two times the height of the I in "Friend" on all sides. This allows the same proportion of clear space no matter the size of the logo.



Logo Usage

Do:

A. Use reversed out (white) version on black or very dark backgrounds

B. Use colored or black versions on light or white backgrounds

C. Use in areas of a photo with a consistent background

Do Not:

D. Rotate logo

E. Stretch or squish logo

F. Place other elements within clear space of logo

G. Use off-brand colors

H. Add drop shadows or other effects

I. Rearrange components of logo

J. Use secondary and primary logos next to each other

K. Put logo in a box over an image

L. Do not use colored logo on similar colored background or a background with improper contrast

BRAND GUIDELINES

Secondary Logo Marks

WCHS has variations of their logo that can be used instead of the primary logo, but should never be used directly next to the primary logo. These include the logos with “Wood County Humane Society” included and the logo mark of just the dog and cat. The color usage statement from page 4 applies to these logos as well.

Wood County
Humane Society

Wood County
Humane Society

Color Palette

Color is an essential aspect of our brand. Consistent use of the color palette provides cohesiveness to the brand. Blue and orange are the primary brand colors, while green, tan and gray are supporting colors. The blue and green provide earthy, calm tones while the orange provides a pop of energy, warmth and fun. The neutral beige and dark gray provide a softer look than traditional black and white.

Be sure to use the precise color codes provided for these colors. To input these values in Word, simply click the font color or shape fill, then “More Colors…” which will provide advanced color input options. Click the sliders icon and choose either “RGB Sliders” or “CMYK Sliders” and input the appropriate numbers. Alternatively, you can input the “Hex Color #” near the bottom of the box.

BLUE

CMYK: C56, M13, Y16, K0
RGB: R109, G181, B202
HEX: #6db5ca

ORANGE

CMYK: C0, M69, Y85, K0
RGB: R243, G114, B57
HEX: #f37239

GREEN

CMYK: C40, M14, Y65, K0
RGB: R163, G186, B121
HEX: #a3ba79

BEIGE

CMYK: C3, M6, Y7, K0
RGB: R243, G236, B230
HEX: #f3ece6

GRAY

CMYK: C0, M0, Y0, K90
RGB: R65, G64, B66
HEX: #414042

BRAND GUIDELINES

Typography

The font used for titles and subtitles is Palatino Linotype (Regular). Subtitles must be at least 22 pt. and titles should be at least 28 pt. to provide contrast. The font used for text is Arial (Regular) at 12 pt. Bold or italics can be applied for emphasis in designs, but use sparingly.

Title: This is a title.

Subtitle: This is a subtitle.

Text: This is main text.

Voice

All written communications for WCHS should have the same tone and voice, regardless of who has done the writing. This establishes consistent and professional communication for the brand. The voice of WCHS should be educational, knowledgeable, transparent, and conversational.

WCHS is a community leader in regards to animal welfare and we should use our communications as an opportunity to educate our audience and increase their trust in our expertise. As a non-profit, transparency also increases the trust of our audience. A conversational tone allows our messaging to be personable without being overly formal.

Examples:

These quotes are educational and knowledgeable while still being conversational.

“You may be asking, ‘What is kitten season?’ This is when the warmer weather brings out the unaltered cats. This causes many pregnancies among feral cat population and in cat colonies.”

“Did you know we sometimes have cats in foster waiting on adoption? These cats have special circumstances that mean they'll do better out of the shelter setting. One such cat is miss Kennedy!”

Imagery

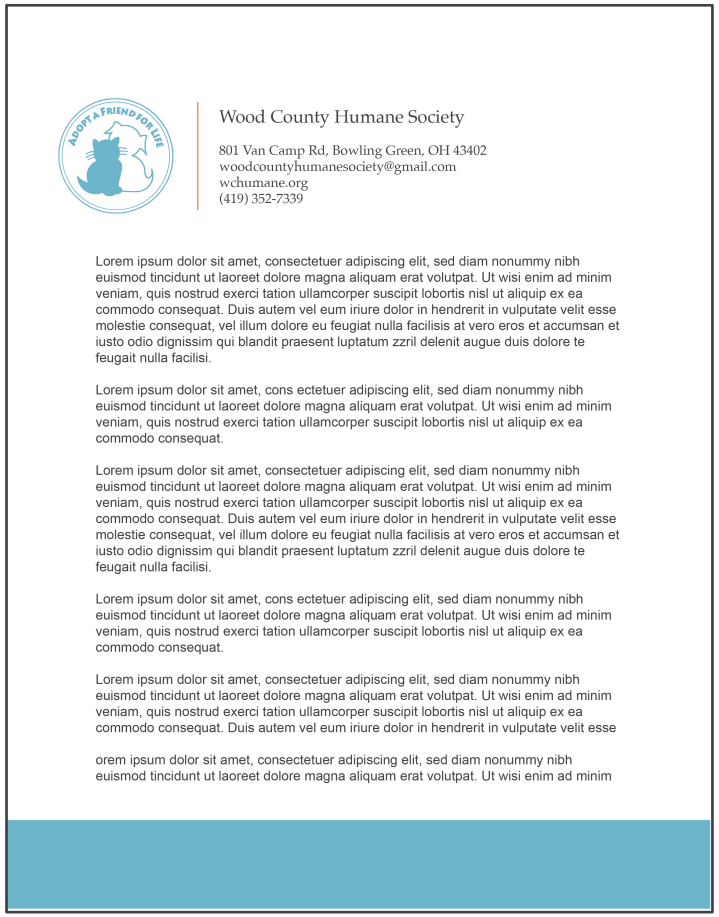
Imagery of adoptable animals at WCHS should attempt to show them at their best. Photos that show the animal happy, content or friendly are best. For the dogs, outdoor photos provide a pleasant backdrop. Try to include photos that show the pet’s whole body and not just their face. Do not use photos that are low quality, such a pixelated or blurry images.

TEMPLATES

- Created in Publisher so that they are fillable by WCHS
- Implemented branding from brand guidelines
- Templates for letterhead, business cards, and envelopes
- Started with 3 designs for each type, then chose which to use with survey

Chosen

TEMPLATES - LETTERHEAD



Wood County Humane Society

801 Van Camp Rd, Bowling Green, OH 43402
woodcountyhumanesociety@gmail.com
wchumane.org
(419) 352-7339

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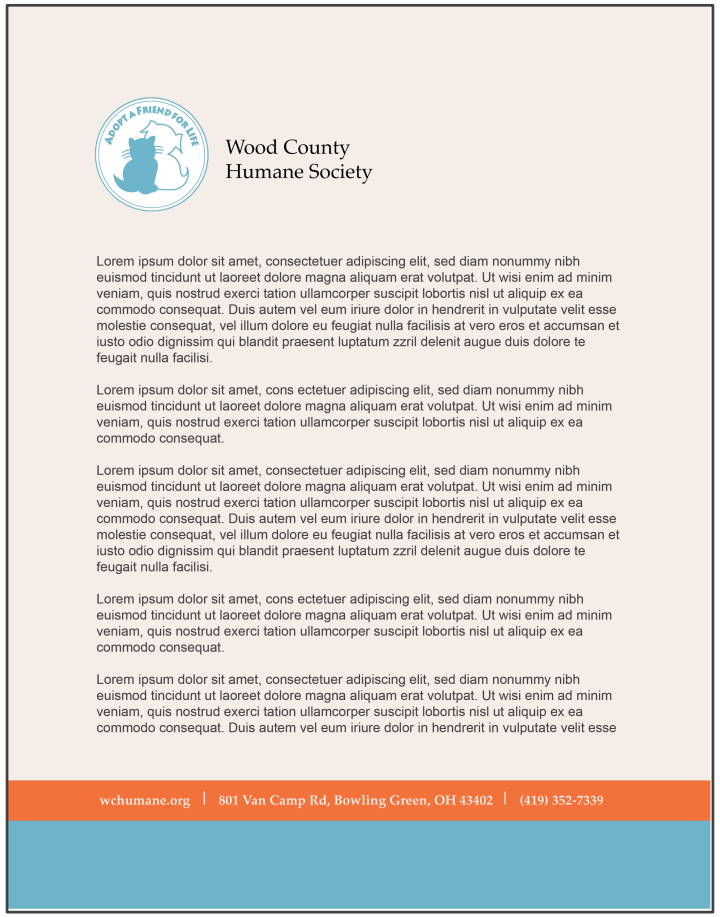

Wood County
Humane Society

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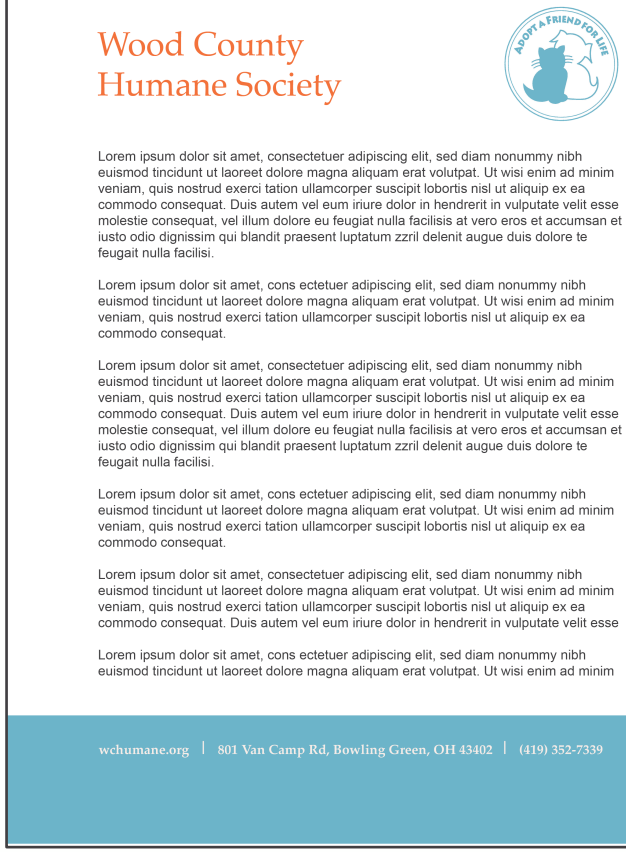

Wood County
Humane Society

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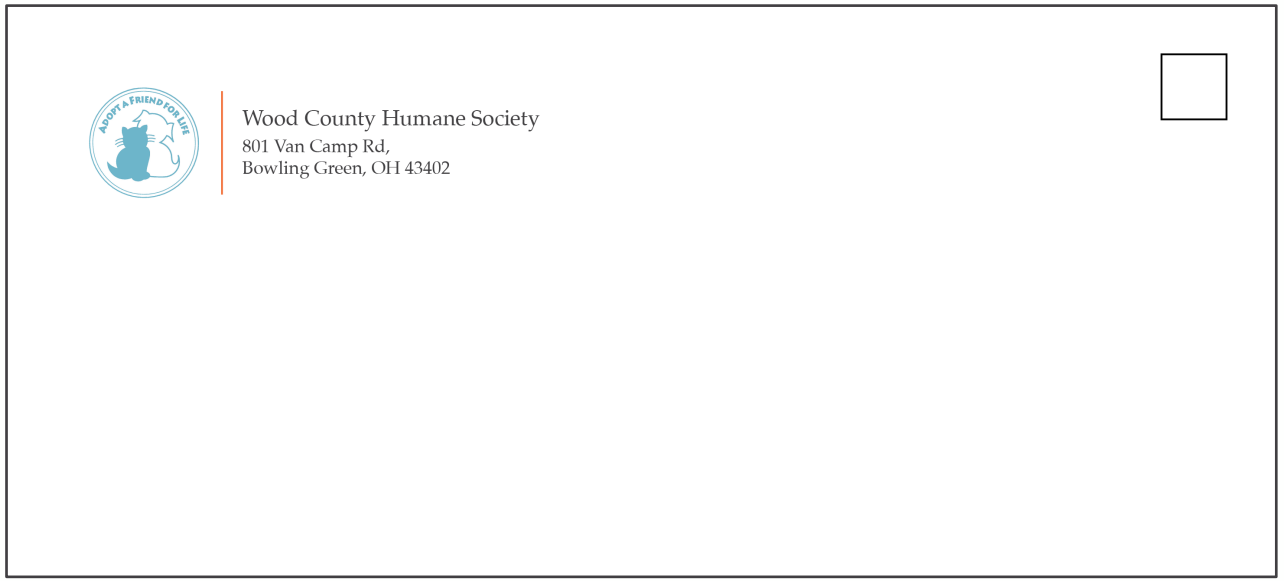
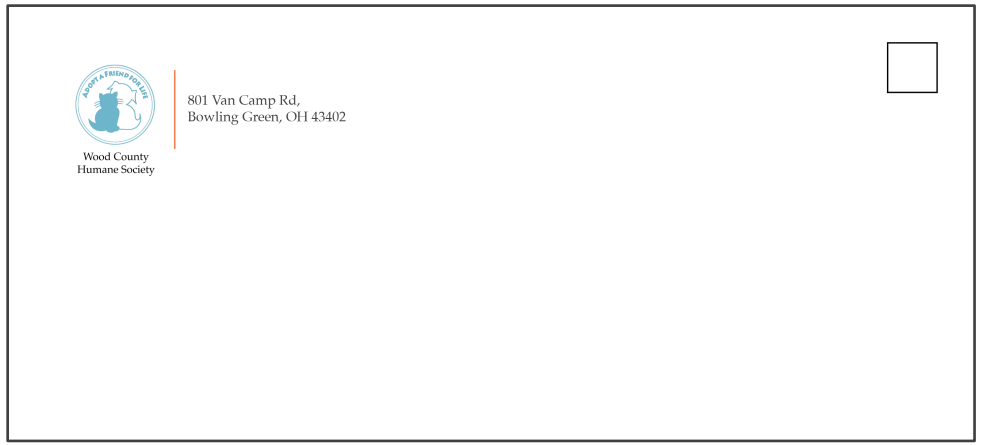
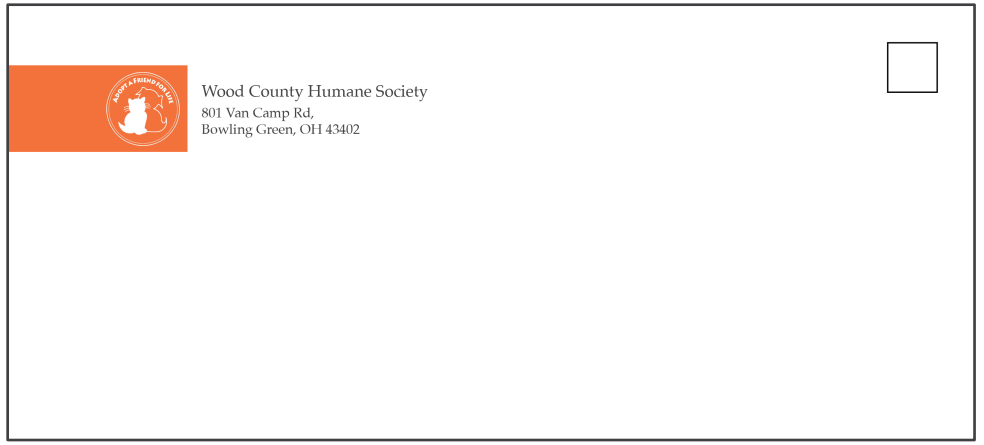
Chosen

TEMPLATES - ENVELOPES







Chosen

TEMPLATES – BUSINESS CARDS

FACEBOOK COVER PHOTOS

- In place of cover video
- Use new branding
- Sized for both desktop and mobile
- Show fun yet professional brand personality

FACEBOOK COVER PHOTOS

FACEBOOK COVER PHOTOS

DONATION BOX FLYERS

- Used in donation boxes around Wood County
- Call to action to donate
- Use new branding
- Made 3 for variety, but still consistent

DONATION BOX FLYERS

Wood County
Humane Society

Your support matters more than ever. Please donate!

All donations help bring the best possible treatment and quality of life to animals in Wood County.

(419) 352-7339 • wchumane.org

Wood County
Humane Society

Give a little. Help a lot.

All donations help bring the best possible treatment and quality of life to animals in Wood County.

(419) 352-7339 • wchumane.org

DONATION BOX FLYERS

INTERDISCIPLINARY

This project required visual design knowledge…

Color, typography, logo design, page layout design, photo manipulation

As well as marketing knowledge …

Target audience, determining marketing materials

And communications knowledge

Writing copy, taglines, brand voice

RESULTS

RESULTS OF THE SOLUTION

- Consistent branding established by brand guidelines document
- New branded templates for letterhead, envelope, and business cards
- 6 new branded Facebook cover photos
- 3 new branded donation flyers

PROJECT STRENGTHS

- This project filled the need for a consistent brand for WCHS
- It provided new marketing materials for immediate use
- It provided a roadmap to maintain a consistent brand in the future
- It is accessible for WCHS by being provided in Microsoft Office applications and using free standard fonts
- This project is an example of how one can apply branding to a non-profit and humane society

PROJECT LIMITATIONS

- The branding set up through this project can only make a lasting impact if WCHS chooses to properly use and enforce the brand guidelines
- This project is just one example of branding that could be used for WCHS and it does not mean that it is the best possible brand solution. The WCHS brand will and should evolve over time to fit the needs of WCHS and the community.

LESSONS LEARNED

- Project management
- Communication
  - Emails, in-person, Zoom, Basecamp
- Decision making
- Flexibility & adaptability
- Rewarding to help local non-profit

WORKS CITED

Isovitsch, Paige. Personal Survey. September/October, 2019.

Isovitsch, Paige. Personal Survey. March, 2020.

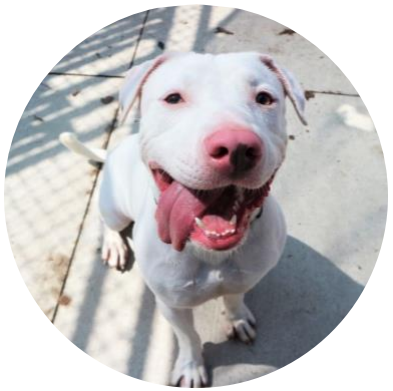
Wood County Humane Society (n.d.). Wood County Humane Society. Retrieved from http://wchumane.org/

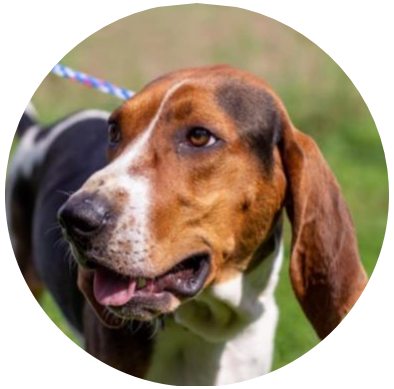
Brand Guidelines

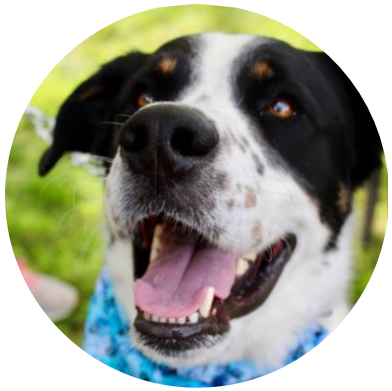
Wood County Humane Society

Table of Contents

Our Brand……2-3
Primary Logo……...4
Logo Usage……5
Secondary Logo Marks……6
Color Palette……..7
Typography……8
Voice……8
Imagery……..……....9







Our Brand

What is a brand? It is anything that identifies and communicates who we are. Colors, logos, people, memories, words. Every interaction with the community builds and defines our brand.

The WCHS brand is more than just the physical aspects described in this guide. The physical aspects of a brand, such as our logo, colors, and typography, represent us visually to our audience. But our brand also includes intangible aspects, such as our customers' attitudes toward WCHS, the way we make people feel when they interact with us, and any associations people make with WCHS.

The purpose of this guide is to help create more consistency in the WCHS brand. A consistent and well-designed brand image helps create a professional look for WCHS. This professionalism then increases the trust of donors, customers, and the community in WCHS.

Mission

The Wood County Humane Society exists to be a community leader providing services and resources that enrich the relationships between animals and humans through advocacy, education, and animal welfare.

Vision

The Wood County Humane Society is a one-stop resource focused on community partnerships, reputation, and sustainability.

Our brand is

Inviting, Professional, Fun, Warm

Primary Logo

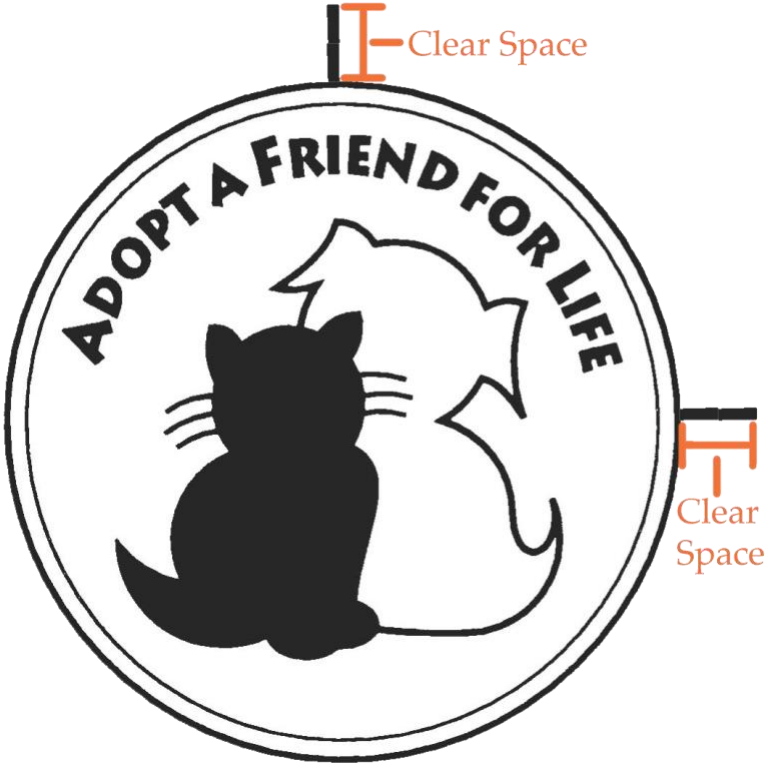
Correct usage of our logo is important, as our logo is one of the main identifiers of our visual brand. Follow the Do's and Don'ts on page 5 to properly use the logo. Be sure to use the logo on all official communication materials.

Color Usage

The WCHS logo can be used in any of the brand colors. Do not use a version of the logo that is any other color besides beige. See Color Palette on page 7. Always allow proper contrast between the background and logo.

Clear Space

For legibility, always allow a minimum clear space around the logo. This isolates the logo from competing visual elements that might overcrowd or lessen the impact of the logo. The minimum clear space is two times the height of the I in "Friend" on all sides. This allows the same proportion of clear space no matter the size of the logo.



Logo Usage

Do:

A. Use reversed out (white) version on black or very dark backgrounds

B. Use colored or black versions on light or white backgrounds

C. Use in areas of a photo with a consistent background

Do Not:

D. Rotate logo

E. Stretch or squish logo

F. Place other elements within clear space of logo

G. Use off-brand colors

H. Add drop shadows or other effects

I. Rearrange components of logo

J. Use secondary and primary logos next to each other

K. Put logo in a box over an image

L. Do not use colored logo on similar colored background or a background with improper contrast

Secondary Logo Marks

WCHS has variations of their logo that can be used instead of the primary logo, but should never be used directly next to the primary logo. These include the logos with “Wood County Humane Society” included and the logo mark of just the dog and cat. The color usage statement from page 4 applies to these logos as well.

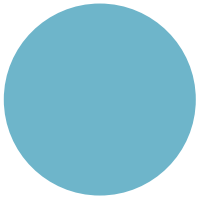
Wood County
Humane Society

Wood County
Humane Society

Color Palette

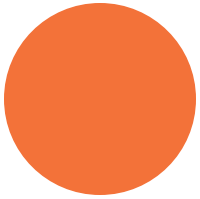
Color is an essential aspect of our brand. Consistent use of the color palette provides cohesiveness to the brand. Blue and orange are the primary brand colors, while green, tan and gray are supporting colors. The blue and green provide earthy, calm tones while the orange provides a pop of energy, warmth and fun. The neutral beige and dark gray provide a softer look than traditional black and white.

Be sure to use the precise color codes provided for these colors. To input these values in Word, simply click the font color or shape fill, then “More Colors…” which will provide advanced color input options. Click the sliders icon and choose either “RGB Sliders” or “CMYK Sliders” and input the appropriate numbers. Alternatively, you can input the “Hex Color #” near the bottom of the box.



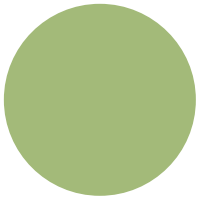
BLUE

CMYK: C56, M13, Y16, K0
RGB: R109, G181, B202
HEX: #6db5ca



ORANGE

CMYK: C0, M69, Y85, K0
RGB: R243, G114, B57
HEX: #f37239

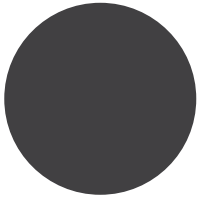


GREEN

CMYK: C40, M14, Y65, K0
RGB: R163, G186, B121
HEX: #a3ba79

BEIGE

CMYK: C3, M6, Y7, K0
RGB: R243, G236, B230
HEX: #f3ece6



GRAY

CMYK: C0, M0, Y0, K90
RGB: R65, G64, B66
HEX: #414042

Typography

The font used for titles and subtitles is Palatino Linotype (Regular). Subtitles must be at least 22 pt. and titles should be at least 28 pt. to provide contrast. The font used for text is Arial (Regular) at 12 pt. Bold or italics can be applied for emphasis in designs, but use sparingly.

Title: This is a title.

Subtitle: This is a subtitle.

Text: This is main text.

Voice

All written communications for WCHS should have the same tone and voice, regardless of who has done the writing. This establishes consistent and professional communication for the brand. The voice of WCHS should be educational, knowledgeable, transparent, and conversational.

WCHS is a community leader in regards to animal welfare and we should use our communications as an opportunity to educate our audience and increase their trust in our expertise. As a non-profit, transparency also increases the trust of our audience. A conversational tone allows our messaging to be personable without being overly formal.

Examples:

These quotes are educational and knowledgeable while still being conversational.

“You may be asking, ‘What is kitten season?’ This is when the warmer weather brings out the unaltered cats. This causes many pregnancies among feral cat population and in cat colonies.”

“Did you know we sometimes have cats in foster waiting on adoption? These cats have special circumstances that mean they'll do better out of the shelter setting. One such cat is miss Kennedy!”

Imagery

Imagery of adoptable animals at WCHS should attempt to show them at their best. Photos that show the animal happy, content or friendly are best. For the dogs, outdoor photos provide a pleasant backdrop. Try to include photos that show the pet's whole body and not just their face. Do not use photos that are low quality, such a pixelated or blurry images.

Wood County Humane Society

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woodcountyhumanesociety@gmail.com
wchumane.org
(419) 352-7339

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First Last

Title

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Bowling Green, OH 43402
woodcountyhumanesociety@gmail.com
(419) 352-7339
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ADOPT A FRIEND FOR LIFE

Wood County
Humane Society

ADOPT

Your support matters more than ever. Thank you.

Help us help them.
ADOPT A FRIEND FOR LIFE
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ADOPT A FRIEND FOR LIFE
Thank you for
your support.

FOSTER

VOLUNTEER

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Your support matters more than ever. Please donate!

All donations help bring the best possible treatment and quality of life to animals in Wood County.

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Survey Report

WCHS Needs Assessment Survey

1. How recognizable is the WCHS branding within the Wood County community? (0 being not recognizable, 7 being easily recognizable)

   Answers: 4, 4, 4, 6, 1, 7, 3, 7, 6
   Average: 4.66

2. Please give an example of why you do or do not believe the WCHS branding is recognizable.

   -We are often confused with the Wood County Dog Shelter.
   -Consistency
   -I think our logo is probably recognizable to people in the community, but I wouldn't say we have a clear brand.
   - The Humane Society is nationally recognizable.
   - It seems like a good portion of the community confuses us with the Wood County Dog Shelter. I don't have any specific numbers to support this, but I feel we get at least a dozen inquiries every week or two confusing our two organizations. We are two separate organizations at two different locations.
   - It is a large part of the community that most animal people are aware of.
   - Because we get confused with the dog shelter all the time.
   - We've had the same logo for quite some time and it appears on everything we do--car clings/wraps, website, event flyers, t-shirts. I think people know this because it has been used and re-used for a long time and in a variety of places.
   - We've had the same logo for a LONG time and I think when people see it, it is immediately recognizable, especially since it is displayed prominently on every piece of "media" we send out and produce

3. When searching for information about the WCHS, what form(s) of communication do you use? (Check all that apply)

   Website: 8
   Facebook: 8
   Instagram: 1
   Twitter: 0
   Call: 5
   Visit in person: 6
   Marketing materials: 5
   Word of mouth: 4
   None: 0

4. What form of communication do you find most useful?

   Website: 2
   Facebook: 5
   Instagram: 0
   Twitter: 0
   Call: 0
   Visit in person: 2
   Marketing materials: 0
   Word of mouth: 0
   None: 0

5. Which forms of communication could use improvement? (Check all that apply)

   Website: 7
   Facebook: 1
   Instagram: 1
   Twitter: 2
   Call: 3
   Visit in person: 2
   Marketing materials: 4
   Word of mouth: 2
   None: 0

6. In what ways do these forms of communication need improved?

   -Brochures/marketing materials need updated, website needs to updated and running smoothly.
   -consistency and updating
   -It has been a roller coaster dealing with the website. I'm not on Twitter, but I understand it's importance and assume we could do better with it.
   - Consistency and standardized information. Staff and volunteers offer conflicting information.
   - Consistent tone that delivers a thorough message about who we are and what we do.
   - Calling WCHS is not fun because if nobody answers, the answering machine message is about 15 mins. long.
   -consistent answers.
   - I'm not sure the community is always as informed about our activities at WCHS as they need to be in order to sound off about particular issues. There is a LONG history of WCHS in Wood County, and sometimes people who might have had a bad experience (or know someone who had a bad experience) with WCHS in the past rely on that information, rather than updating with more current information. Word of mouth, as a result, is not always reliable.
   - There needs to be more consistent branding and the tone/voice needs to be more consistent.

7. Are there any alternative or new forms of communication/materials that WCHS should use, or any existing forms that they should use more?

   -We need a brochure to hand out to recruit new volunteers. We currently hand out a postcard that gives no information on the process to volunteer or the areas in which one can help (dog walking, data entry, fundraising, etc).
   - I think we should more strategically use mailed communication and videos.
   - Updated brochures and info sheets
   - Email members/solicitations? Google? Pinterest? Media relations?
   - More physical ads/publicity materials in places where people sit down and peruse things.
   - We could probably break into new social media platforms, although I have no idea what that would be. But we need people who can be dedicated to learning and using those platforms, and we don't have that at the moment.
   -?????

8. Are there any forms of communication that you believe are not working or are not useful to maintain? (Check all that apply)

   Website: 0
   Facebook: 0
   Instagram: 0
   Twitter: 2
   Call: 0
   Visit in person: 0
   Marketing materials: 1
   Word of mouth: 2
   None: 4

9. Do you believe the forms of communication you answered in the previous question should be eliminated? Why or why not?

   -I believe all forms of communication are important and useful. I would not eliminate any.
   - Gossip and "trianglization" is no good for anyone (word of mouth)
   - I have no real opinion, as I don't know much about it. More interested in how well it works for us getting our word out. (twitter)
   - Is that platform large enough to get across our useful information? (twitter)
   - No. But I'm not sure that print brochures and such are really as effective as they once were. However, I'm not sure that Facebook and other, more contemporary forms of media are reaching our target audience. It's a catch-22. (marketing materials)

10. Do you have any additional ideas on how to improve WCHS marketing and communications?

    - Publications, distributions and training of staff and volunteers.
    - consistency across all forms of marketing and communication

Survey Report

Evaluation of WCHS Brand Guidelines & Templates

1. After reading the first section about what branding is, how well do you understand branding?

   Not well at all: 0
   Slightly well: 0
   Moderately well: 0
   Very well: 3
   Extremely well: 4

2. Would you like further explanation of branding in the brand guidelines? If so, what needs clarified?

   No: 6
   - "I think I already had a basic grasp of branding and, from reading this set of guidelines, a better sense of how to apply that information to actual branding techniques. I might at some point like to learn more about "Advanced Branding" (whatever that might mean), but I have a clear handle right now on the basics."

3. After reading the brand guidelines, how well do you understand how to implement the branding?

   Not well at all: 0
   Slightly well: 0
   Moderately well: 0
   Very well: 4
   Extremely well: 3

4. Would you like further explanation in any of the sections? If so, which sections?

   No: 4
   - "The explanation of tone was clear, but I'm not sure how well we can implement it with so many "writers". Maybe we need to create some examples together?"
   - "Voice - How do we set forth specific guidelines?"
   - "I could certainly apply these guidelines without much worry. To do more advanced things (again, what would that even mean???), I might struggle, but we're not at an advanced level yet with our organization. So, for example, to design an entire website with just these brand guidelines would, I think, be difficult (because probably quite repetitive), but there are probably ways to build on what is here that I could (and someday will) learn. This is a great starting point."

5. On what page can you find information about typography?

   Page 2: 0
   Page 4: 0
   Page 6: 0
   Page 8: 7

6. How long did it take you to find the information on typography?

   Under 10 seconds: 6
   10 - 30 seconds: 1
   30 - 60 seconds: 0
   Over 60 seconds: 0

The following sections will be about the templates for the letterhead, envelope and business card. One template will be chosen for each kind of document. First, please look over the designs below.

7. Select the letterhead option that you think is best for WCHS:

   Option 1: 4
   Option 2: 1
   Option 3: 2

8. Select the envelope option that you think is best for WCHS:

   Option 1: 6
   Option 2: 1
   Option 3: 0

9. Select the business card option that you think is best for WCHS:

   Option 1: 4
   Option 2: 0
   Option 3: 3

10. Thank you for completing this survey. Please leave any additional comments or concerns below.

    - “I am torn on the letterhead options. I like the layout of number 2, but I think the font of the name is too small. It looks tiny next to the logo. I also like the layout of number 3, but I'm not a big fan of the name in orange. Number 1 looks nice for very official things, but is a little busy, and way too much for a more casual letter.”
    - “What wonderful work so far! Thank you so much for donating your time and expertise to WCHS!”
    - “For the letter head, I would like for there to be a black and white version only (easy/cost effective printing). Same with envelopes and business cards?”

Reference List

Bump, P. (2019). How to Write a Creative Brief in 7 Simple Steps [Examples + Template]. Retrieved from https://blog.hubspot.com/marketing/creative-brief

This article defines what a creative brief is and explains step by step how to make one. It also includes a template that can be used if needed. This article was published by HubSpot, a leader in Inbound Marketing. This will be useful to my project because I will be meeting with the Shelter Manager at the beginning of the semester and completing a creative brief.

Chan, S. (2019). How to create a brand style guide. Retrieved from https://99designs.com/blog/logo-branding/how-to-create-a-brand-style-guide/

This article defines brand style guides and explains the key components that can be included. It also explains the steps in creating a brand style guide and defines basic concepts related to design and branding. The article was published by 99designs, which is a platform for creative professionals. This is a useful source because a large part of my project is creating a brand style guide for the WCHS.

Chapleo, C. (2015). Brand 'infrastructure' in nonprofit organizations: Challenges to successful brand building? *Journal of Marketing Communications, 21 (3),* 199-209. http://dx.doi.org/10.1080/13527266.2012.741609

The study in this journal article examines the necessary factors for a non-profit to have successful branding. The study was conducted through in-depth interviews among Heads of Marketing for non-profits in the UK. The study found that factors important to branding are leadership, employee understanding, and clear vision. The study also

found that limited budgets were not a major problem. This source relates to my project because I am helping to implement branding at a non-profit.

Cook, K. (2018). 21 Brand Style Guide Examples for Visual Inspiration. Retrieved from https://blog.hubspot.com/marketing/examples-brand-style-guides

This article defines brand style guides and explains various sections that can be included in such a document. The article also provides twenty-one examples of style guides from established companies such as Skype, Spotify, and Netflix. This article was published by HubSpot, a leader in Inbound Marketing. This is a useful source because a large part of my project is creating a brand style guide for the WCHS and this source provides visual inspiration.

Cress, C.M., Collier, P.J., Reitenauer, V.L., & Associates (2013). *Learning Through Serving: A student guidebook for service-learning and civic engagement across academic disciplines and cultural communities.* (pp. 19-47). Sterling, VA: Stylus.

The chapters used from this book explain building community partnerships and becoming part of the community. The chapter on building partnerships focuses on communication between the student and community partner within a service learning project, as well as the rights, responsibilities, and needs of those involved. The chapter in becoming part of the community explains moving from a mindset of *I* to *we.* This source is helpful because this is my first time working on a service learning project and it will help me communicate with my client.

Idgroup (n.d.). Pensacola Humane Society. Retrieved from http://idgroupbranding.com/portfolio/pensacola-humane-society/

This page is a case study showing rebranding done by idgroup, a branding consultant group. The rebranding was done for the Pensacola Humane Society. The case study includes visuals of the new logo, colors and fonts and how they have been applied to marketing materials. It also includes some statistics about the impact of the rebranding, such as a 40% increase in inquiries and donations. It provides an example of a comprehensive rebranding campaign. This is helpful because I will be assisting the WCHS with their branding and creating comprehensive brand guidelines that will be applied to marketing materials.

Isovitsch, Paige. Personal Survey. September/October, 2019.

I personally conducted this needs assessment survey from September 23 to October 26, 2019. The purpose of the survey was to identify what current challenges the WCHS is facing with their branding and how to solve these problems. The survey consisted of ten questions and can be found in the appendix. It was distributed to the board of the WCHS as well as staff members. This survey played an important role in the formation of my project proposal. I wanted to work on solving a real problem that exists for my client and not just something that I'm interested in. This survey identified such problems and directly lead to my ideas of creating brand guidelines, templates, and a video for the WCHS.

Matchstic (n.d.). Giving a cherished Atlanta nonprofit a heartfelt refresh. Retrieved from https://matchstic.com/work/atlanta-humane-society

This page is a case study showing rebranding done by Matchstic, a branding consultant group. The rebranding was done for the Atlanta Humane Society. The page explains the

problems faced, then shows the new marketing materials created for the brand. It provides an example of a comprehensive rebranding campaign. This is helpful because I will be assisting the WCHS with their branding and creating comprehensive brand guidelines that will be applied to marketing materials.

Seybold Report (2011). Seattle Humane Society Strengthens Relationships with Donors. *The Seybold Report, 11 (9),* 6-9.

This case study focuses on a campaign by the Seattle Humane Society to strengthen relationships with donors. They used a direct marketing approach, which also included a survey to collect information about donors. This campaign was targeted at previous donors. The study details the results and explains best practices, including building on-going donor relationships, developing your database, and offering multiple response methods. The case study was created by PODi, an international digital printing and marketing organization. This source is helpful because it identified best practices in a marketing campaign and showed visuals of the marketing materials they created.

Stride, H., & Lee, S. (2007). No Logo? No Way. Branding in the Non-Profit Sector. *Journal of Marketing Management, 23 (1-2),* 107-122. doi: 10,1362/026725707X178585

This journal article investigates the understanding of branding within the non-profit sector. The researchers conducted interviews across a sample of senior non-profit directors and consultants. The non-profits represented a variety of causes within the UK and internationally. The study uncovered findings related to brand conceptualization, brand development, and brand management. The findings show that the non-profits lacked external perspective with regards to their brand and rarely regarded the external

audience. The non-profits also did little to develop the intangible dimensions of their branding and were reluctant to use a values based approach to develop their brands. This source is helpful to my project because it identified common challenges that non-profits face when developing branding and gave me and idea of what I can expect with regards to the level of branding knowledge within non-profits.

Tan, P. (2003). Branding Down to the Core: Branding Not-For-Profits. *Hospital Quarterly, 7 (1),* 87-89. Retrieved from https://pdfs.semanticscholar.org/6119/557321076a68333fd05f176b17796d0986f3.pdf

This article examines the small- to medium-sized non-profit organizations and the causes behind their lack of strong branding. Several ideological, budgetary, and personnel reasons are identified. The non-profits narrowly viewed branding and thought of it as just a marketing tool. There is also a view that branding and marketing directly contradicts the missions and purposes of non-profits. The organizations also viewed the implementation of branding as a single role to be given to one staff member rather than implemented by all members of the organization. This is a useful source for my project because it identified problems that I may encounter while developing branding for a non-profit.

The Humane Society of the United States. (May/June 2016). A brand-new you. Retrieved from https://www.animalsheltering.org/magazine/articles/brand-new-you

This article explains the importance of branding with regard to humane societies. It also looked at a case study of the Wisconsin Humane Society (WHS) and their new branding initiatives. WHS not only developed new tangible branding, but also implemented brand

training to teach staff about WHS values, key facts, and basics about the organization. The article also touched on the importance of building a consistent, positive experience for their audience in order to build trust and a strong perception of the organization. The article was published in Animal Sheltering magazine by the Humane Society of the United States, a reputable organization that fights animal cruelty. This is a useful source for my project because it showed an example of branding being implemented well, not just within marketing materials but through staff training.

Voeth, M. & Herbst, U. (2008). The Concept of Brand Personality as an Instrument for Advanced Non-Profit Branding – An Empirical Analysis. *Journal of Nonprofit & Public Sector Marketing, 19 (1),* 71-97. doi:10.I300/J054vl9n01 04

This journal article explores the use of brand personality in the non-profit sector. The researchers first developed a measurement for non-profit brand personalities. They then explored the implications of brand personality management by non-profits in the future. They concluded that intentionally creating and defining brand personalities would be suitable to non-profits because they help differentiate and identify the non-profits in a market that is growing increasingly competitive. They also stipulated that non-profits should define their mission statement first and then derive the brand personality from the mission. This source is useful to my project because I plan on developing a brand personality within the brand guidelines for WCHS and this source explained the best way to go about developing a brand personality for non-profits.

Wood County Humane Society (n.d.). Wood County Humane Society. Retrieved from http://wchumane.org/

This is the website for the WCHS, which provides information about upcoming events, adoptable animals, programs and services, and information about the WCHS such as their mission. The website also gave me an idea of the current state of their branding and marketing.

Wood County Humane Society. (2018). *2018 Annual Report for Wood County Humane Society.* Available at http://wchumane.org/

The annual report provides statistics on animals received and outcomes, volunteers, fundraising, and more. It also provides reports on various aspects of the WCHS, such as public relations, fundraising, and building and grounds. At the end is a calendar for the next year of fundraising and a financial report. This gave me an idea of the work the WCHS does, the size of the organization, and their relationship with the community in terms of fundraising and volunteers.