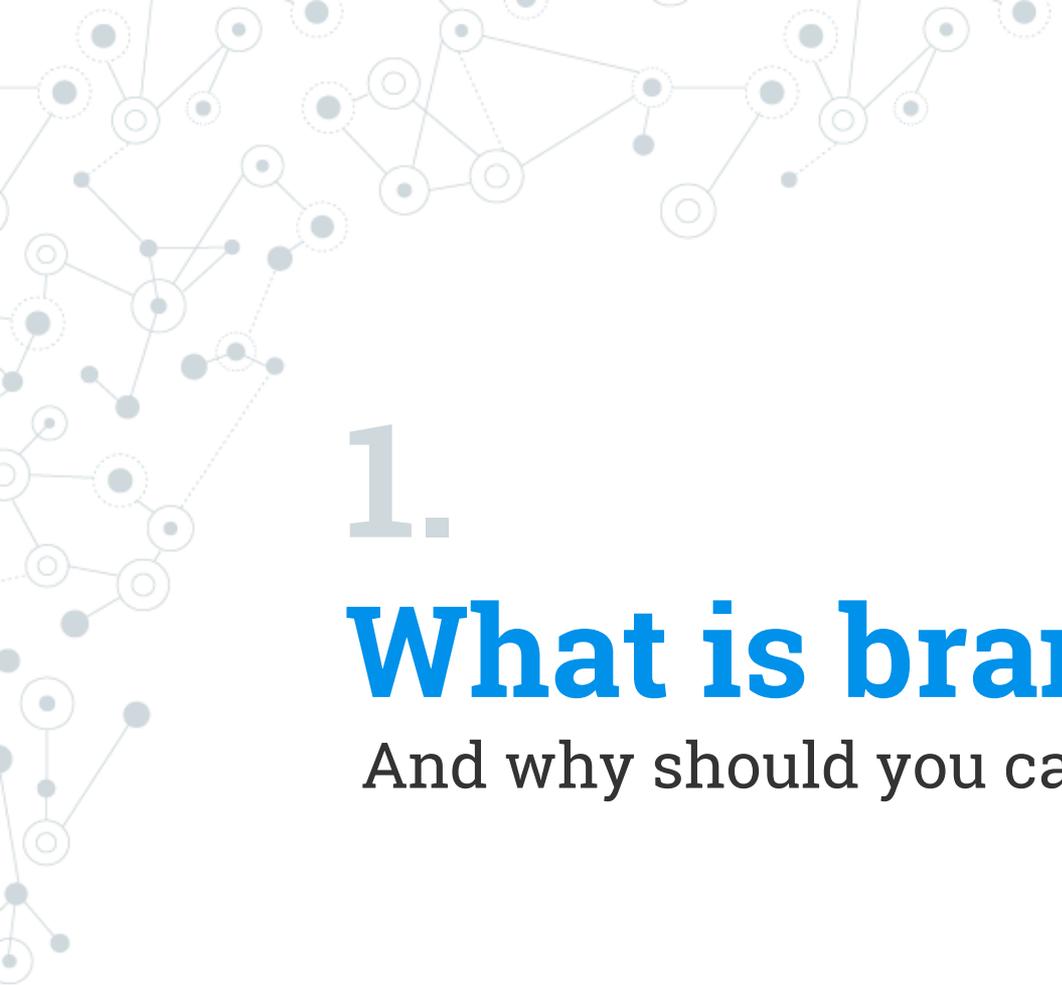




Building a Better Brand

Increasing Brand Awareness & Recognition

Stephanie Smith | #CBPWebStock



1.

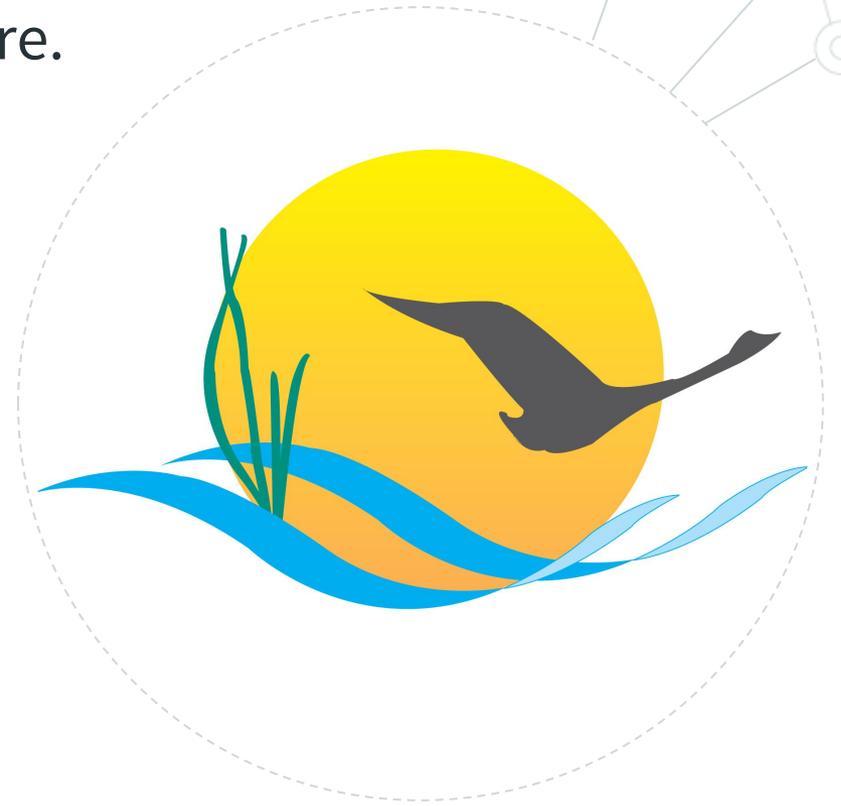
What is branding?

And why should you care about it?



More than just a logo.

A logo may be the first interaction someone has with us, but our brand identity is so much more.



```
graph TD; BRAND((BRAND)) --- LOOK((LOOK)); BRAND --- VOICE((VOICE)); BRAND --- HEART((HEART));
```

BRAND

LOOK

VOICE

HEART



LOOK

- ◎ Logo
- ◎ Colors
- ◎ Fonts

VOICE

- ◎ Tagline
- ◎ Messaging
- ◎ Tone

HEART

- ◎ Mission
 - ◎ Beliefs
 - ◎ Stories
- 

Our organization's personality.

A thoughtful, consistent brand can influence how people perceive us and what they expect from us.



A chance to stand out.

What makes us unique among all others? Our brand highlights what separates us from the pack.



Branding influences...



Perception



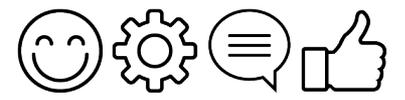
Engagement

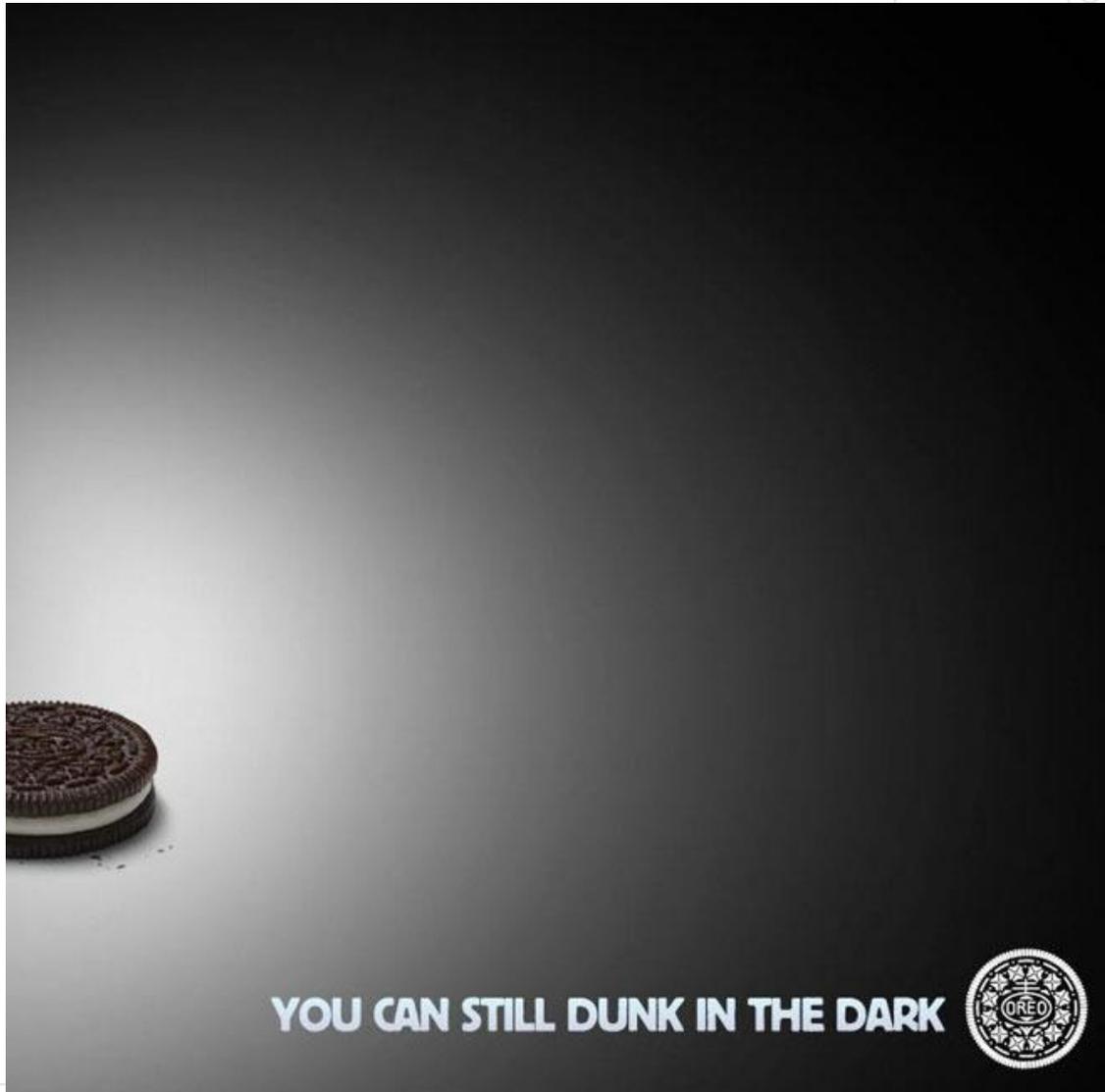


Trust

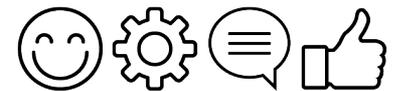


Loyalty





YOU CAN STILL DUNK IN THE DARK



A CANISTER
ALWAYS
PAYS ITS DEBTS.



Clorox 

@Clorox

 Follow

We know how to play the game #GoT #Season4

7:09 PM - 6 Apr 2014

366 RETWEETS 566 FAVORITES



A decorative network diagram in the top-left corner, consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow with a grey outline. The connections form a complex, branching structure.

2.

Awareness & Recognition

What it means and how we get there

A decorative network diagram in the bottom-right corner, similar to the one in the top-left, featuring a cluster of interconnected nodes and lines.



“

*It's **not enough** for people to just know your brand. You want people to be **actively thinking** about your brand, and, crucially, **talking** about it.*

Les Binet

European Director of DDB Matrix

Building brand awareness & recognition



Consistency



Presence



Integration



Content

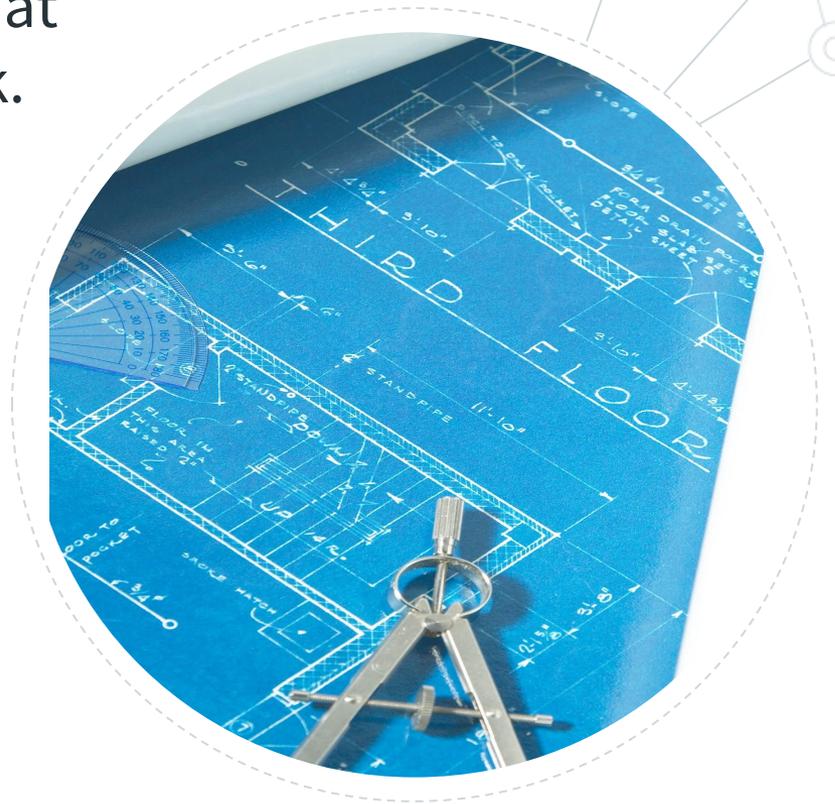


Frequency



Consistency

Use of logo, colors and voice.
Letting our audience know what
they can expect from our work.



Integration

Everything we do should relate back to our brand, from posting on Twitter to releasing reports.



Frequency

When our audience becomes more familiar with our brand, it builds trust and fosters loyalty.



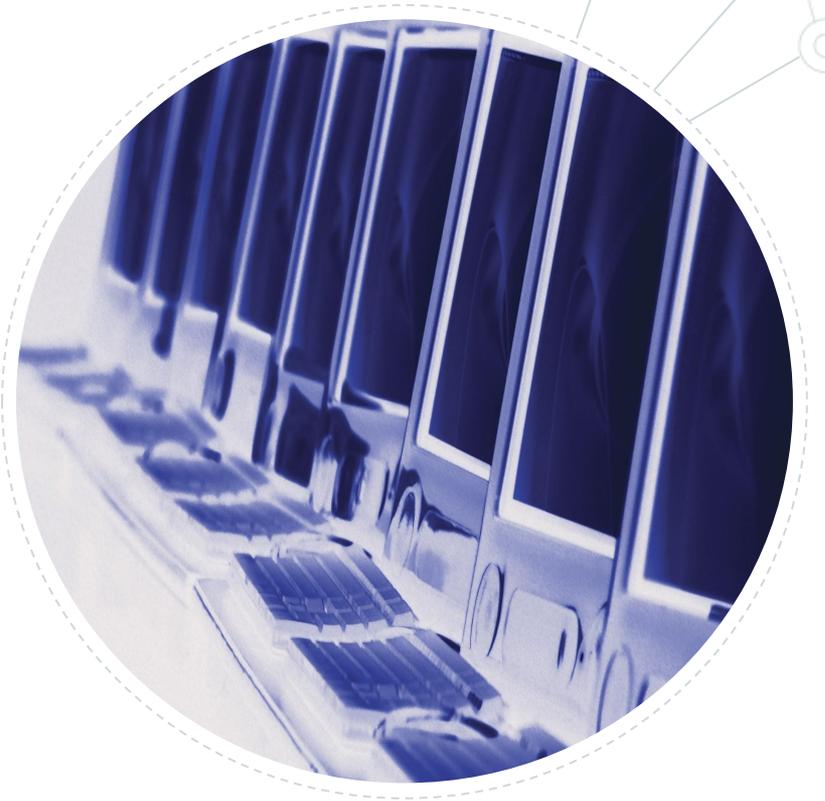
Presence

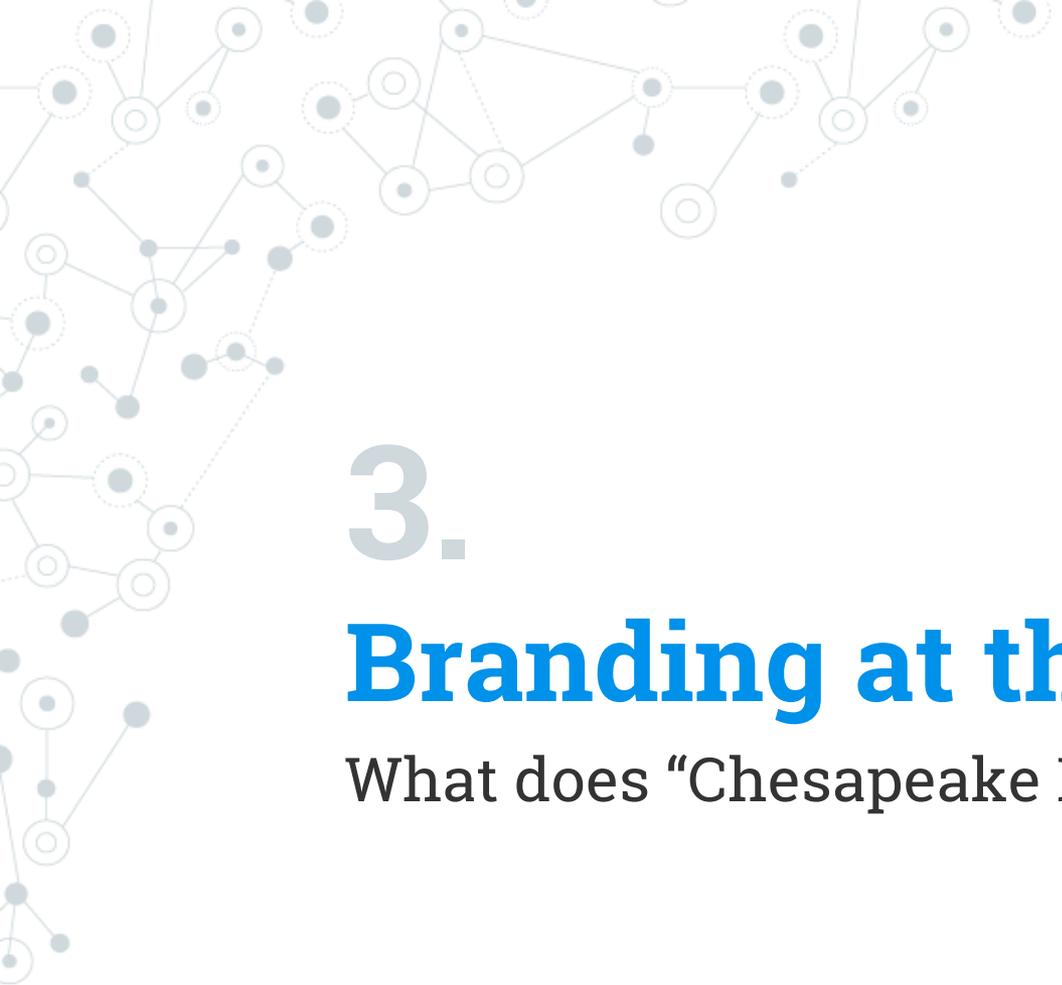
Find where our audience likes to congregate, and make sure we carry our message there.



Content

Creating great content
inspires our audience to
share our brand with others.





3.

Branding at the Bay Program

What does “Chesapeake Bay Program” mean to you?

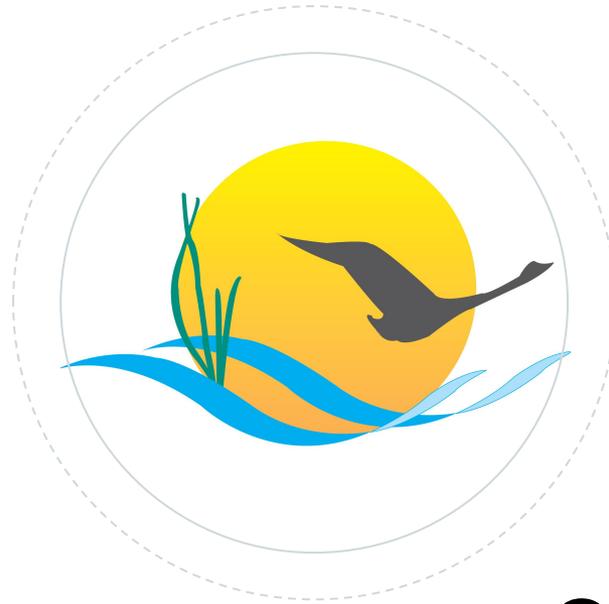


Knowledgeable

Approachable

Experts

Helpful

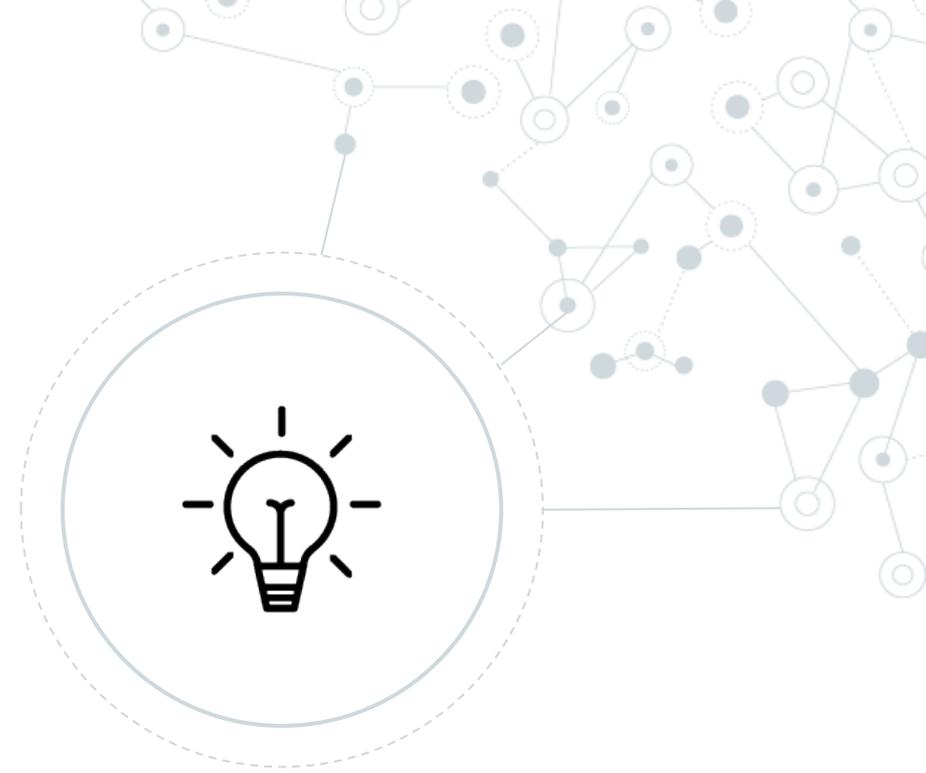


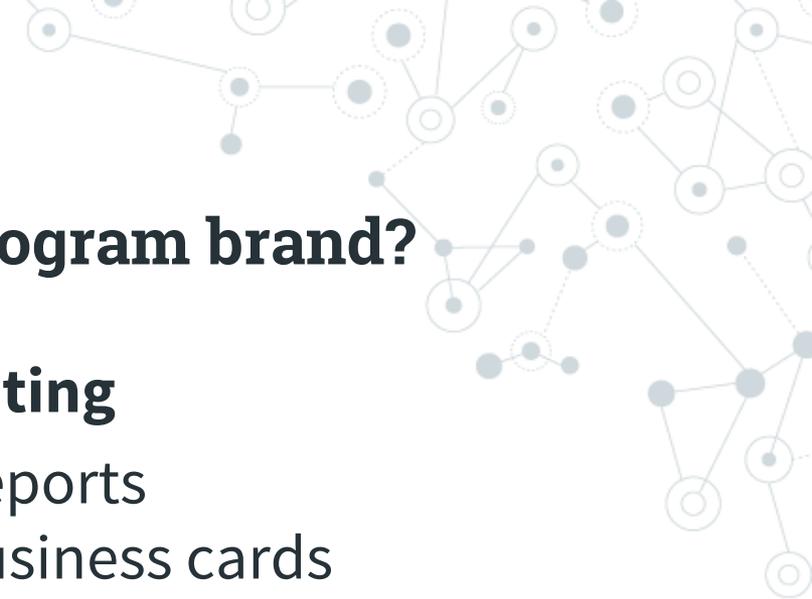
Trustworthy

Collaborative



We ALL are!





How can **you** support the Bay Program brand?

In person

- ⊙ At networking events
- ⊙ Conferences
- ⊙ Interactions with public

In writing

- ⊙ Reports
- ⊙ Business cards
- ⊙ Email signatures

Every interaction we have is a chance to build (or hurt!) our brand.



Thanks!

Any questions?

You can reach me at:
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