

# BRANDING WORKSHEET

From  
**StratusLIVE**



## WHEN AND WHY SHOULD WE DO A BRAND REVIEW?

Your brand is your calling card, introducing you even before you get the chance to speak. A thriving brand weaves mission, vision, and values into a compelling tale that sparks feelings and fuels action. It's your platform to proudly display your top priorities and preferences, using visuals and tone to tell a story that resonates. Gather your marketing and comms teams and individually fill out the worksheet. In your next huddle, gather to discuss your answers and ensure brand synergy.

## QUESTION 1

How often do you reference our organization's branding guidelines in your day to day work? Explain why this is important or not important to your tasks.

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## QUESTION 2

Without looking, what is included within our organization's brand guidelines? What do you think should be added?

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Brand guidelines should not just house your logo and your color scheme. Easy to access guidelines are fundamental to maintaining a consistent brand throughout the organization.



## QUESTION 3

What is the most important thing for our target donor personas to know? How do we want donors to feel after interacting with our brand?

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**QUESTION 4**

What is our organization best at?

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**QUESTION 5**

Does our organization send a clear, consistent message in all avenues of communication? (website, emails, event collateral, social media, direct mail, etc.)  
What can be done to improve?

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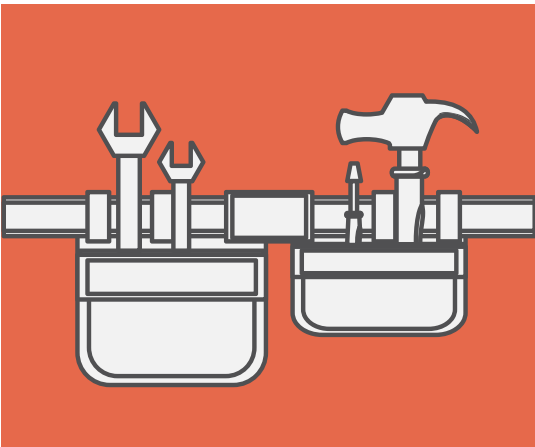
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## NEXT STEPS

Come together as a team to discuss your answers. This will uncover your brand's strengths as well as where you may have room to improve. Here are some sample questions to ask during your huddle:

- Do you feel like we have brand alignment as an organization?
- Does everyone know we have brand guidelines and do you know where to access them? Are they kept up-to-date, or do we need to update them?
- If you wanted to include items to the brand guidelines (Question 2) what were those items?
- Do you feel like you are incorporating our organization's values into your work?
- What is hindering our work towards a cohesive brand? (Lack of tools, access, time, resources, budget, etc.)
- Was there an answer on someone else's worksheet that really stood out to you, should we talk through it and decide if it can be incorporated?
- What is one thing you are going to work on to better incorporate our brand?
- What can leadership do to support these consistent branding efforts?
- Do our donors feel empowered to give because of our brand?



## THE TOOL BELT OF A SUCCESSFUL NONPROFIT BRAND

- **Canva Pro** - this online design tool lets you preload your brand kit into your team's profile, plus Nonprofits get Canva Pro for free!
- **Pexels** and **Unsplash** - Free stock image library
- **Coolers.co** - Color Scheme Generator/ Swatch Maker

## STRATUSLIVE RESOURCES

- **Enhancing Your Nonprofit's Brand Identity Blog**
- **Leveraging Data to Inform Content Strategy for Nonprofits Blog**
- **StratusLIVE Ignite** features a built in brand hub for quick easy digital engagement page creation.