

Developing a Community Group Brand

Branding doesn't just apply to businesses; it is also a concept that is very valuable for community groups to consider. Developing a brand for the community group helps people to more effectively promote what they do and therefore be more successful in securing funding and volunteers, as well as making a bigger positive impact.

What is branding?

Branding is the name given to the process of creating a distinct identity or persona for an organisation or group that will be recognised and memorable within the target audience. An effective brand influences whether someone chooses one product, service or output over another.

Steps for creating a brand

Step 1: Thinking

- What does the group do and what is its vision?
- How does the group want people in the community to think and feel when they hear about them?

Step 2: Visuals

- What sort of colours or images represent the group and their vision?
- Are there photos or graphics representing the group that could cause a positive emotional reaction?
- Ensure the visual part of the brand is positive and engaging.
- Choose only two or three colours to represent the brand.

Step 3: Message

- What is the number one thing you want people to remember about your community group? This can become your core message.
- Keep it simple, clear and consistent.
- Don't over complicate things – any wording should be to the point.
- Develop an "Elevator pitch."

What is an Elevator pitch?

An Elevator pitch is a brief (roughly 30 second) way of introducing your community group, getting across a key point or two, and making a connection with someone. It's called an Elevator pitch because it's meant to take roughly the amount of time you'd spend riding in an elevator with someone.

Other parts of a brand

While a community group brand should be kept simple, some may want to consider including some other key parts of brand design- although this isn't essential.

Slogan

A slogan is a short, memorable catchphrase or statement used repeatedly as an expression of the purpose of your community group. It intends to draw an audience to a particular community group and persuade the community to support your cause.

Logo

A logo is a small symbol made up of a simple graphic with limited text that identifies a community group. An effective logo communicates what a community group does and what they value, and helps people to remember this without any further communication being required.

Additional support

The Wanneroo Community Toolkit (www.wanneroo.wa.gov.au/communitytoolkit) contains a range of templates, information and resources to help your community group to put your brand into action, such as:

1. Videos about developing meaningful marketing messages and utilising digital storytelling.
2. Short courses about the key steps for marketing your group.