

What's in a Brand?

TRADEMARKS, LICENSES, REPUTATION AND BRAND STANDARDS

National CASA/GAL Association

May 22, 2020

Deck has been updated post live presentation to reflect current website content





Agenda

WHAT IS A BRAND?

WHAT ARE TRADEMARKS?

THE CASA/GAL BRAND IDENTITY

MARKETING RESOURCES

LICENSES

Brand Overview



Overview: Understanding A Brand

THREE QUESTIONS TO ANSWER ABOUT BRANDING

- What is a brand?
- What are the essential brand elements?
- Why is maintaining the integrity of a brand so important?

What is a Brand?

“ THE **(TANGIBLE)** AND **INTANGIBLE** SUM OF A
PRODUCT’S (OR ORGANIZATION’S) **ATTRIBUTES.** ”

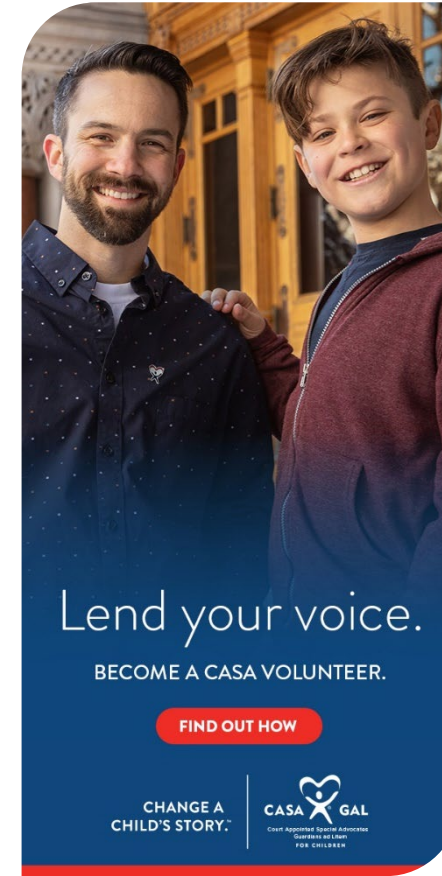
DAVID OGILVY

Founder of *Ogilvy & Mather* Advertising Agency
and considered the father of advertising

Difference Between a Brand and a Campaign?

- A campaign can be designed around one of four performance indicators:

1. Awareness 2. Consideration/Decision
3. Loyalty 4. Advocacy
- Campaigns can be designed to generate awareness for what the organization does, or they can be designed with a Call to Action – to donate now, to sign up to volunteer, to learn more, or to register



Essential Elements of a Brand



NAME



LOGO



IMAGE



SHAPE

TANGIBLE

COLOR



SLOGAN



GRAPHICS



TYPOGRAPHY



Essential Elements of a Brand



CORE VALUES



PERSONALITY



IDEAL CUSTOMER

INTANGIBLE

BRAND IMAGE



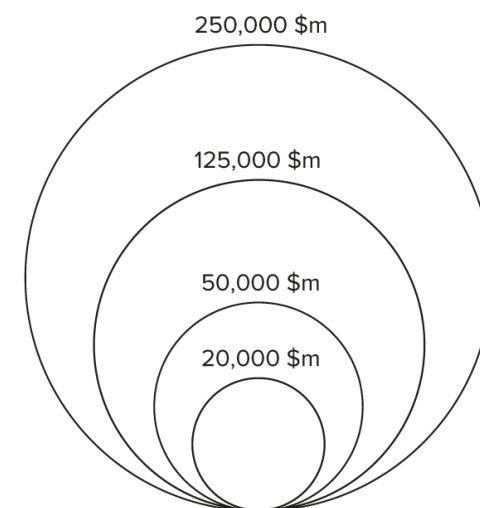
BRAND STORY



EXPERIENCE



Value of Maintaining the Integrity of a Brand



Value of Maintaining the Integrity of a Brand

EXAMPLE:

- Brings substantial **value** to the organization.
- Global franchised brand
 - 35,000 restaurants in 120 countries
- Up to \$45B 2019 brand value
- Alignment on tangible/intangibles:
 - Quality
 - Service
 - Food - Core menu items
 - Iconic symbol – Golden Arches
 - Typography/Color



How to Maintain the Integrity of a Brand

- Intentional
- Alignment
- Consistency
- Standards/Guidelines
- Compliance

Trademarks



Trademarks

Trademarks identify the (anonymous) source of goods or services.

- All of the bags bearing the same trademark come from the same source.
- The trademark signals certain quality standards to consumers.



Trademarks



TM

A trademark—Not necessarily registered



®

A registered trademark

Trademarks

CONSISTENT USE



Strong reputation

Strong rights

Strong mark

INCONSISTENT USE



Weak reputation

Weak rights

Weak mark

Trademarks

CONSISTENT USE



Strong reputation

Strong rights

Strong mark

HIGH:

- Brand Value
- Levels of Recognition



Trademarks

INCONSISTENT USE



Weak reputation

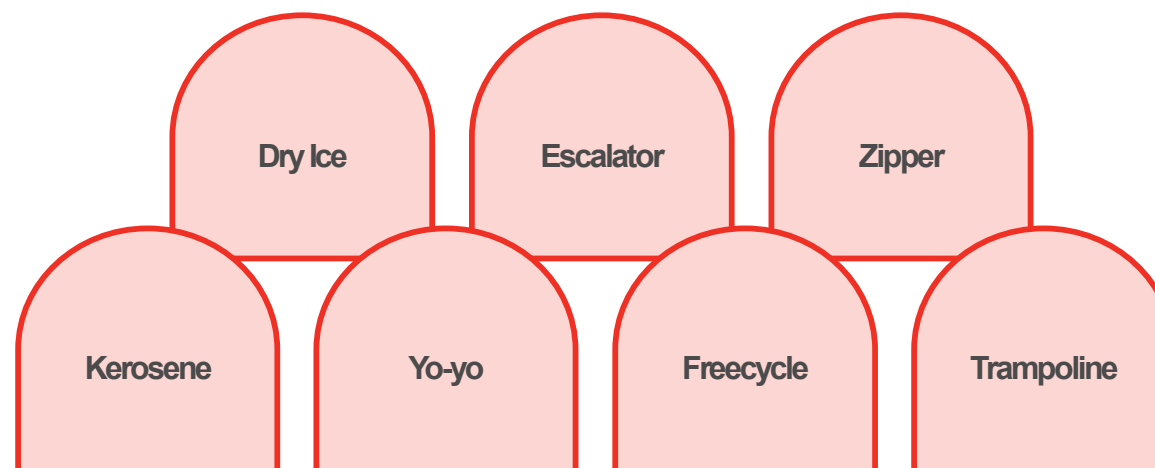
Weak rights

Weak mark

LOW:

- Brand Value
- Levels of Recognition

LOSS OF RIGHTS!



The CASA/GAL Brand Identity



What Are Brand Guidelines?



OFFER CLEAR-CUT RULES

for how your brand is represented to an audience



SERVE AS A REFERENCE POINT

for designing websites, collaterals and social media presence



CREATE A CONSIST AND UNIFIED IDENTITY

for your organization's public persona

When Should I Use Brand Guidelines?

BRAND GUIDELINES

ANY
COLLATERAL

AGENCIES

PRINTERS/
VENDORS

EVENTS

ON-
BOARDING

THE LOGO IS THE CORNERSTONE OF A BRAND'S IDENTITY

- Only National CASA/GAL and member programs may use the official logos
- Never modify the logos in any way



Logos

DON'T:



DO:



Using your program logo = greater name recognition

Logos

EXCEPTIONS:



The icon may be used alone for **lapel pins only**



Promotional logos may be used when the impression area is very small

Logos

DON'T:



DO:



A clearly visible logo = improved focus and attention

Taglines & Trademarks

REGISTERED MARKS (®):

CASA®

COURT APPOINTED SPECIAL ADVOCATE(S)®

A CHILD'S VOICE IN COURT®

A POWERFUL VOICE IN A CHILD'S LIFE®

LIGHT OF HOPE®

I AM FOR THE CHILD®

LIFT UP A CHILD'S VOICE®

LIFT UP A CHILD'S VOICE. A CHILD'S LIFE®

SPEAK UP FOR A CHILD®



TRADEMARKS (™):

CHANGE A CHILD'S STORY™

Uniform use of marks = strong rights and reputation

Taglines & Trademarks

DON'T:

The Casa met with the child.

CASA's are appointed by a judge to advocate for a child's best interest.

DO:

The **CASA**[®] volunteer met with the child.

CASA[®] volunteers are appointed by a judge to advocate for a child's best interest.

Proper adjectives and use of emphasis = strong and distinct trademarks

Color Palette

PRIMARY:



SECONDARY:



Consistently owning colors = additional levels of recognition and association

Typography

BRANDON GROTESQUE:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

A photograph of a smiling young boy and a smiling woman, likely a CASA volunteer, standing together in a bright, modern interior space.

There's no
place like hope.

BECOME A CASA VOLUNTEER.

Children in foster care who have a CASA volunteer are more likely to succeed in school and adjust to change. And they're half as likely to re-enter the foster care system later. As a volunteer, you can make all the difference for a child who has experienced abuse or neglect in your community.

**CHANGE A
CHILD'S STORY.**

 **CASA**
FOR CHILDREN
CASA OF HEATH COUNTY

www.casaheathcounty.org

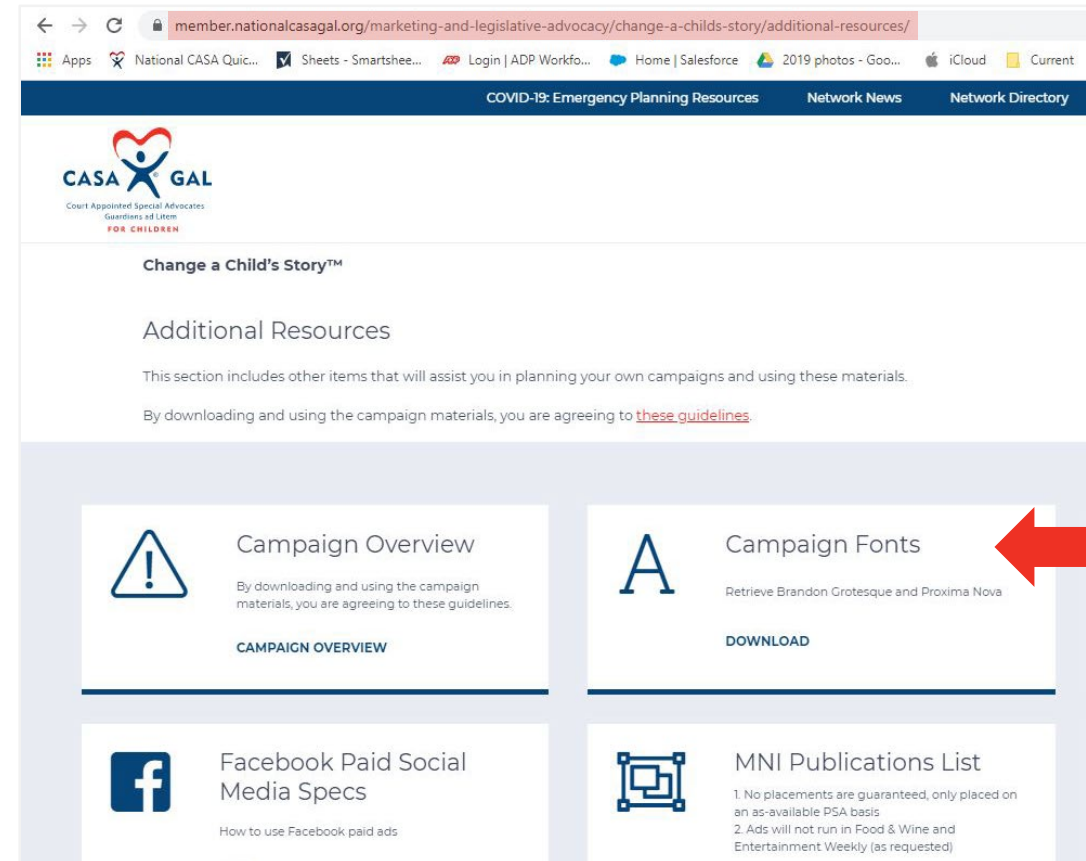
Headline:
Brandon Grotesque Light

Sub Headline:
Brandon Grotesque Black

Body Copy:
Proxima Nova Regular

Typography

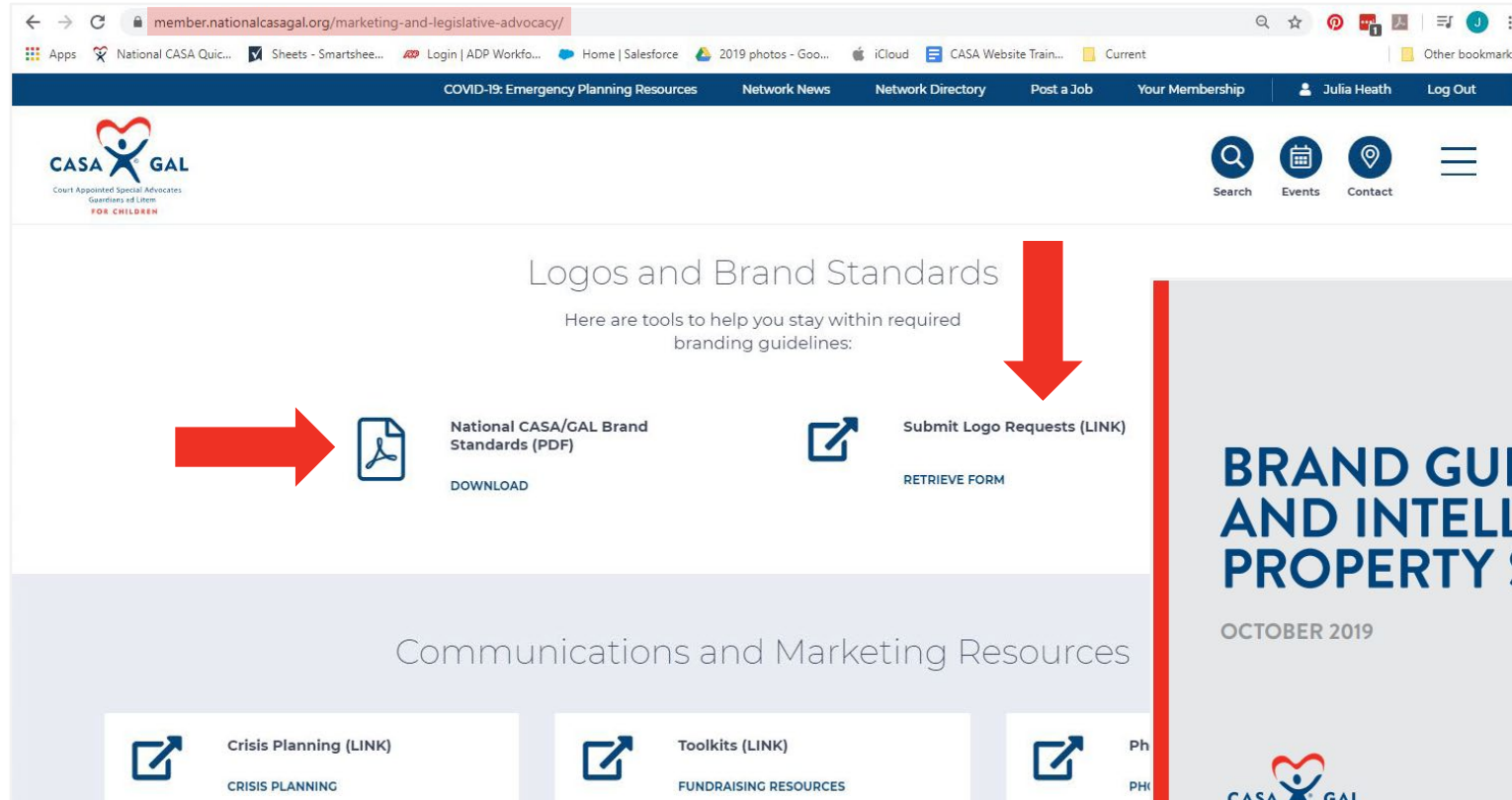
- National CASA/GAL has a limited number of font licenses **(one per program)**
- **Brandon Grotesque** is available in: light regular, italic and black
- **Proxima Nova** is available in: light, regular and bold



Why Do You Need Brand Guidelines?

- Practical instructions for employees
- Less time making design decisions
- Consistency = Recognition = Real & perceived value
- **GET IT RIGHT EVERY TIME**

Where Can I Find Our Brand Guidelines?

A screenshot of the member.nationalcasagal.org website. The browser address bar shows the URL. The website has a dark blue navigation bar with links like "COVID-19: Emergency Planning Resources", "Network News", "Network Directory", "Post a Job", "Your Membership", "Julia Heath", and "Log Out". Below the navigation bar is the CASA GAL logo and a search bar. The main content area is titled "Logos and Brand Standards" and includes the text "Here are tools to help you stay within required branding guidelines:". There are two red arrows pointing to specific links: one pointing to "National CASA/GAL Brand Standards (PDF)" with a "DOWNLOAD" button, and another pointing to "Submit Logo Requests (LINK)" with a "RETRIEVE FORM" button. Below this is a section titled "Communications and Marketing Resources" with links for "Crisis Planning (LINK)", "Toolkits (LINK)", and "Ph...".

member.nationalcasagal.org/marketing-and-legislative-advocacy/


COVID-19: Emergency Planning Resources Network News Network Directory Post a Job Your Membership Julia Heath Log Out


CASA GAL
Court Appointed Special Advocates
Guardians ad Litem
FOR CHILDREN

Search Events Contact


Logos and Brand Standards


Here are tools to help you stay within required branding guidelines:


 **National CASA/GAL Brand Standards (PDF)**
DOWNLOAD

 **Submit Logo Requests (LINK)**
RETRIEVE FORM

Communications and Marketing Resources

 **Crisis Planning (LINK)**
CRISIS PLANNING

 **Toolkits (LINK)**
FUNDRAISING RESOURCES

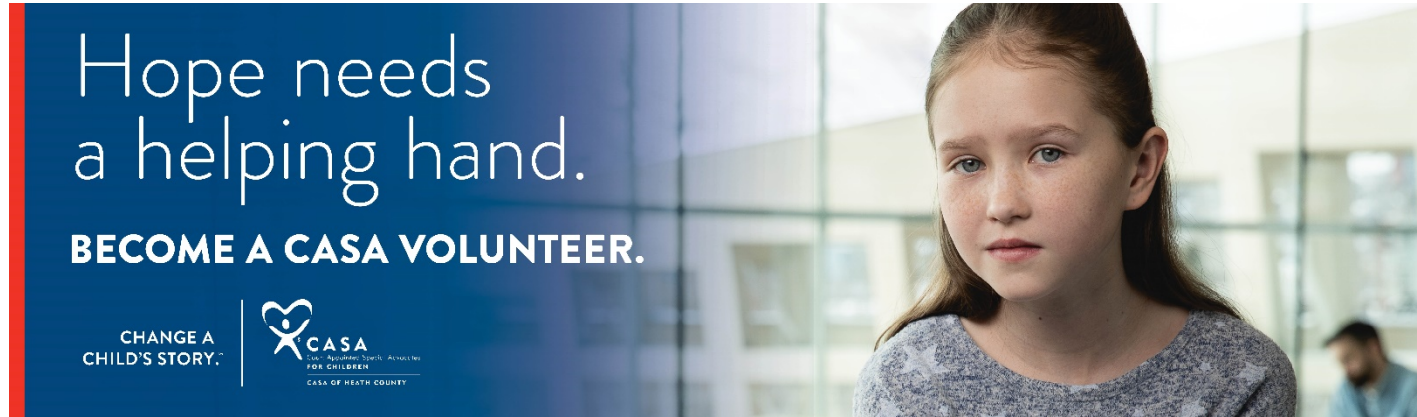
 **Ph...**
PH...

BRAND GUIDELINES AND INTELLECTUAL PROPERTY STANDARDS

OCTOBER 2019

Additional Marketing Resources


Change a Child's Story Campaign



Hope needs
a helping hand.

BECOME A CASA VOLUNTEER.

CHANGE A
CHILD'S STORY.™

 **CASA**
FOR CHILDREN
CASA OF HEATH COUNTY



There's no place
like hope.

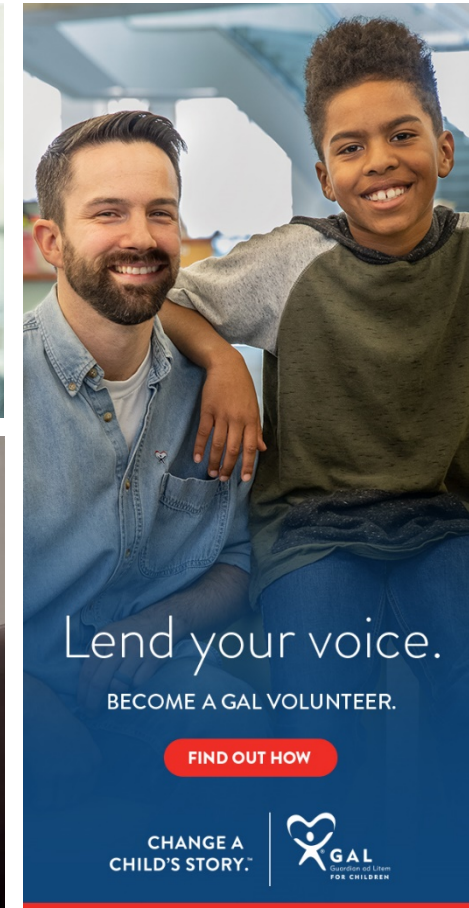
BECOME A CASA OR GAL VOLUNTEER.

Children in foster care who have a CASA or GAL volunteer are more likely to succeed in school and adjust to change. And they're half as likely to re-enter the foster care system later. As a volunteer, you can make all the difference for a child who has experienced abuse or neglect in your community. Get involved, and change a child's story.

www.nationalcasagal.org

CHANGE A
CHILD'S STORY.™

 **CASA GAL**
FOR CHILDREN





Lend your voice.

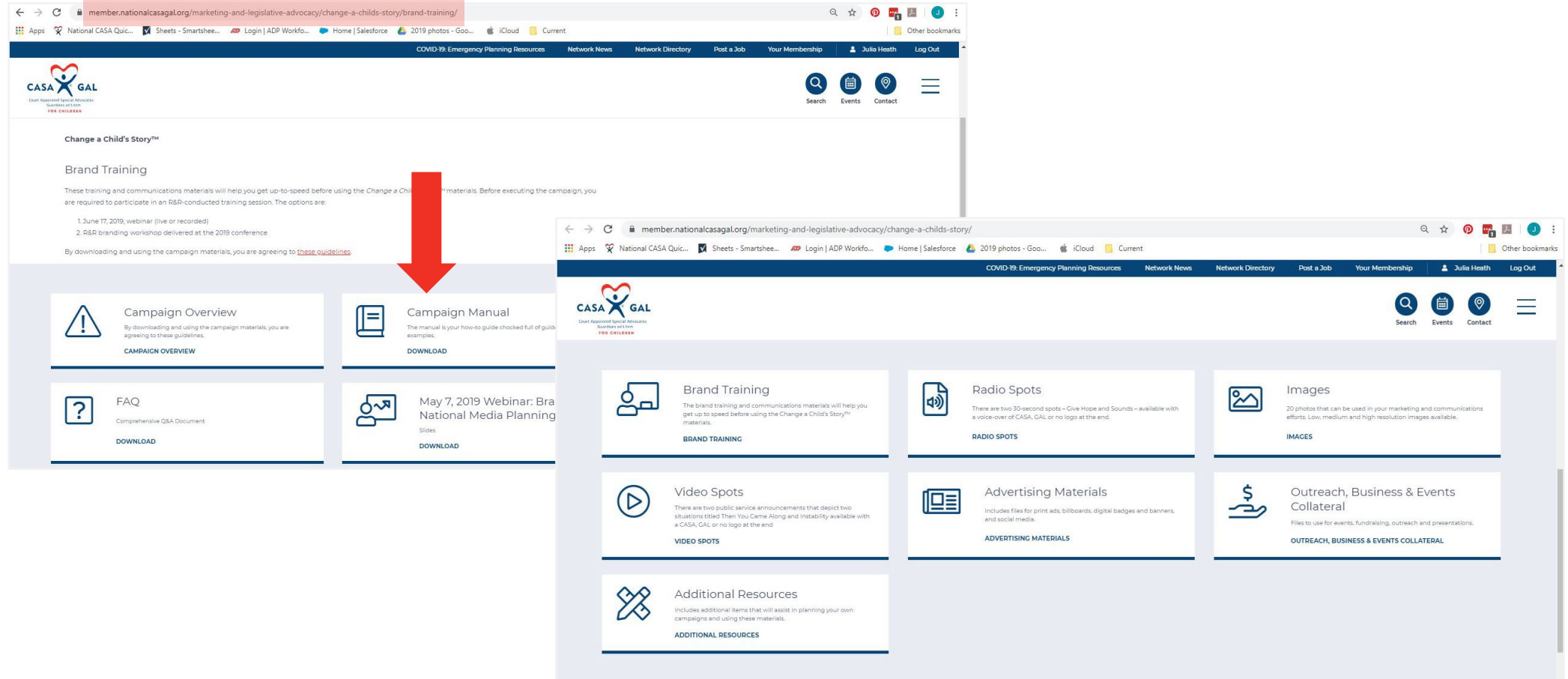
BECOME A GAL VOLUNTEER.

[FIND OUT HOW](#)

CHANGE A
CHILD'S STORY.™

 **GAL**
FOR CHILDREN

Where Can I Find the Campaign?



The image displays two screenshots of the CASA GAL website, illustrating where to find campaign materials. A red arrow points from the 'Brand Training' section of the top screenshot to the 'Campaign Manual' download link in the bottom screenshot.

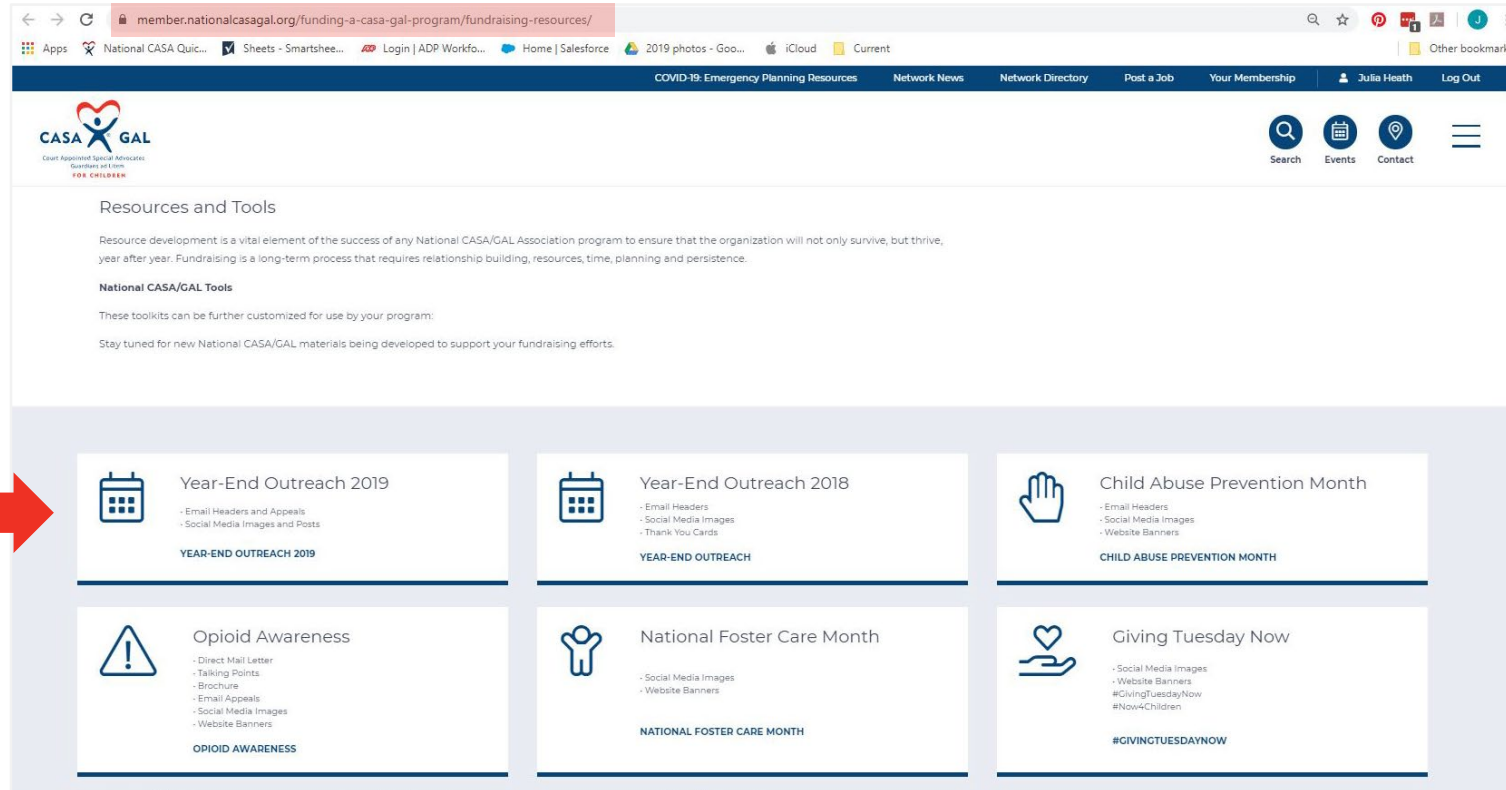
Top Screenshot: Brand Training Page

- URL:** member.nationalcasagal.org/marketing-and-legislative-advocacy/change-a-childs-story/brand-training/
- Section:** Change a Child's Story™ Brand Training
- Text:** These training and communications materials will help you get up-to-speed before using the Change a Child's Story™ materials. Before executing the campaign, you are required to participate in an R&R-conducted training session. The options are:
 1. June 17, 2019, webinar (live or recorded)
 2. R&R branding workshop delivered at the 2019 conference
- Text:** By downloading and using the campaign materials, you are agreeing to [these guidelines](#).
- Resources:**
 - Campaign Overview:** By downloading and using the campaign materials, you are agreeing to these guidelines. [CAMPAIGN OVERVIEW](#)
 - Campaign Manual:** The manual is your how-to guide checked full of guide examples. [DOWNLOAD](#)
 - FAQ:** Comprehensive Q&A Document. [DOWNLOAD](#)
 - May 7, 2019 Webinar: Branding National Media Planning:** Slides. [DOWNLOAD](#)

Bottom Screenshot: Campaign Resources Page

- URL:** member.nationalcasagal.org/marketing-and-legislative-advocacy/change-a-childs-story/
- Resources:**
 - Brand Training:** The brand training and communications materials will help you get up to speed before using the Change a Child's Story™ materials. [BRAND TRAINING](#)
 - Radio Spots:** There are two 30-second spots – Give Hope and Sounds – available with a voice-over of CASA, GAL or no logo at the end. [RADIO SPOTS](#)
 - Images:** 20 photos that can be used in your marketing and communications efforts. Low, medium and high resolution images available. [IMAGES](#)
 - Video Spots:** There are two public service announcements that depict two situations titled Then You Came Along and impossibility available with a CASA, GAL or no logo at the end. [VIDEO SPOTS](#)
 - Advertising Materials:** Includes files for print ads, billboards, digital badges and banners, and social media. [ADVERTISING MATERIALS](#)
 - Outreach, Business & Events Collateral:** Files to use for events, fundraising, outreach and presentations. [OUTREACH, BUSINESS & EVENTS COLLATERAL](#)
 - Additional Resources:** Includes additional items that will assist in planning your own campaigns and using these materials. [ADDITIONAL RESOURCES](#)

Seasonal Mini Campaigns



member.nationalcasagal.org/funding-a-casa-gal-program/fundraising-resources/

COVID-19: Emergency Planning Resources | Network News | Network Directory | Post a Job | Your Membership | Julia Heath | Log Out







Resources and Tools

Resource development is a vital element of the success of any National CASA/GAL Association program to ensure that the organization will not only survive, but thrive, year after year. Fundraising is a long-term process that requires relationship building, resources, time, planning and persistence.

National CASA/GAL Tools

These toolkits can be further customized for use by your program:

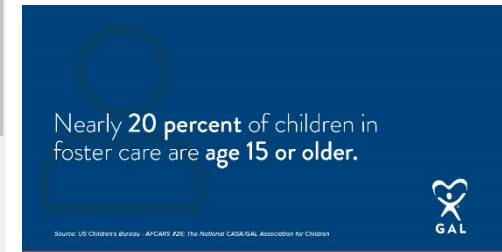
Stay tuned for new National CASA/GAL materials being developed to support your fundraising efforts.

 <p>Year-End Outreach 2019</p> <ul style="list-style-type: none"> - Email Headers and Appeals - Social Media Images and Posts <p>YEAR-END OUTREACH 2019</p>	 <p>Year-End Outreach 2018</p> <ul style="list-style-type: none"> - Email Headers - Social Media Images - Thank You Cards <p>YEAR-END OUTREACH</p>	 <p>Child Abuse Prevention Month</p> <ul style="list-style-type: none"> - Email Headers - Social Media Images - Website Banners <p>CHILD ABUSE PREVENTION MONTH</p>
 <p>Opioid Awareness</p> <ul style="list-style-type: none"> - Direct Mail Letter - Talking Points - Brochure - Email Appeals - Social Media Images - Website Banners <p>OPIOID AWARENESS</p>	 <p>National Foster Care Month</p> <ul style="list-style-type: none"> - Social Media Images - Website Banners <p>NATIONAL FOSTER CARE MONTH</p>	 <p>Giving Tuesday Now</p> <ul style="list-style-type: none"> - Social Media Images - Website Banners - #GivingTuesdayNow - #Now4Children <p>#GIVINGTUESDAYNOW</p>



THIS FOSTER CARE MONTH, I COMMIT to making a difference for a child in foster care. [#NOW4CHILDREN](#)

CASA GAL



Nearly **20 percent** of children in foster care are **age 15 or older.**

Source: US Children's Bureau - AFCATS #26, The National CASA/GAL Association for Children

CASA GAL



GIVING TUESDAY NOW

CASA GAL

Now more than ever, we are called upon to make a difference

#GivingTuesdayNow

Licenses

AUTHORIZATIONS FOR OTHER ENTITIES TO USE YOUR TRADEMARKS:

- For products they can do better
- For partnerships
- For endorsements

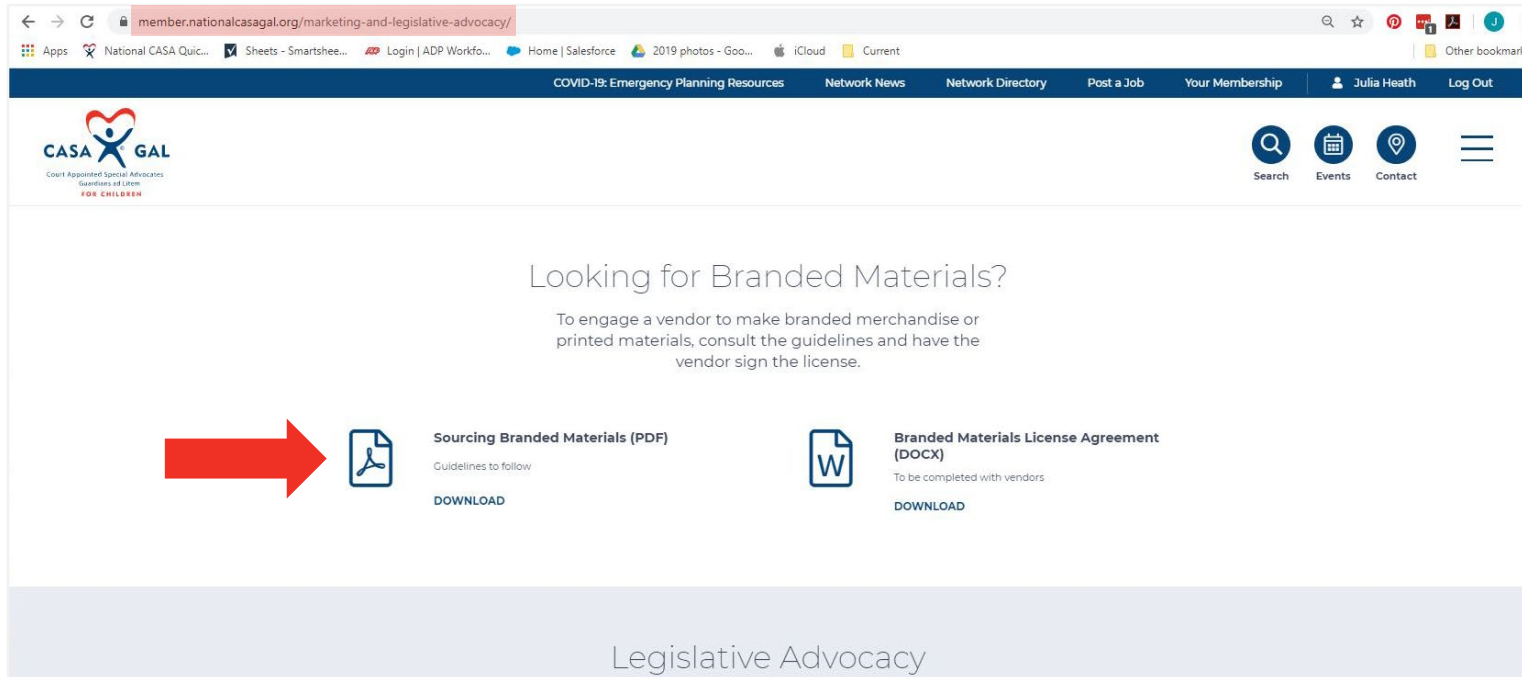


Sourcing Branded Materials

- Skilled with the particular product or service
- Dedicated to customer service
- Consistent with brand values
 - Labor standards
 - Sourcing of materials



Sourcing Branded Materials



*Written resource
available on
Marketing and
Legislative
Advocacy section
of Member Portal*

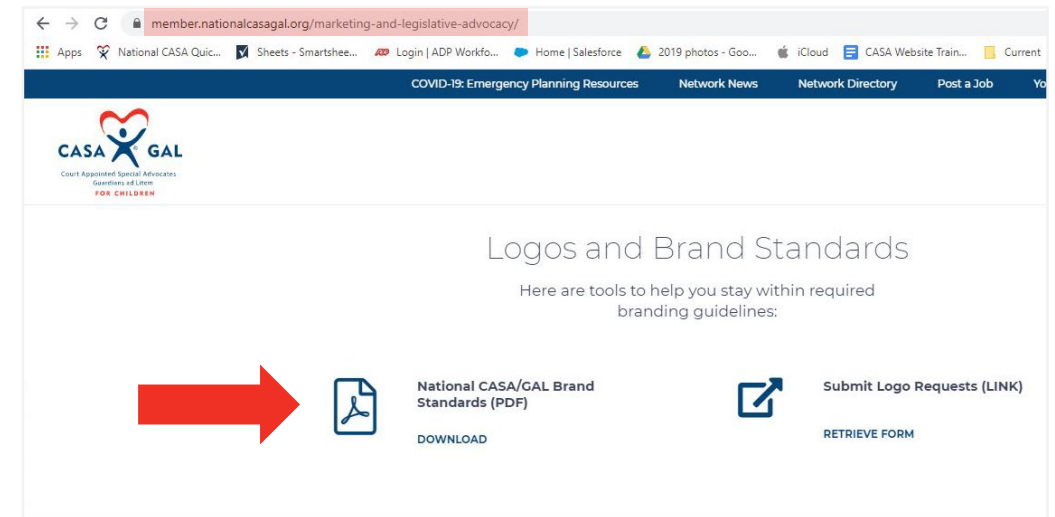
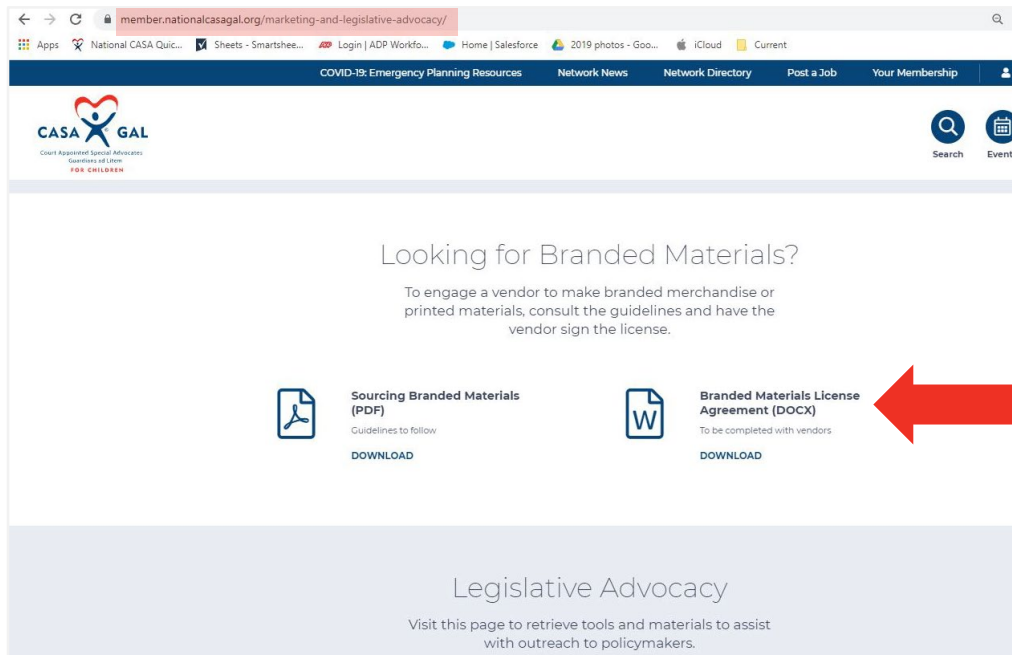
Executing a License Agreement

- The licensee gets to use the trademarks in the business and agrees to follow:
 - Quality standards
 - Brand guidelines



Executing a License Agreement

License agreement provided on member portal for your use



Include brand guidelines as an attachment to license agreement

Questions?



Thank You