SHE Design

Graphic Design | Web Design

www.she-design.com
sandy@she-design.com

774-258-1406

Design that Matters

How Great Design will Benefit Your Non-Profit Organization

What is great design?

Great design starts with understanding your organization's **Brand Identity.**

What is a **Brand Identity?**

A brand is a person's **GUT** feeling. It goes beyond a name, a logo, or a mission.

It's not what **YOU** say it is,

it's what **THEY** say it is.

What makes a powerful brand?

Externally

Engages with stakeholders in a consistent manner
Builds relationships and backs your claims
Establishes a presence in the marketplace
Communicates value

Internally

Identifies who you are, the value of what you offer and how you communicate that value
Promotes a consistent voice that is communicated to all internal employees
Shares and uses all marketing tools in smart, interconnected ways
Has internal brand support

You have to know **why** your organization **MATTERS** and communicate that to your employees, your customers and your volunteers.

Who are you?

What do you do?

Why does it matter?

Make sure everyone is focused on the same thing.

What can great design do for you?

Brilliant use of design creates an **amazing** customer experience.

When you coordinate all of your visual materials, your business will look stable. Donors will have confidence trusting you when all of your materials are cohesive and clear. The message will be conveyed that you are confident and can deliver what you promise.

If you have a business card with one look and feel and a web site with another, this creates a confused – and confusing – look and feel for your business. This can also cause an identity crisis for a non-profit and could cause people to lose confidence, prompting them to look elsewhere to give their donations.

Cohesive materials make a big difference.

# What are the graphic design parts of your brand?

Your logo:

Logos are important to your business because they:

- allow immediate recognition of your company

- express your company's character or attitude

- convey a feeling of familiarity and credibility

Your web site:

Here is where you can create a great **user** experience. Is your site easy to navigate? Can the user find the information THEY are most interested in? Can the user find the information that YOU are most interested in? Is the voice consistent between your print materials and your web site? Use this platform to create an interactive experience that donors will remember, want to explore and share with others. (Be sure to have a SHARE button!)
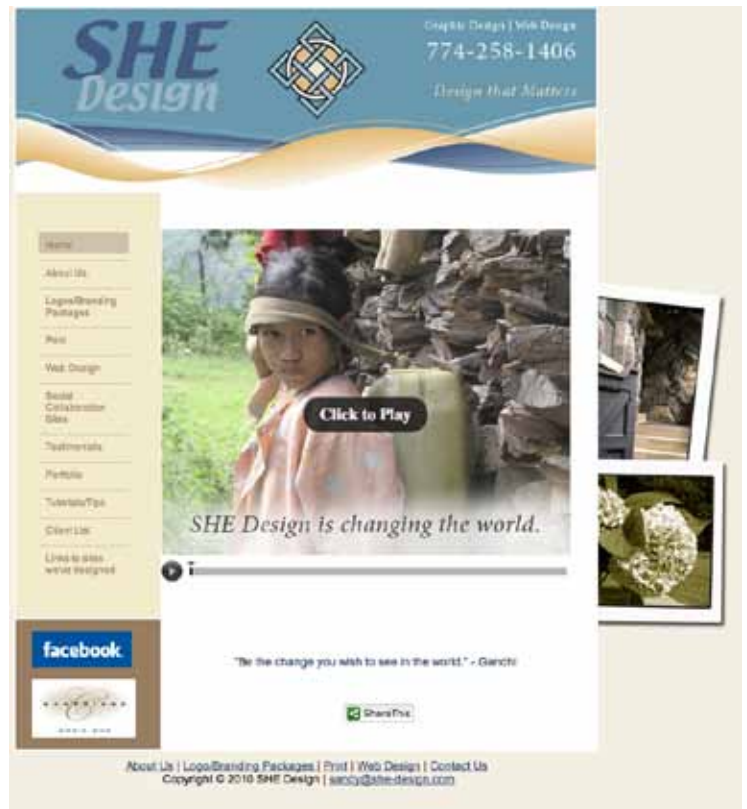
Your print materials:

Large, successful businesses would never consider doing business without professional, originally designed marketing materials, Neither should you. Using materials that are not professionally designed for you and your target audience (i.e., Microsoft templates) makes your business appear smaller and can possibly indicate that you cannot perform to or meet the standards required by your stakeholders.

SHE
Design

Design that Matters

Graphic Design | Web Design
www.she-design.com
sandy@she-design.com
774-258-1406