



Branding Best Practices

- ***Perception is reality – a nicely produced piece creates the perception that you are professional. That will be your IMAGE.***
- Your brand (logo and colors) should never or rarely change – it should remain constant on all the materials you produce. It provides recognition for your cause, even if the design of your campaigns change.
- You can run campaigns throughout the year with different looks – Leaders Vs. Donors vs. Event invite
- If all the pieces you produce have a similar taste in design or hint of the same professional designer's look, you will increase your professionalism and recognition. It is worth your money hire a designer on a project basis if you need to improve your image.