STC's Integrated Branding: More than a Hot Iron!

Mary R. Wise

STC Immediate Past President

Today's Agenda

- Introductions
- A little history
- Branding: the process
- Branding: the results
- Branding: the tools
- Next steps

What Is Integrated Branding?

- Integrated branding is the promise that you keep…

- …throughout the organization

- …and with members
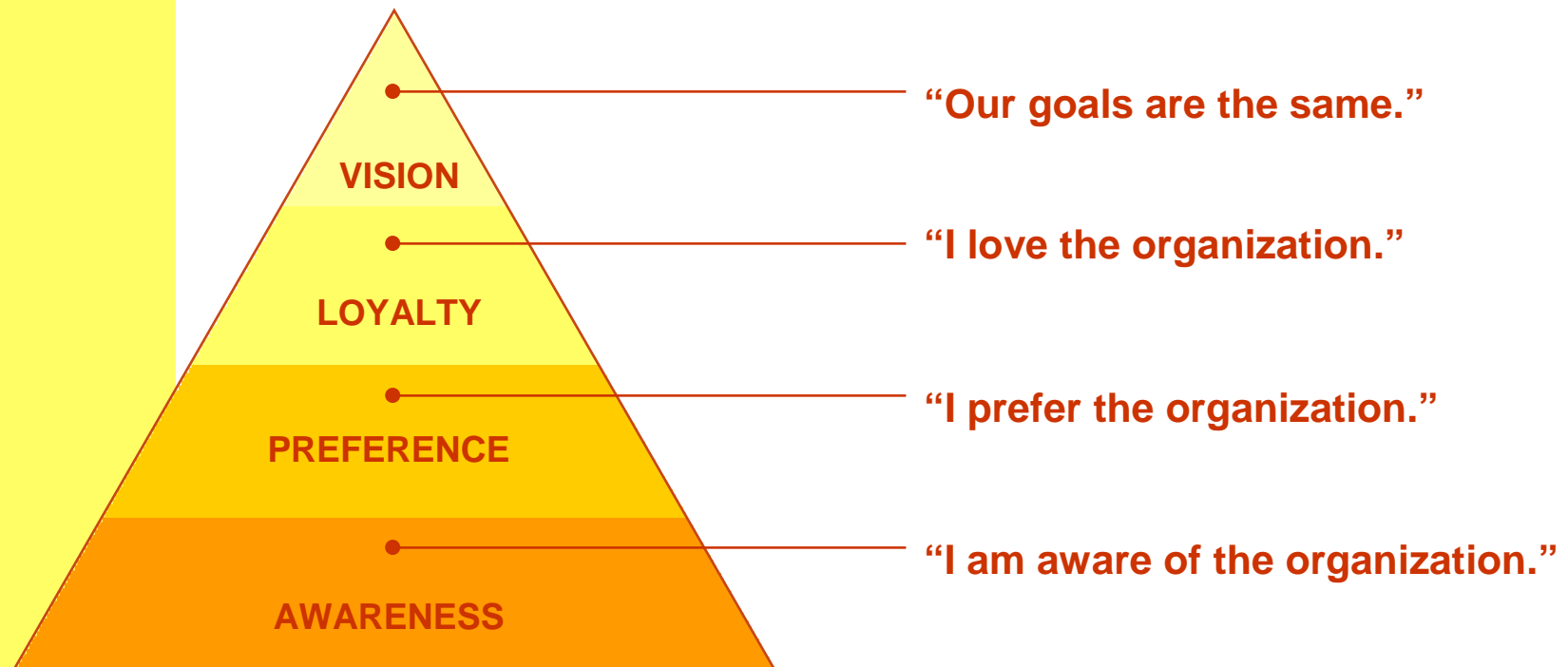
- …over the long haul.

Why Organizations Need Branding

- Integrated branding creates:
  - A common focus and direction
  - A strong common culture

- Enables us to understand and consciously manage our growth and evolution.

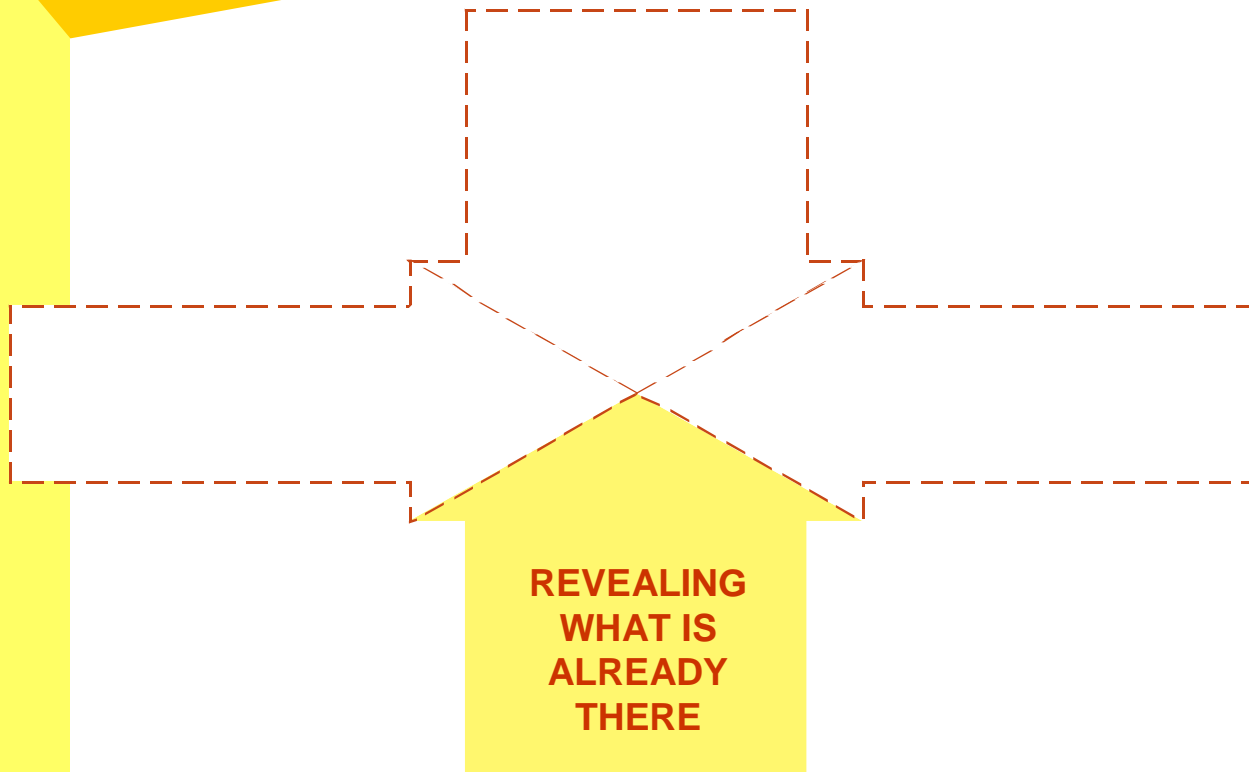- Results in a consistent deepening of member relationships and loyalty over time.

Why Organizations Need Branding

- Becomes the direction for:
  - Actions as well as messages
  - Decision-making
  - What you say and how you say it
  - Visual identity

Creating Lasting Relationships

VISION — "Our goals are the same."

LOYALTY — "I love the organization."

PREFERENCE — "I prefer the organization."

AWARENESS — "I am aware of the organization."
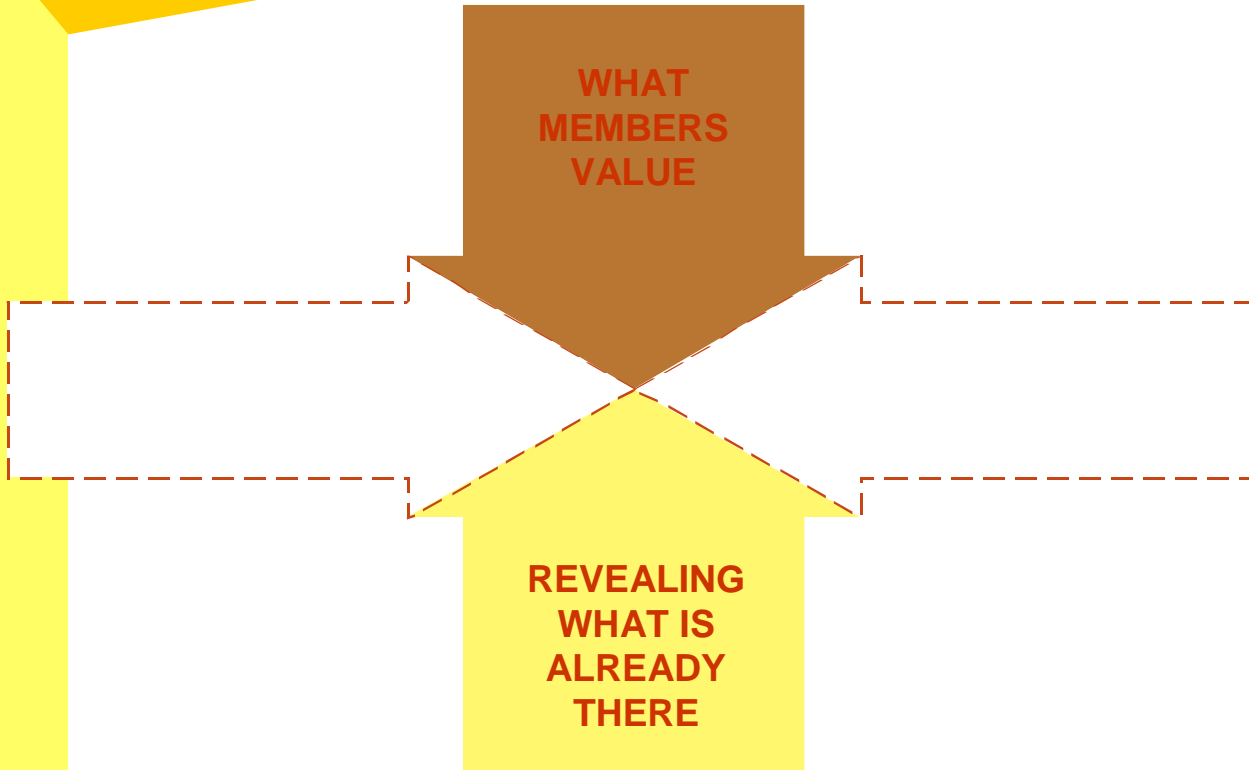
Building Brand

REVEALING WHAT IS ALREADY THERE

Building Brand

WHAT MEMBERS VALUE

REVEALING WHAT IS ALREADY THERE

Building Brand

WHAT MEMBERS VALUE

ORGANIZATION STRENGTHS

REVEALING WHAT IS ALREADY THERE

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INTEGRATED BRAND
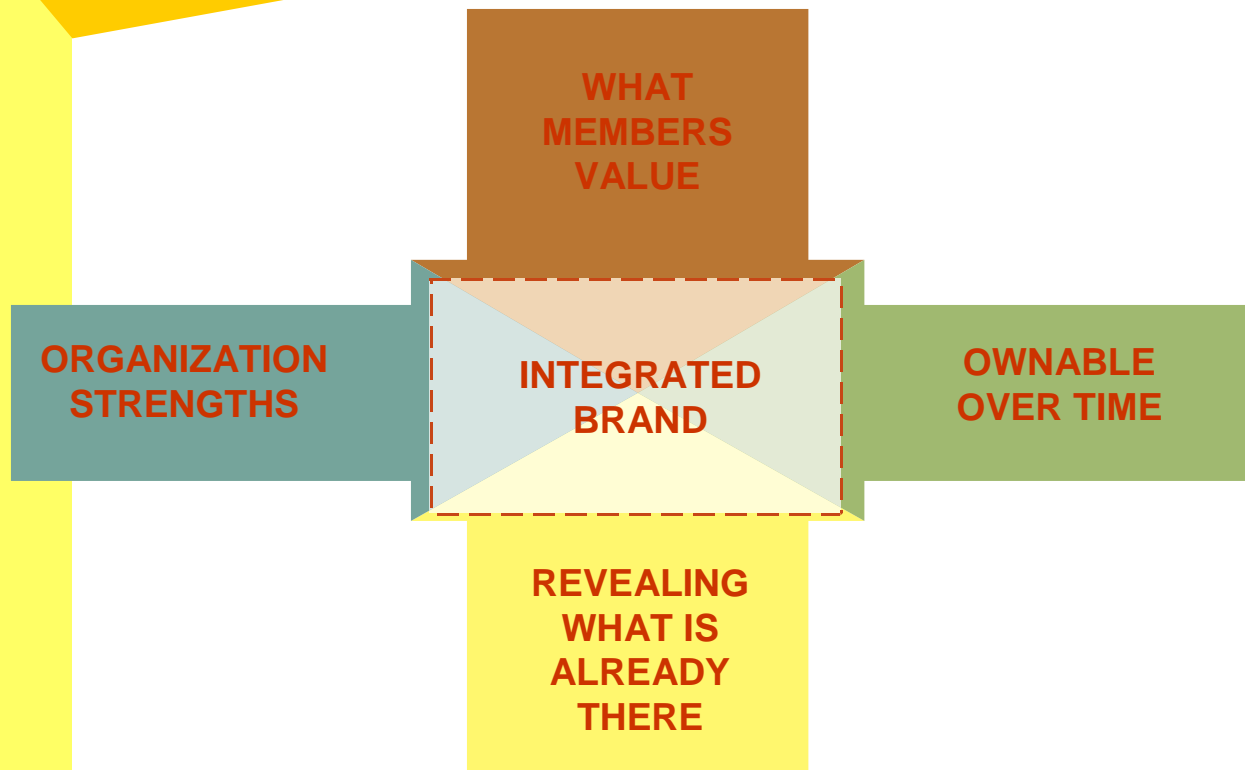
OWNABLE OVER TIME

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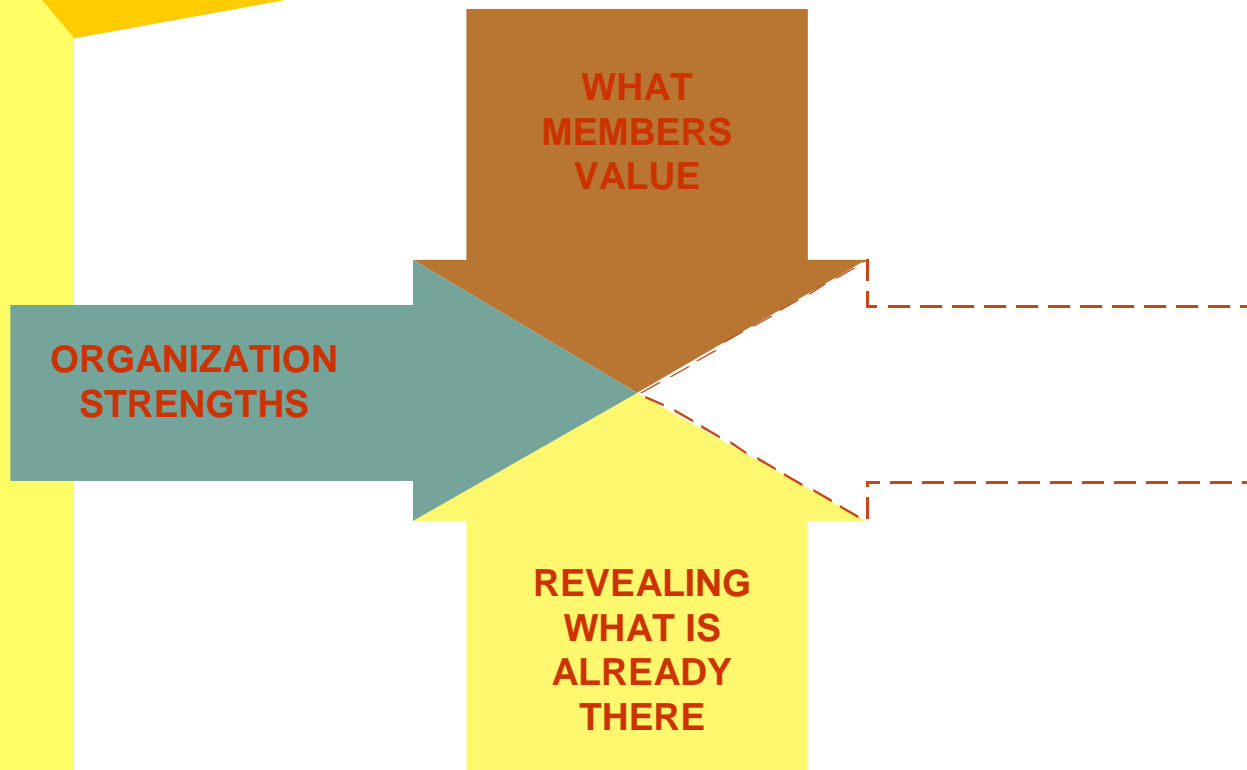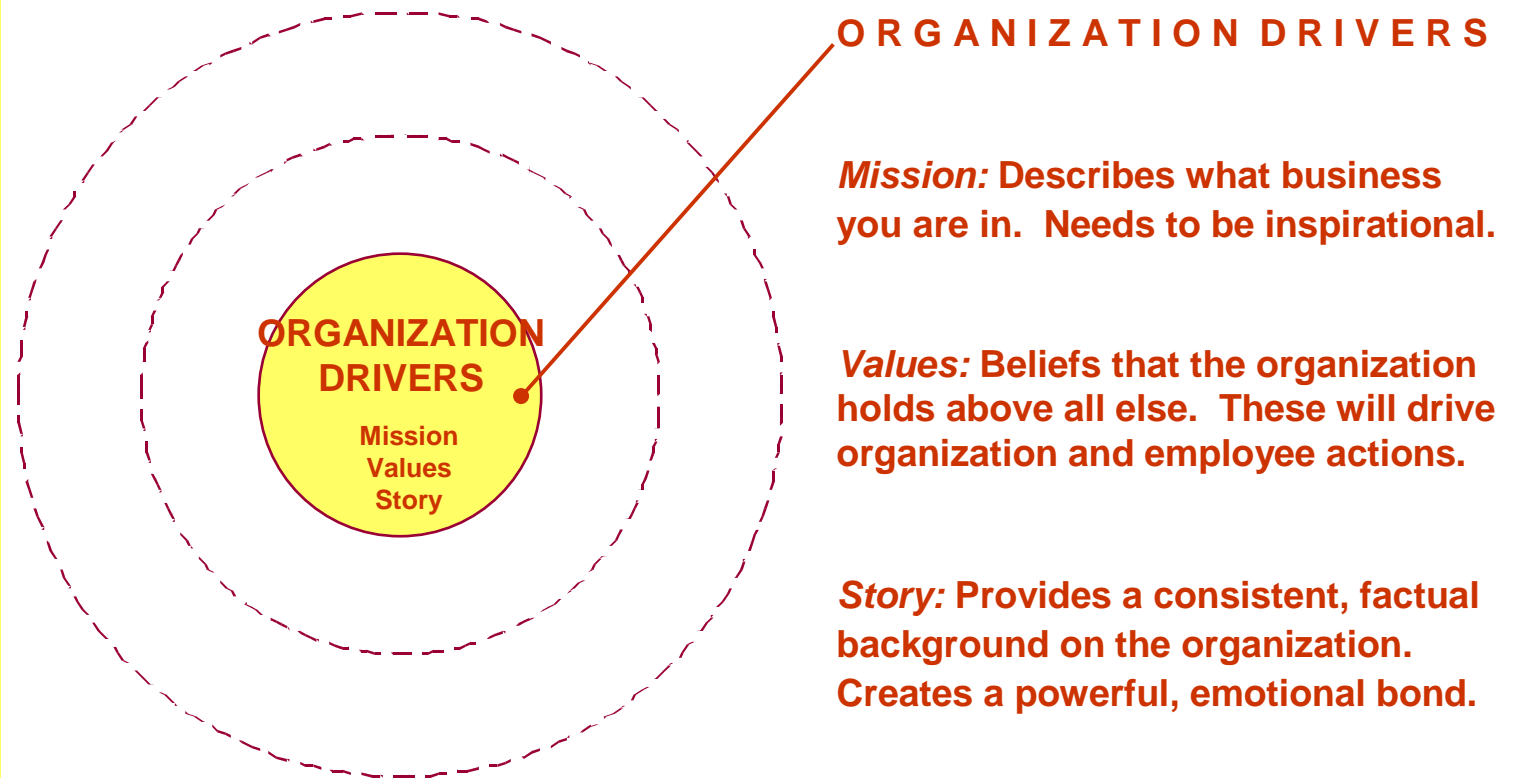
Organization and Brand Drivers

- **Drivers are the basic building blocks of an integrated brand.**

- **These tools allow board and staff to simply, flexibly, and comprehensively act on the promise.**

- **The tools act as a filter for all decisions, actions and communications.**

The Integrated Branding Model

ORGANIZATION DRIVERS

ORGANIZATION
DRIVERS

Mission
Values
Story

Mission: Describes what business you are in. Needs to be inspirational.

Values: Beliefs that the organization holds above all else. These will drive organization and employee actions.

Story: Provides a consistent, factual background on the organization. Creates a powerful, emotional bond.

STC's Mission

Designing the future
of technical communication

STC's Values

- *Open Minded*
  Being open to new ideas and ways of doing things. Open to mavericks and the diversity that comes from an organization composed of so many different people.

- *Member-focused*
  Empowering the members within the organization as much as recognizing their role in the success of STC.

- *Effective*
  Ensuring all actions and communications are effective; That processes and methodologies will be timely and useful and not a hindrance to the mission of STC.

- *Ethical*
  This speaks for itself.

STC's Story

Through information sharing and industry leadership, STC helps professionals design effective communication for a technical world. Because technology touches everyone, STC promotes public welfare by encouraging the development of better-educated professionals whose jobs are to make complicated information usable by many.

The organization's growth has mirrored our growing dependence on technology. Initially, STC was primarily made up of engineers who, among other activities, wrote instructions and descriptions of how electrical and mechanical products worked. A profound change took place as the pervasiveness of technology and the need to understand it became an integral part of our everyday lives. With the emergence of the Internet and online communication, our members now focus on supporting all aspects of the rapidly evolving world of technology.

The organization began because those working in the field recognized themselves as professionals with unique training and career issues. Today, STC is nearly 50 years old, with 150 chapters and 25,000 members worldwide. It is the largest organization for technical communicators. STC offers industry leadership and the education, networking, and information required in a world where change is "the way it is."

The **I**ntegrated Branding Model

B R A N D   D R I V E R S

BRAND DRIVERS

ORGANIZATION DRIVERS

Mission
Values
Story

Principle, Personality, Associations

Principle: **Your unique approach to your organization based on the organization's strengths and what your audience values**

Personality: **The public face of your brand—how you talk and act as an organization. This helps create a consistent experience.**

Associations: **A concept that stands for the meaning of your brand.**

Applying Your Brand Principle

- Use your brand principle as a guide to organization-related decisions and as the basis for all actions and messages.

- All decision makers ask themselves, "Is this action in line with our brand principle?"

STC's Brand Principle

Creating opportunity

Creating implies a proactive approach. STC is always creating opportunity for someone, somewhere and will continue to do so in everything it does and everything it says.

Applying Your Brand Personality

- This brand tool is the voice and appearance of an organization – it's the emotional glue that bonds your relationship to the members.

- All written material coming from the organization must have a consistent voice and distinctive style.

STC's Personality

Personality
(Tone and manner)

Fun

Bohemian

Class act

Smart

Visionary

Engaged

The trait of visionary is aspirational, but with conscious action, STC will indeed become a visionary organization.

STC's Association

Sharing community

Sharing community means that everyone is an important piece of the whole. Sharing community is multidimensional, warm and fuzzy, nurturing, and implies networking, mentoring, and the supportive elements that members share with each other.

The Integrated Branding Model

BRAND
CONVEYORS

BRAND
DRIVERS

ORGANIZATION
DRIVERS

Mission
Values
Story

Principle, Personality,
Associations

Programs/services, Strategic
planning, Communications

B R A N D   C O N V E Y O R S

Brand conveyers are all of the ways that an organization uses its brand, including the design of programs, future planning and communications.

STC's Positioning Statement

STC helps you design effective communication for a technical world through information sharing and industry leadership.

STC's Brand Tools

- Logo

  STC worked with a design firm to develop a new logo. The design firm used STC's brand tools as the basis for logo development.

- The current logo has served us well. But will it take us where we need to go?

STC's Brand Tools

- The current logo is:
  - Not strongly on brand
  - Harder to read
  - Not up-to-date for attracting younger membership
  - Not evoking brand personality attributes

STC's Brand Tools

- Other logos: "befores" and "afters"

Before

After

STC's Brand Tools

Other logos: "befores" and "afters"

Before

After

STC's Brand Tools

- Most important logo attributes:
  - Should reflect verbal brand messages
  - Should be unique
  - Should be strong and memorable
  - Should have style

STC's Brand Tools

- The new logo:
  - Manifest's STC's brand tools
  - Contemporary feel
  - Yet is timeless
  - Clean, stylish and precise
  - Designed to appeal to a younger age group
  - Contains all of the most important logo attributes

STC's Brand Tools

- Logo process: starting point

STC's Brand Tools

- Logo team recommendations

STC's Brand Tools

- Logo color and emphasis

Next Steps

- Handbook delivery

- Graphics standards delivery

- Staff training

Summary

- **Integrated branding is the promise an organization keeps.**

- **By consistently acting on a promise that members value, you will turn members into brand evangelists.**

- **An organization acts on its promise by using brand and organization drivers as a filter for decisions, actions, and communications.**