PUSH¹⁰

The Brand Balancing Act

HELLO

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Five common brand challenges...and what to do about them

You can't say "friendship."

Let's get started.

01

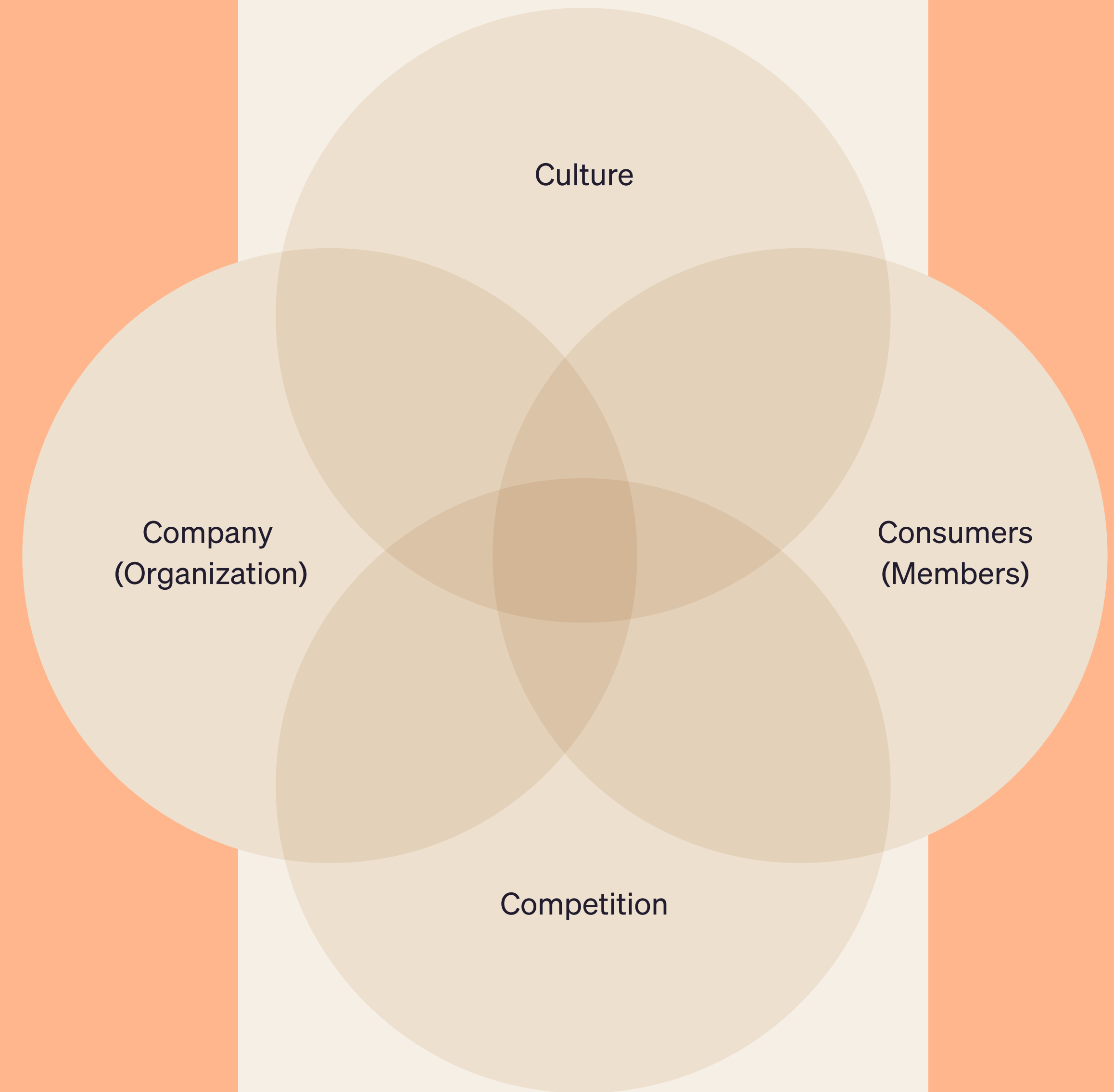## "We're blending in"

What it sounds like

"When you line us up with other organizations, we could swap names and no one would notice."

"We're blending in"

Conduct focused research around the 4Cs

Create a distinguishing brand idea & inspiring anthem to root communications

Culture

Company (Organization)

Consumers (Members)

Competition

02

"Our brand sounds great— but it doesn't feel *real*."

What it sounds like

"We have values, a mission statement, all the right words—but they don't reflect what it's actually like to be part of our organization."

02 "Our brand sounds great—but it doesn't feel real."

Pressure test your values and mission with members.

Realign what's publicly expressed with what's internally felt.

03
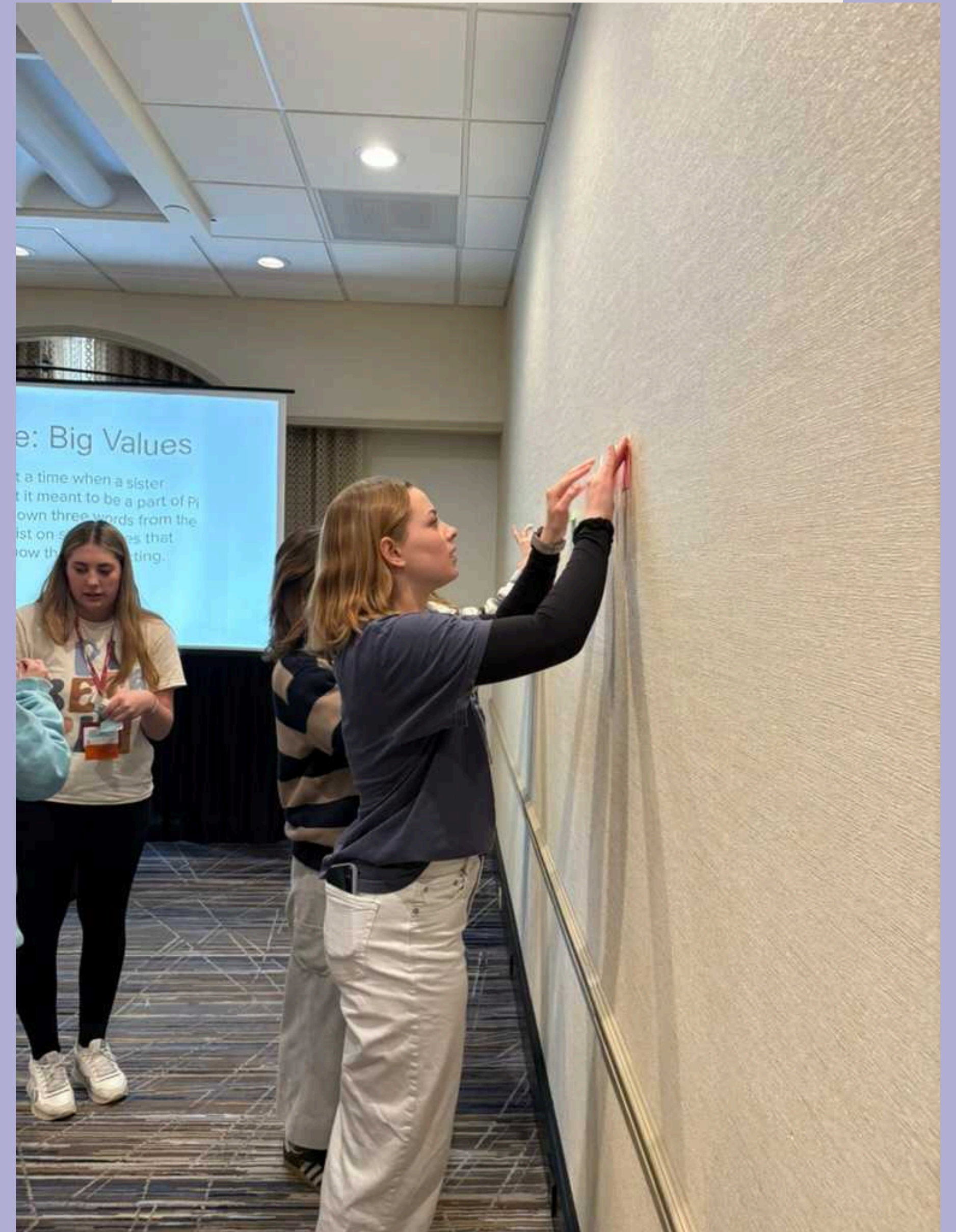
"We want to reach GenZ, but not alienate alumnae."

What it sounds like

"We're walking a tightrope. If we modernize too much, our long-time supporters might not recognize us."

03

"We want to reach GenZ, but not alienate alumnae."

Create audience personas focused on emotional drivers

Tailor central brand idea with audience specific messaging & tone

04

"Our visual brand is feeling stale."

What it sounds like

"We've used the same crest, typeface, and color palette for what feels like 30 years."

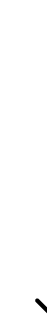**04** *"Our visual brand is feeling stale."*

Modernize with reverence: keep symbolism, but refresh how it's expressed

Build a scalable design system

05

"We can't control what chapters post."

What it sounds like

"We sent them the style guide, but no one's reading it."

*"We can't control
what chapters post."*

Co-create chapter-friendly
brand kits with deep assets

Empower rather than restrict

A Bonus!

06

"Our website is dense and uninspiring."

What it sounds like

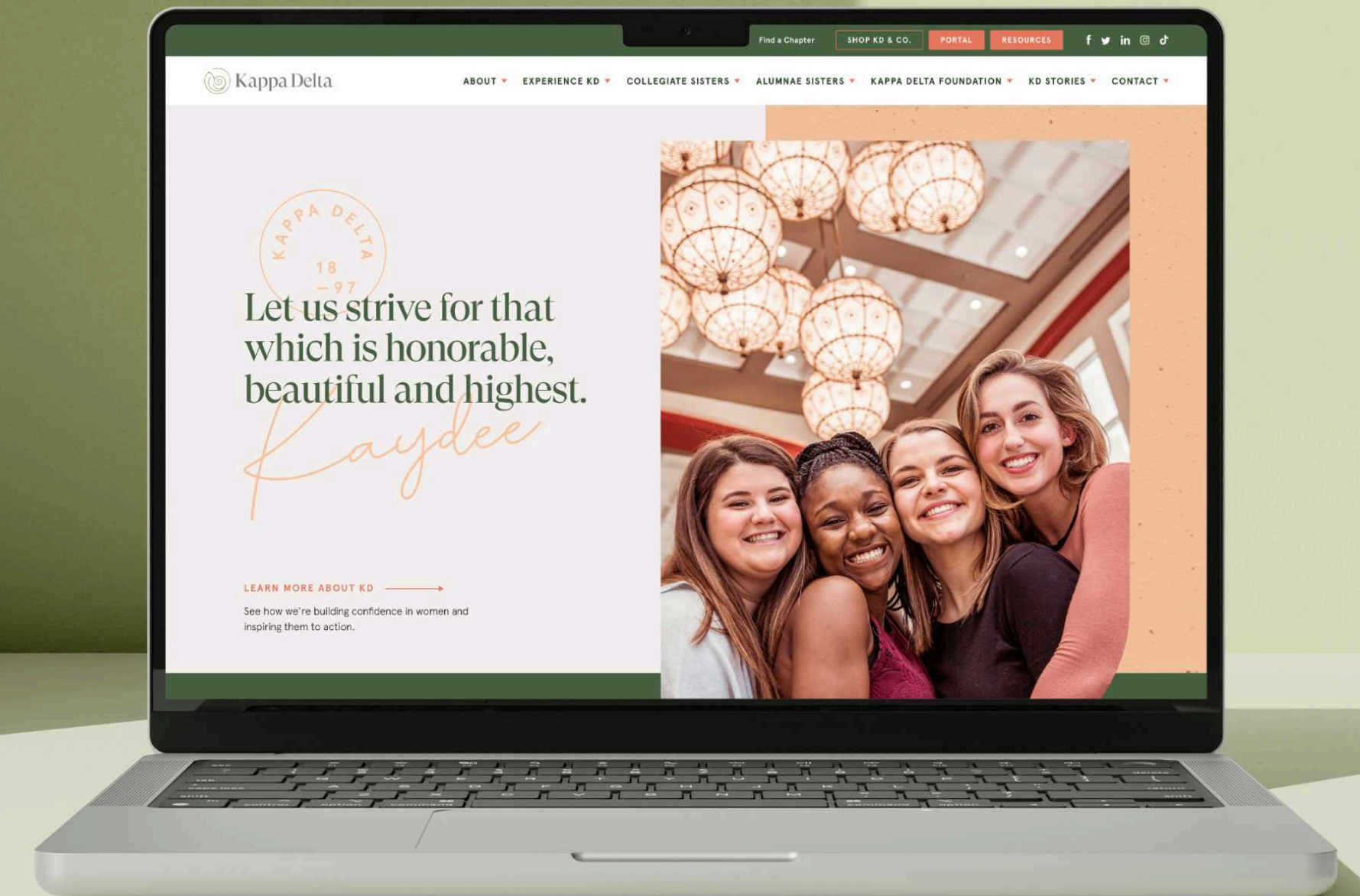"Our homepage reads like a policy manual."

06 "Our website is dense and uninspiring."

Rethink your site as a brand experience

Audit content and identify the core audience journeys

Make internal docs internal

Behind the Scenes: Kappa Delta

Q&A

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Thank You!