

CLOSER LOOK

Branding Project

WHAT IS THE BRANDING PROJECT?

The vision of the branding project is to create a clear and compelling story to increase awareness and understanding of our organization to the public so that all Americans are aware of their opportunity to serve.

CNCS has engaged a creative firm, Brandpie, to lead us through the branding project. This will include:

- Messaging: Telling a consistent, compelling story
- Visual Representation: Logos, typography, color palette, photography
- Naming: What we call our agency and programs

HOW WE GOT HERE

The Transformation and Sustainability Plan established strengthening our brand as one of its six goals. During the open comment period stakeholders were asked to provide feedback on this goal – 58 percent supported rebranding, 12 percent opposed, and 30 percent were neutral.

RESEARCH

CNCS engaged a third-party research firm, Axis Research, to better understand the perceptions and awareness of the agency and its programs.

The firm conducted a multi-stage research project that sought input from our key stakeholders. This included in-depth interviews and a survey of nearly 4,000 members, volunteers, grantees, sponsors, and alumni. Additionally, a nationwide survey and focus groups were conducted to better understand public opinion.

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TIMELINE*

Throughout the year, we will work closely with Brandpie, programs, and our stakeholders to create a stronger brand and lay the groundwork for more effective promotion of service.

**Updated June 2020. Subject to change.*

1

Discovery

January - February

Creative firm focuses on understanding CNCS and its programs – to discover mission, vision, positioning, and strategic plans for the future.

Stakeholder Engagement

Stakeholders asked to participate in online feedback sessions called ThinkTank, to provide meaningful input and valuable insights that will inform our new branding.

Creative Firm Deliverables

- Summary of Findings
- Results of ThinkTank Sessions
- Competitive Audit
- Creative Brief

2

Brand Architecture Strategy

January - February

Creative firm conducts a full audit of brands at CNCS – including programs and initiatives – and develops options for new brand architecture.

Stakeholder Engagement

CNCS explores implications of various brand architectures with stakeholders.

Creative Firm Deliverables

- 2-3 Brand Architecture Prototypes

3

Messaging Workshop

March - April

Strategy sessions with CNCS leadership and Brandpie to align on brand architecture and develop narrative and messaging.

DECISION

Decision made on name of agency and programs.

Creative Firm Deliverables

- Key Messages
- Implementation Plan

4

Concept Exploration

April - June

Develop logo concepts and visuals. Illustrate how they work within the newly defined brand architecture.

Stakeholder Engagement

CNCS explores implications of various logo concepts and visuals.

DECISION

Decision made on logos and visual direction.

Creative Firm Deliverables

- 3-4 Logo Concepts
- 2-3 Visual Identity Concepts

5

Testing and Refinement

June - July

Creative firm tests and refines the new brand.

Stakeholder Engagement

Stakeholders asked to provide meaningful input and needed refinements on our brand implementation.

Creative Firm Deliverables

- Brand Guidelines Document

6

Release and Implementation

September - Fall 2023

New brand architecture, visual identity, and messaging released. Three-year implementation begins.

Stakeholder Engagement

Stakeholders asked to share feedback on the brand implementation.