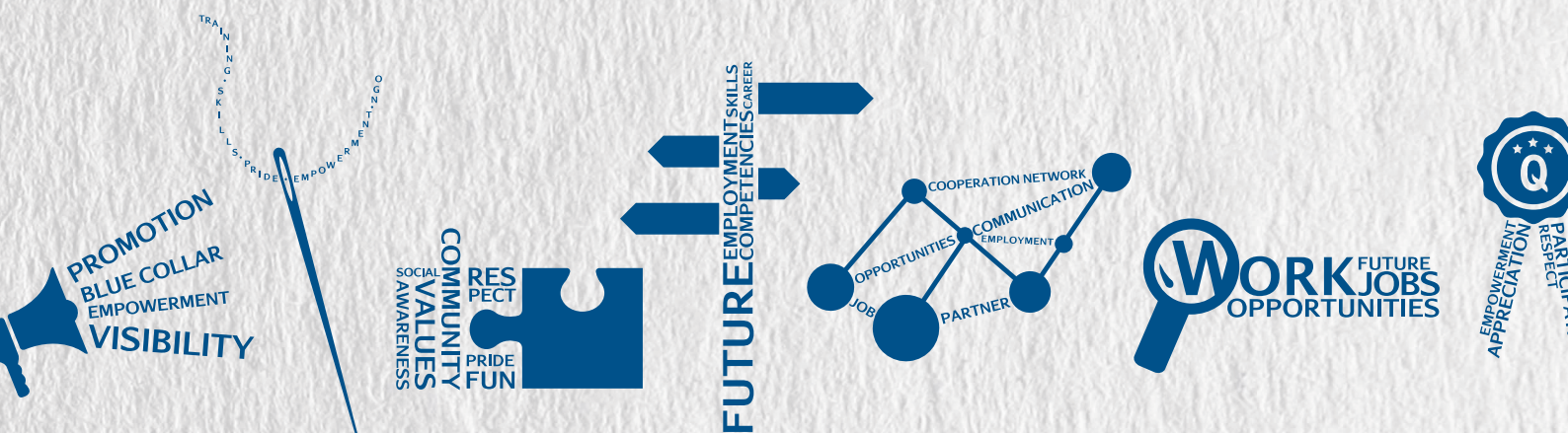




8.2 HOW TO DEVELOP A PROJECT IDENTITY AND BRANDING



HOW TO DEVELOP A PROJECT IDENTITY AND BRANDING



What Is It Useful For

Every project needs to have a symbol that people can immediately link to it.

An ad needs to be created, this includes a type of graphic (doesn't have to be complicated) with your logo on it. The graphic could be a drawing or a picture of a true success story or any creative mean that might represent your project. Your target audience should associate the outcome – the “ad” – with your project.

The branding will be used in all your publications (e.g. Facebook page, website, any other social media, maybe even door signs), and will be your ad (see tool 8.8 “How to publish ads in print media (magazines and newspapers”).



When To Use

Once the project is launched, the branding phase should take place before any publication is out (brochures, ads...).

However, in the case of the use of a success story for example, you have to wait for an advanced phase, and then re-brand the project.



How Long Does It Take

You should take your time to decide on the perfect ad. Very rarely does the designer grasp the whole concept from one try. Take as many opinions as you can and show it around to the potential target group to check if your message goes through. The time it takes to create a concept, slogan, design, logo and have it approved can vary from 2 weeks to more than 3 months. Designing a logo alone can cost from 50 USD to more than 1000 USD as well. The whole “ad” cost can vary from 250 USD to more than 1000 USD depending on the complexity of the job (for example if they need to take pictures as well, or buy a picture over the internet...). Using the ad after deciding on a strategy will require its resizing, which could require a full day, and costs about 200 USD, due to technical reasons.



Examples

The DSME project developed an ad with a slogan “Be proud of your choice” and the graphics include 2 success stories from the Dual System and the Meister training (see below).

The ad was used as a branding for the Dual System and Meister Training: It is the banner of the project's Facebook page, the ad the project places in newspapers and magazines (and once on a bus), as well as the banner used on the partners' website.



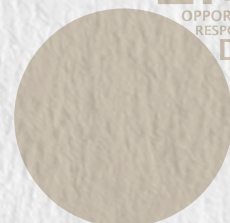
WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:

- A slogan should be brainstormed. It should be short, catchy and informative.
- A meeting should be set with a designer to transform the ideas you want to convey into a catchy graphic, keeping in mind your target audience, the slogan you have decided on, and the colours you are allowed to use (some colours could represent a political party so they should be avoided, some might not go with the logo...).
- Inquire about what logos you need to use and transmit them to the designer (i.e. partner logos, etc.).
- Include your contact details in the ad.
- Create a marketing strategy to disseminate the ad as your project's identity (i.e. posters or ads in newspapers...).
- Note that the final outcome will be resized depending on where you will use it (magazine specifications, Facebook banner...). The designer should resize it to avoid any graphic distortion.



BLUE COLLARS QUALITY
YOUTHGIZCA
DECENT JOBS JOB SEEKER
NATIONAL EMPLOYMENT
EMPLOYMENT
OPPORTUNITIES EGYPT PR
RESPONSIBILITY DEVELOPMENT
SUPPORT





WHAT TO OBSERVE

The following lessons learnt should be observed:

ALCULATIONS • STAKEHOLDER
DER WORK • YOUTH • SUPP
ONSIBLE CSR • OPPORTUNIT
OR MARKET • EGYPT • LABOR M
AL COST CALCULATIONS, STA



Pros



- Having a project's identity is vital.
- The branding will stick in the viewers' memory and if they keep seeing it, they will be curious to know more.

Cons



- It is really hard to develop one ad with one message when you have several target audiences and several messages.

WORK
YOUTH
BLUE COLLARDS
QUALITY
WORK
DECENT JOBS PRIVATE SECTOR
DEVELOPMENT
SUPPORT