

Chapter ID: Branding Your Communication

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BRANDING



Communications
California School
Employees Association | Committee



What Do You Notice About...

- The CommA21 logo
- The on-demand videos
- Our Zoom backgrounds
- These PowerPoint slides!



How Do You Feel When You See this Slide?

Are you getting the message?

Are you paying attention?

Do you feel connected?

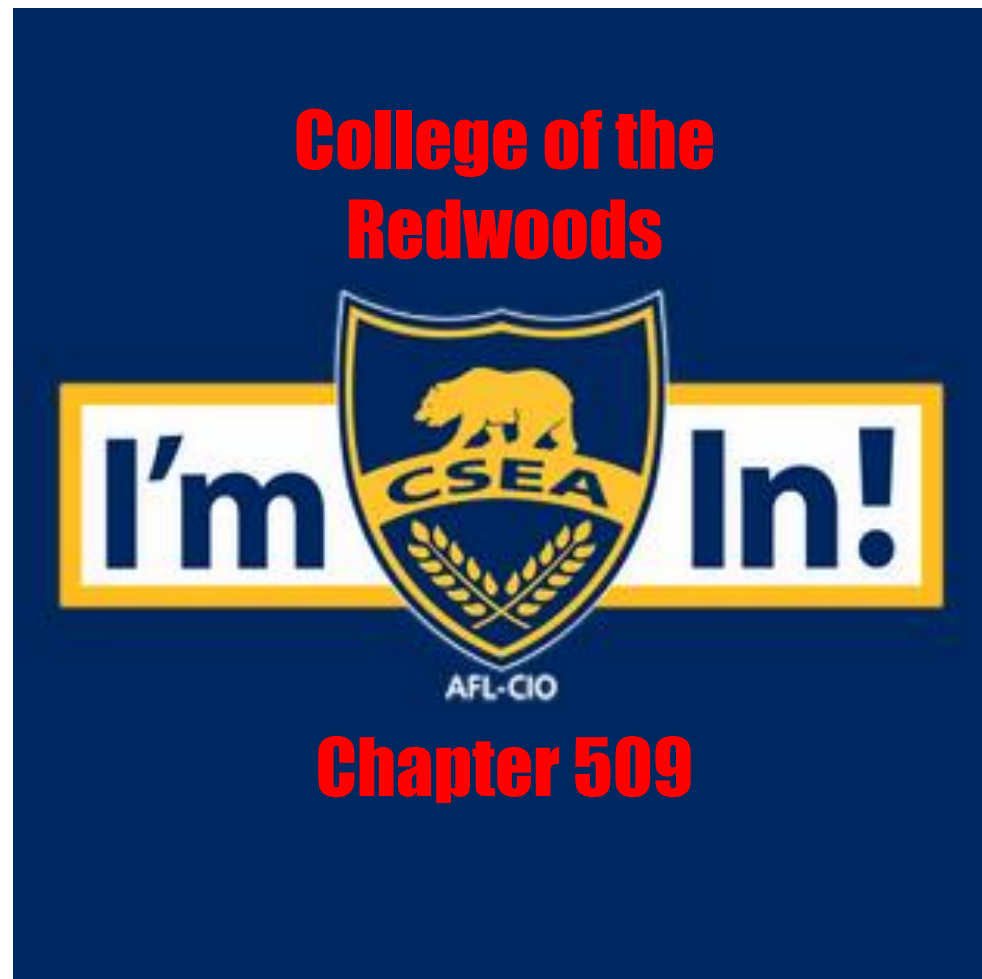
Welcome to Communications Academy!

- Training is on May 1-2, 2021
- Come prepared with Zoom ready to go
- Lunch breaks provided
- Restrooms around the corner
- I love this font!



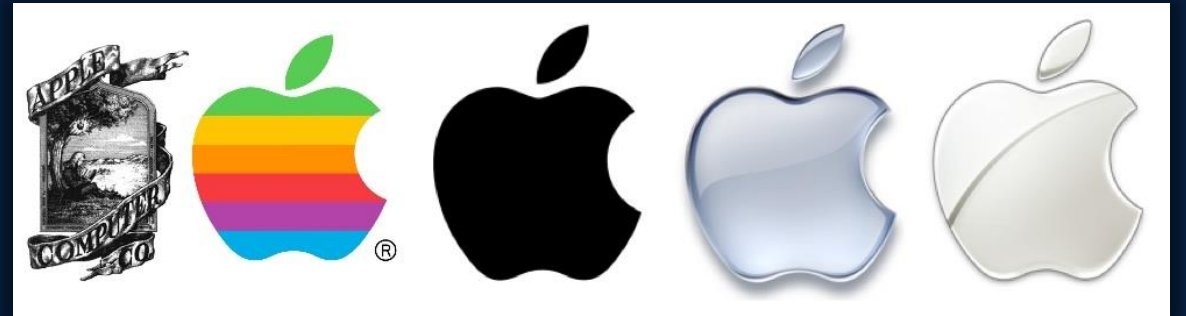


CSEA Chapter 375
Ocean View School District



The Power of Brand Identity

- You see it, you recognize it.
- Consistency, cleanliness, and clarity.
- Branding brings an emotional connection to an organization.
- An organization must have common goals – a brand communicates these common goals.



My Passion for Branding



- First experience with branding: American Red Cross – national brand strategy design in 2012
- Created current Ocean View lettering in 2015 for the new (at the time) website
- District started to ask me to create logos for different department e-mail signatures



Ocean View
School District

Information Technology



**TOOLS
TEAMWORK
CONFIDENCE**

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What Branding is NOT



- Simply something to sell or attract more customers.
- More important than the content itself – but it is just as important.
- Limiting.
- "Taking away" Chapter creativity or autonomy to produce communications and designs.



6 Essential Elements of Brand Identity



- Wordmark or Logo
- Font
- Style Consistency
- Shape and Form
- Theme / Tag Lines
- Other Visual Elements

The Importance of Adopting CSEA's Brand Standard



- 700+ Chapters, 100 Regions, 10 Areas, 1 Association.
- It is important more than ever to stand together in our communications.
- Communicating different voices using the same look and feel.
- This doesn't limit a Chapter: it expands opportunities for better communication design.



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AEL

The CSEA Shield shall be described as:

CSEA Shield Policy 126



AFL-CIO

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AED

CSEA Shield Policy 126

The CSEA Shield may only be used in a manner that reflects positively on the Association. The Shield may not be resized in a way which changes the original proportions.



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Retiree Unit



AFL-CIO

I'm Still In!

Retiree Unit



CSEA Retiree Unit



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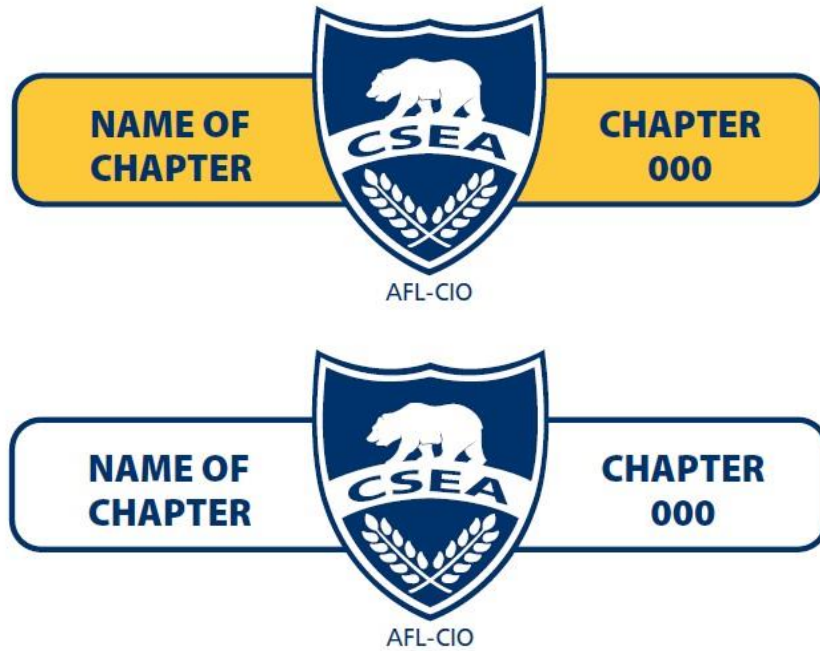
(AFL-CIO)



What about my chapter's logo?



Logo 1



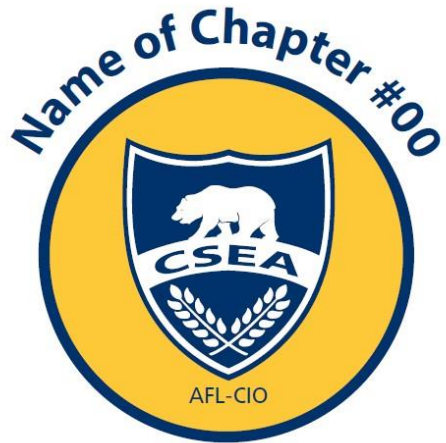
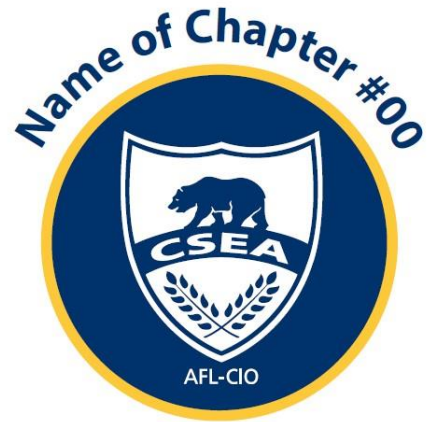
Logo 2



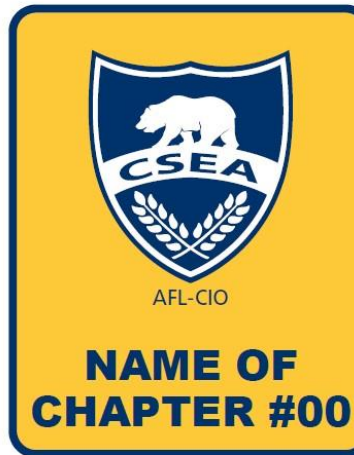
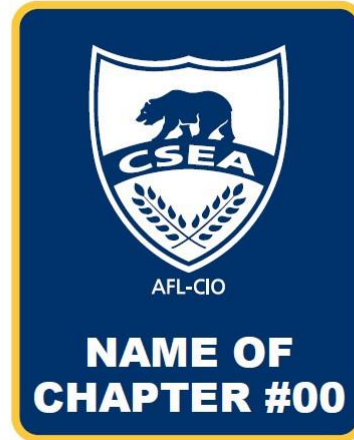
Logo 3



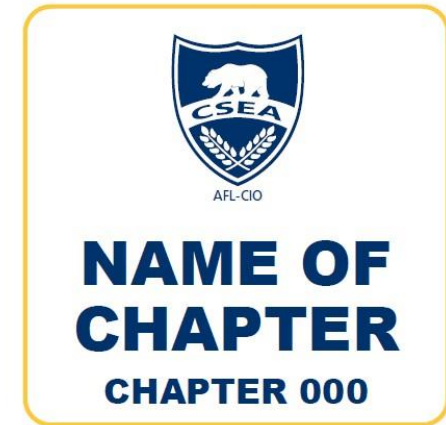
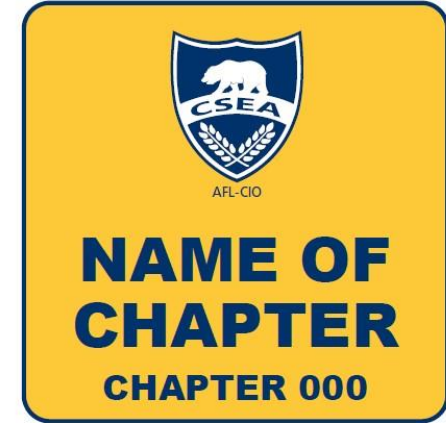
Logo 4



Logo 5



Logo 6



Are you ready to rebrand?

Contact Karen Chandler

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QUESTIONS?

