

ABC of Western Washington Brand Refresh



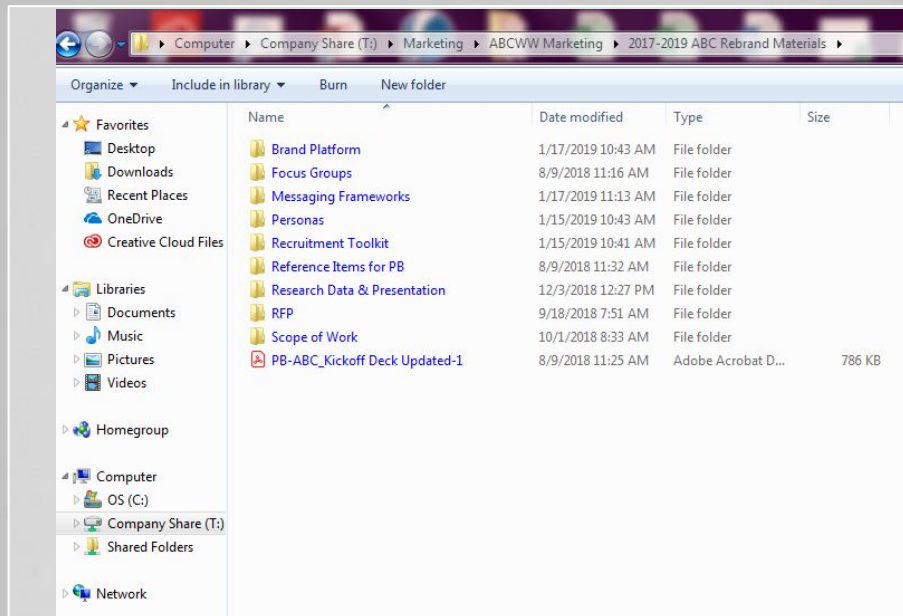
Western Washington

What Have We Done So Far?

- ◆ Surveys and Research about our Members **(Complete)**
- ◆ Brand Platform Creation **(Complete)**
- ◆ Messaging Frameworks **(Complete)**
- ◆ Personas **(Complete)**
- ◆ Recruitment Toolkit **(Nearing Completion)**
- ◆ Style Guide **(In Progress)**
- ◆ Website Refresh **(Not Started)**



*Where can I find
the new
messaging and
branding tools?*



1. Brand Platform



What is a brand platform and how are we going to use it?

A Brand Platform is the Essence of an Organization

- ◆ Who are our **audiences**?
- ◆ What sort of **attributes** give value to membership?
- ◆ How does our organizational **personality** distinguish us from the competition?
- ◆ What **characteristics** do we want to shine through?
- ◆ What are we **not**?

A Departure from Both Public and Internal Perception



When our **personality, attributes, and characteristics**, are misunderstood by our **audiences**, that's a big problem. So where do we go from there?



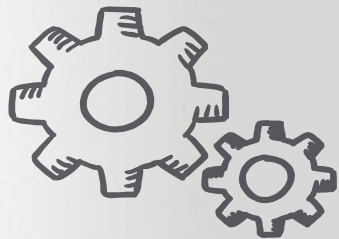
YOUR VITAL ALLY



“

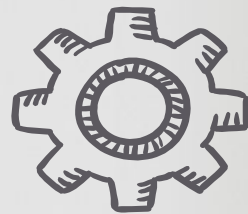
Galvanized by the shared goals, values, and perspectives of our state's open shops, we make sure the door to progress and prosperity always stays open to our members.

We are ABC of Western Washington—a vital ally.



2. Messaging Framework

Bridging the gap between who we are and who others think we are.



A New Way of Saying it

The messaging framework has been designed to help set the tone of the language we will use moving forward.

It will also help us communicate the essence of being a **VITAL ALLY** more effectively to different audiences.



**TECHNICALLY THE GLASS
IS ALWAYS FULL**

Tailored Messaging



For Different Opportunities

MESSAGING PILLARS	Member Empowerment	Tight-Knit Community	Open Shop Advocacy
KEY MESSAGES (49-54 words)	Our members range from self-made entrepreneurs to multi-generational business owners who already know what it takes to succeed in business. What they need is steady access to opportunity. We are by their side, providing the right combination of tools, resources and advocacy, wherever and whenever they need it most.	Business is personal. No matter how far we move the needle on our members' success, it's the lifelong bonds they share with one another that have made the biggest difference in their lives. With leadership that is invested in the success of our members, the strength, support and warmth of our community is unlike any other in the industry.	As the only voice for open shop in Washington state, we strongly advocate for pro-business policies and legislators. With strong support from the national chapter, ABCW has influenced a number of key policy reforms that have helped our members stay competitive, particularly around issues concerning workers comp, wages and taxation.
PROOF POINTS	<ul style="list-style-type: none"> • Retention rate • Depth and breadth of offerings • Program enrollment numbers • Member testimonials/reviews • Awards from national chapter • Data about impact on businesses 	<ul style="list-style-type: none"> • Retention rate • Member testimonials • Number of members • Average staff tenure 	<ul style="list-style-type: none"> • Legislation passed/influenced • Number of successful negotiations/resolutions • Number of members involved in grassroots activities
SAMPLE HEADLINES	Here for you. Opportunity everywhere. Success starts here.	You belong with us. Farther, together. Strength in numbers.	Freedom to choose. A powerful voice. Your strongest advocate.



**We are all responsible for
moving the message forward
across all channels.**





3. Personas

Understanding the struggles, needs, and stories of our members, prospects, and target audiences.



Personas: Fictional Representations of Our Ideal Member and Their Journey



John McCowen
Founder and Co-Owner
McCowen Painting and Drywall

"We're on a tight budget, and I want to make sure I'm getting the most bang for my buck. ABC seems like a place that can really help us grow ... I just need to figure out where a company like ours can fit in."

Background

- + The business started as a side gig in college that unexpectedly turned into a successful family business (brother is a partner and CFO).
- + Took a hit in the recession but finally back on track to hit \$4M by EOY.
- + Mindful of the sometimes seasonal nature of the work and struggles to keep his team of 12 motivated (and paid) throughout the year.
- + Business is mostly referral based with commercial clients; would love to partner with a bigger construction company for a more steady workflow.
- + Joined ABC a year ago after hearing a friend rave about the people. After attending some events and meeting like-minded business owners, he took the leap into membership with hopes of helping his business.

Attributes

- + 42 years old, married, father of 3 "tween" girls
- + Lives in Bellevue and looking for a bigger office space somewhere on the Eastside
- + Strong supporter of right-to-work policies; but leans left of center politically
- + Likes to do business the way his grandfather would: a handshake is as good as a contract
- + Very interested in personal development; has high expectations for himself and for employees
- + ABC is his first and only industry membership; doesn't have a lot of time or energy for networking but scans the newsletter every week to keep up
- + Has a hard time juggling leads and bids; would appreciate a software recommendation

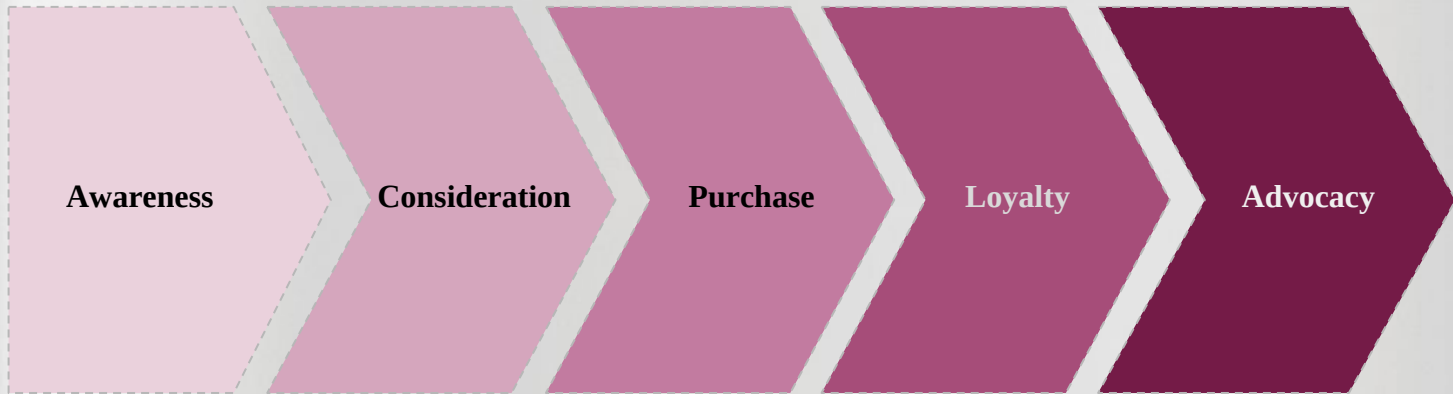
Pain Points

- + My membership is up for renewal. Did I get enough out of this to invest in another year?
- + I've been to some great events but only made small talk so far. What is the right time and place to talk more business?
- + PLAs are really starting to affect our bottom line. Is ABC the type of organization that can move the needle for us?
- + I saw something in the newsletter about a leadership program. Is that included in my membership?
- + I can't make it to all the events, but I want to stay involved. What are my options?
- + I still feel like the new kid on the block. What should I be doing to start feeling more connected?

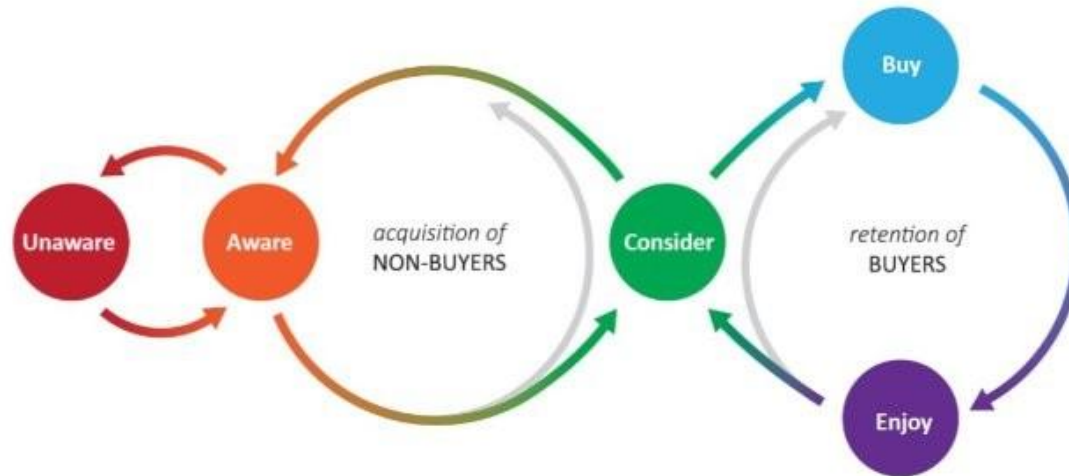
Connection Influencers

- + Repeated communication about benefits
- + Purposeful networking
- + Easy access to leadership training programs
- + Tangible benefits that offset the membership cost
- + Evidence of advocacy outcomes
- + Feeling known and seen

The Traditional Customer or Member Journey



The Member/Customer Journey is **NOT LINEAR**. It's a Cyclical Process



How Our Developed Personas Can Help You



Recruitment

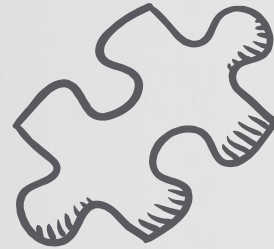
When we understand *where* our different target audiences are in their journey we will be able to go to them directly with the resources they need.

Retention

When we understand *what* our different target audiences need from us, we will be able to serve them better at the at the *right time, every time*.

4. Recruitment Toolkit

Bringing the pieces together.



YOUR SUCCESS STARTS HERE



BUSINESS IS PERSONAL

This industry is all about relationships.
It's why we connect you with a tight-knit
community of like-minded peers.

Whether you're looking for a network of industry pros, an introduction to influencers, or mentorship and career advancement—the relationships you make through ABC of Western Washington strengthen and sustain your professional life. And you'll have the lasting support of a community that's unlike any in the industry—one that gets to know you personally, understands where you really want to go, and does everything possible to get you there.

"We joined 3 years ago and couldn't be more pleased with our experience. By taking advantage of all that ABC has to offer, from their safety classes and the TSTCO program, to leadership training and peer groups, our DMR is 100% better and the company is much more profitable overall."

Eric Breck /
DP Incorporated



FREEDOM TO CHOOSE

We believe work should be awarded
to the most qualified bidder, based
on the merits of their proposal and
regardless of labor affiliation.

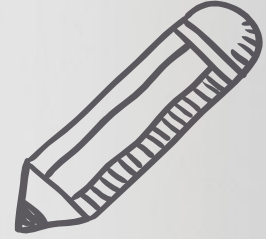
As the leading voice for the open shop in Washington State, we strongly advocate for business-friendly policies and regulations, and support candidates who understand our concerns, regardless of their party affiliation—all with the backing of our essential national chapter. Our policy work helps members stay competitive. Each and every day, we fight to protect your business interests, leveling the field so competition is fair and open, and making sure your voice is heard by people who can make a difference.

Goal of the Recruitment Toolkit

Recruitment

A useful way for Wendy to reach prospects with resources they need in a manner that is **clean**, **professional**, and **succinct**.





5. Chapter Style Guide

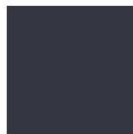
Maintaining consistency in style, form, language, and imagery.

Brand colors

The ABCWW brand colors are vibrant and bold, communicating confidence and relevance. These colors, together and individually, complement a dominant use of black and white and create a memorable visual image in the marketplace.

Use the colors consistently and thoughtfully to support the ABCWW brand. Please don't stray from this color palette.

Primary colors



Pantone
00110
—
RGB
50/50/50
Hex
#333333
—
CMYK
44/54/22/77



Pantone
281C
—
RGB
15/44/108
Hex
#0D2C6B
—
CMYK
100/65/5/56



Pantone
185C
—
RGB
238/52/82
Hex
#E3373D
—
CMYK
0/95/79/0



Pantone
7696C
—
RGB
215/150/200
Hex
#D496CB
—
CMYK
77/55/6/0



Pantone
122C
—
RGB
255/221/79
Hex
#FFCC4F
—
CMYK
0/11/80/0

Ink colors can be affected by many variables, including printing method, paper color and paper texture. Our objective is to achieve a very close color match with the approved colors in our palette.

Photographic style

Photographs are a key component of our brand identity. Our photos are shot at worksites, events and in the community suggests success, belonging, pride, collaboration, and hard work. Photos can be used in black and white or in color; however, the primary photo treatment is b&w with opacity or overlays of color. They also rely on a lot of natural light, warm tones, motion, and a strong depth of field.

Please try to shoot and select photos using the same consistent criteria and style.

Please note
The photographs used on this page and throughout the guide have NOT been licensed and should be used for reference only.



Typography

Typography is one of the most important elements of our visual language. Type style sets a tone, and has a specific role to play within a hierarchy.

Used properly, type supports our messages for members; used poorly, type creates confusion and nothing more than visual noise.

Helvetica is the ABCWW brand font. The examples to the right serve as a starting point for good typesetting.

The recommended version of this font is Helvetica Neue. This font family can be licensed at: myfonts.com/pack/639558

Arial is our secondary font, used for Constant Contact or other programs with limited font customization.

The type above is 12/16pt, or 100% leading; for longer line-lengths, consider 133%.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890\$%#
ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890\$%#
 ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890\$%#
 ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890\$%#

Headline

**YOUR
VITAL
ALLY**

All cap headlines, sizes above 36pt, should be set solid, e.g., 48AS in the sample above.

Intro

Lorem ipsum dolor sit amet odit consectetur adipiscing elit. Donec quis purus et nulla finibus porttitor a eu mauris. Sed sit amet ex vel purus commodo ullamcorper nec. Lorem ipsum dolor sit amet odit consectetur adipiscing elit.

Subheads & Body

Subhead Style

Subhead Style
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The size of type should relate to column width. For body copy, 9-14 words is a good line length; 12-15 words should be considered the maximum. Headlines should be short.

As type gets smaller and line-lengths get longer, leading should increase accordingly.

6. On the Horizon

What's coming up in the rebrand process.



Finalize Recruitment Toolkit

After initial feedback is accepted, we will finalize and have the toolkit printed for use.

Style Guide

We are developing a design and branding handbook for us to follow. We will review and send edits soon.

Website Refresh

This is still very much in the early phases. We will keep you posted.

**Now GO Forth
and Deliver Our
Message!**





SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.

Isn't that nice? :)

Examples:

