

BRANDING & SLOGAN

Worksheet for Organizing Campaigns

Branding is an awful term that triggers unhappy associations for many of us in the social justice world. Businesses use branding to differentiate their companies and products from others. Movements can brand campaigns to evoke meaning, call people to action, and show a vision for a new, more just future. Use this tool to:



1. Describe your campaign, audience, and core message components;
2. Brainstorm images, stories, and words for your campaign using the guiding statements;
3. Identify existing organizational branding (if campaign ownership is tied to one organization);
4. Identify design elements that capture the spirit of your campaign; and
5. Bring other organizers and community members together and use the information gathered to determine a name, logo, tagline and/or slogan that will help turn your campaign into a victory.

Campaign Description

Describe your campaign in 50 words or less:	
The problem:	
Who's responsible (target):	
What's at stake:	
Our solution(s):	
Who we are mobilizing (target audience):	



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Brand Visioning

1. We live in a world where:	2. We want to live in a world where:
3. Our fundamental beliefs are:	4. Deeply held values of our primary audience include:
5. A saying our campaign embodies is:	6. A story that speaks to our primary audience is:
7.a) An historical event or person that resonates with our primary audience is:	b) Because:
8. An image, place, song, or phrase that symbolizes this history is:	9. If our campaign was an animal or plant it would be (explain why):
10. Some adjectives that our critics might use to describe our campaign are:	11. Some adjectives we want our campaign to be described as are:

Organizational Style & Brand

adapted from Kohl Designs

Do you have a logo or branded materials, i.e. website, brochures? If so, describe.
Please list any campaigns or organizations that are aligned with yours. What do you like and dislike about their branding or visual style?
Describe the primary and secondary audiences you want to engage or call to action:
How is your organization or campaigns currently perceived?
What's your "vision" for this campaign?
What impression do you want to make on audiences, i.e. professional, cutting edge?
What colors and/or images convey the personality or tone of your campaign?
Does your organization already use a color scheme?
Are there any particular logos/brands that you like? Why? (Be specific)