

MARCH 15, 2018



Behind the curtain: A rebrand journey

PRESENTED BY

Scarlett Rosier / *Co-Founder & Director of Operations, Rhyme & Reason Design*

Once upon a time...

there was an organization
heralded for its history,
mission and vision

18-24 year olds flocked
to join from near and far

Brothers and sisters pledged
lifelong allegiance,

They flew the colors of
their houses

And proudly wore their
letters on their sleeves

But then something
changed

The message that once
resonated so strongly

Was missing the mark,
as was the mark itself

The new generation was
similar yet, so different from
their founders

They believed in the mission
and the vision, but they
wanted more

They wanted something
that reflected who they are
today and who they will be
tomorrow...

Does this story sound
familiar?

If so, it probably means
that you are ready for a
organizational rebrand

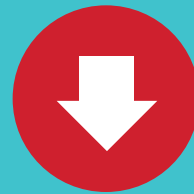
But where to start



Research & Immersion

QUALITATIVE RESEARCH
QUANTITATIVE RESEARCH
IMMERSION

QUALITATIVE RESEARCH
QUANTITATIVE RESEARCH
IMMERSION



SWOT ANALYSIS
THEME DEVELOPMENT
RECOMMENDATIONS



Clarifying Strategy

What are you trying
to say?

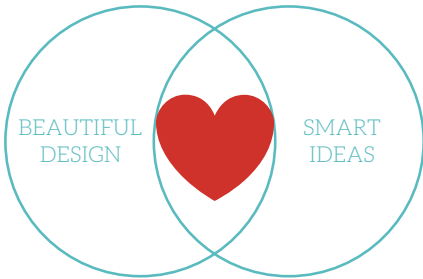


What better way to understand the way we tick than to see our very own Brand Brief. Purpose, passion, promise...it's all here. Proof that we practice what we preach.

Our Purpose/Passion

Beautiful designs & smart ideas.

Brand Promise



Design Love Guarantee.

Brand Descriptors

- Creative
• Fun
• Optimistic
• Relationship-centric
• Collaborative
• Integrity

Overheard at the Office

Woot • Awesome Sauce • SquontFirl • Let's have a caffeinated catch-up • Supes cool • You do you • Poop • #upgrade • Have a lovely evening • Get it girl • Designers of awesome



Office Mascot: Rainbow Dash

Uniques

- We build brands that reflect our client's company culture
• We foster collaborative partnerships with our clients
• We make the design process fun

{Single most persuasive idea}

We build brand champions

Key Markets

- CVBs
• Greek organizations
• Small-mid-sized businesses



Key Services

- Strategy
• Branding
• Print Collateral
• Websites
• Social media
• Animation

Primary Target Audiences

Katie

Tourism Manager • Age: 41

Katie is a tourism manager for Small Town, TX. As only one person without much support staff, she sometimes feels as if she's carrying the weight of her town on her shoulders, particularly when trying to make the most of her marketing dollars with limited time and resources. Partnering with the right design firm allows her to focus on how best to market to the right type of visitors for her destination.

Sarah

Greek Marketing Director • Age: 31

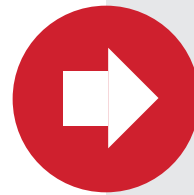
Sarah is the marketing director at the national headquarters for Alpha Beta Zeta sorority. Her marketing goals rely on reaching two main audiences - young college women and older alumni. Capturing the attention of these two diverse groups is imperative to keeping her sorority healthy with stellar recruitment and a steady stream of donations, both of which Sarah aims to achieve with sound marketing strategies and smart designs.



Naming & Tagline



Sigma Tau Gamma



SIG TAU



Design





Managing Assets



DEFINING THE BRAND

When reading the mission and focusing on the vision of Alpha Xi Delta, there are key words and phrases that help identify the most important messages of the Alpha Xi Delta brand:

- **Sisterhood** — Alpha Xi Delta women are friendly, trustworthy, honest, genuine, loyal and individualistic, fostering lifelong relationships.
- **Leadership** — Through the willingness to learn, to grow and to be role models and leaders, Alpha Xi Delta women seek leadership opportunities to further the advancement of the individual as well as the organization.
- **Knowledge** — Alpha Xi Delta women are focused and committed to achieving excellence in scholarship and continued lifelong learning.
- **Service** — Alpha Xi Delta women place great emphasis on civic responsibility. Members willingly invest time to be progressive leaders in their communities.

BRAND PERSONALITY

- Fun
- Inspiring
- Loyal
- Genuine
- Classy
- Enriching
- Responsible
- Intelligent



LOGO USAGE

PRIMARY NATIONAL FRATERNITY LOGOMARK

This is the primary Alpha Xi Delta National Fraternity Logomark. This logo includes the wordmark, quill and tagline and should be used in every instance possible. The National Fraternity Logo beautifully captures the founding values of the fraternity with inclusion of the tagline "realize your potential" and quill pen. The quill is a prominent symbol of the organization and represents the open motto "The Pen is Mightier Than the Sword." It is placed in a manner that depicts handwriting, with the point of the quill completing the "a" on Delta.

Additional logo files, including wordmark-only, sans-tagline and one-color versions have been created for use when the primary mark does not work due to space, production or other pre-determined constraints.



ALPHA OMICRON PI

Fraternity

Alpha Omicron Pi
International Headquarters
5390 Virginia Way
Brentwood, TN 37027
615.370.0920

May 18, 2017

HELLO GORGEOUS,

Example text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sodales ut tellus eu molestie. Aliquam eu convallis nulla. Aliquam erat volutpat. In quis maximus mauris, vel porttitor enim. Suspendisse sollicitudin laculis arcu. Phasellus ac neque hendrerit, hendrerit Aliquam laculis erat mauris, in sodales arcu cursus nec. Ut libero dolor, ultricies eget lacus sed, efficitur lacinia tellus. In id elit risus. Nulla varius lacus ut tellus porta laculis. Vestibulum eu accumsan leo. In placerat dui bibendum, eleifend sapien eget, tristique lorem. Praesent ut facilisis leo. Aliquam a nulla vel massa faucibus cursus. Pellentesque hendrerit purus ac pretium sagittis. Fusce ex velit, venenatis nec laculis ut, pharetra eu ante. Duis hendrerit libero ac nunc lobortis, nec feugiat diam dapibus. Sed suscipit lacus sapien, vitae auctor augue ultrices a.

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Sincerely,

Alex LeForge

ASSISTANT DIRECTOR OF BRANDING AND EVENTS
aleforge@alphaomicronpi.org





SIG TAU

CLEVELAND STATE ALUMNI ASSOCIATION





Brand Launch





Questions?

Stay in Touch

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