

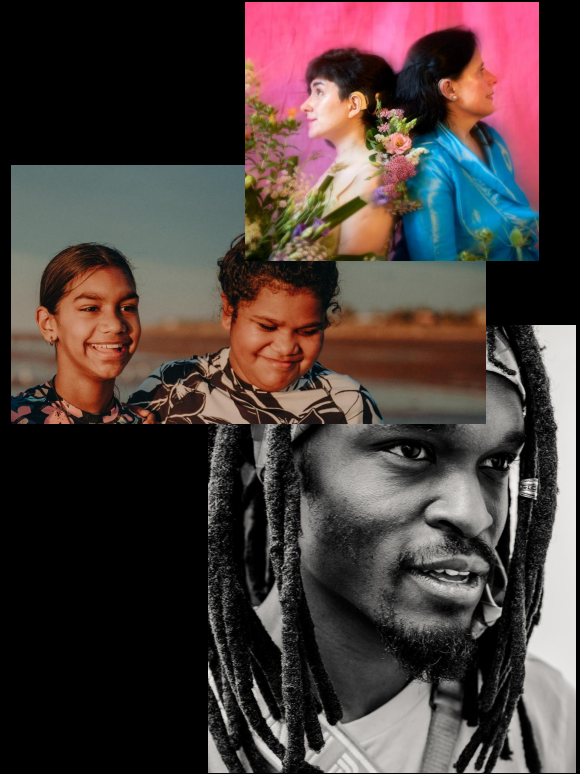
Harnessing The Power Of

Branding.

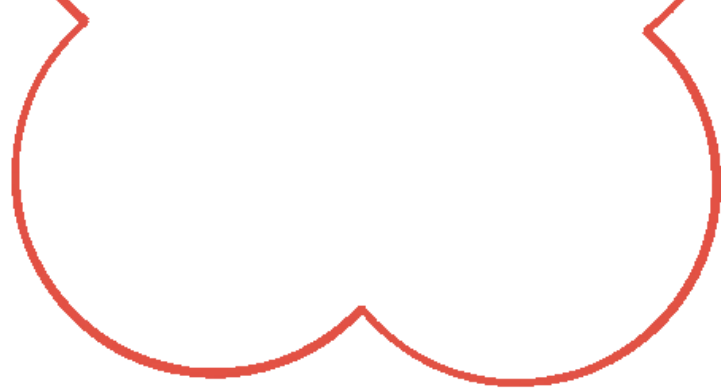
Branding

For Equity Defined

Establishing a distinctive
and consistent identity to
create recognition and
connection.



Branding Goals for Equity



Promoting
inclusivity,
diversity,
and social
justice.

Amplifying
marginalized
voices
and
experiences.

Fostering
trust and
credibility
within
communities.

Building An Equitable Brand



1.

MAKE IT CLEAR.

Clearly articulate your organization's mission, values, and commitment to equity.

AUTHENTICITY AND STORYTELLING.

Use authentic narratives to build empathy, educate, and inspire action.

Building An Equitable Brand



2.

INCLUSIVE VISUAL IDENTITY.

Prioritize representation and avoid tokenism or stereotypes in imagery and messaging.

COLLABORATION AND PARTNERSHIPS.

Collaborate to co-create and amplify messages of equity, leveraging collective strength.

Building An Equitable Brand

3.

TARGETED COMMUNICATION.

Tailor messaging to specific communities, addressing their unique needs and concerns.

COMMUNITY EMPOWERMENT.

Empower community members as brand ambassadors and co-creators of content.

Building An Equitable Brand



4.

METRICS.

Measure the impact of your branding efforts on advancing equity.

ACCOUNTABILITY.

Regularly assess and refine strategies to ensure alignment with community needs and desired outcomes.

Branding

For Equity



Through **authentic** storytelling, **diverse** visual representation, **targeted** communication, and collaborative **partnerships**, we can amplify the voices of **marginalized communities** and foster a sense of belonging.