

EMBRACING OUR IDENTITY UPDATE

10 APRIL 2016

ISOC – Embracing our Identity: Update to the Board of Trustees [April 2016]

TODAY'S AGENDA

- The Journey So Far
 - Brand Strategy
 - Brand Narrative
 - Mapping our Audiences and Behaviours
- Execution Update
 - Engagement overview
 - Seeking community Input
 - Our Visual Ecosystem
- Next Steps
 - Launch Planning: Re-introducing ourselves to the world
- Tracking against timelines and budgets

BUILDING BLOCKS FOR SUCCESS

BRAND STRATEGY

- Reveal our existing brand
- Compare to how we want to be perceived



IDENTITY EXECUTION

- Develop and implement
- Close the perception gap

WEBSITE REDEVELOPMENT

- Determine what our audience needs
- Work with them to build it

HOW WE GOT HERE



IMPLEMENTING WHAT WE'VE LEARNED

Contraction of the second seco

Management on Animencial capital sic Information, data, in Anancial capital, people

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STEPS SO FAR

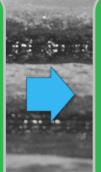
ASSESSED

• Audit existing brand

- Stakeholder Interviews
- SWOT Analysis

DEFINED

- Identity Narrative
- Identity Behaviors
- Target Audiences



ENGAGED

- Engage the organization and community
 Create new tools
- Create new tools
 Dovolon flogship
- Develop flagship communications

WHERE ARE WE TODAY?

Developing our Identity

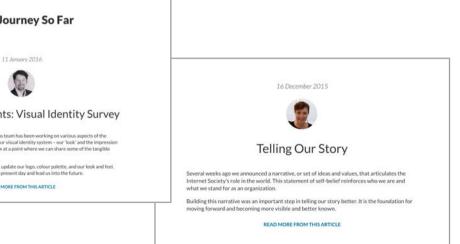
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WE LAUNCHED OUR IDENTITY WEBSITE

	English Français Español		the community	
Our Identity is evolving. These pages are about putting in place the building blocks today that will sustain us in rears to come. It is about giving us greater reach and making us more relevant and irrominent. It is about the Internet Society's journey to refine and update its identity. This means how we look, speak and act. It goes to the core of who we are as an rganization.		http://www.in		
We want to make sure everyone has the chance to be a part of it. four voice counts! As an organization, the goal is to gain a stronger voice in promotin opportunity? and in inspiring individuals, communities, companie o join our cause.		January 2016.		
	As you are aware, the Communications te Internet Society's identity, including our that we convey through it. We are now at outputs of this work. We have produced visual options that up They are intended to bring us into the pre	S: Visual Identity Survey am has been working on various aspects of the Isual dentity system – our 'look' and the impression a point where we can share some of the tangible late our logo. colour pulette, and our look and feel. sent day and lead us into the future. REFROM THES ARTICLE	Several week Internet Soci what we star Building this moving forw	

Through a series of posts, we informed the community of the visual identity progress.

http://www.internetsociety.org/identity/



WE ASKED THE COMMUNITY





THE COMMUNITY ANSWERED

1,701 community members gave us their input All comments were read, analyzed, and considered

A separate Brand Council, consisting of Chapter members and Staff also discussed the community input



Route "M"

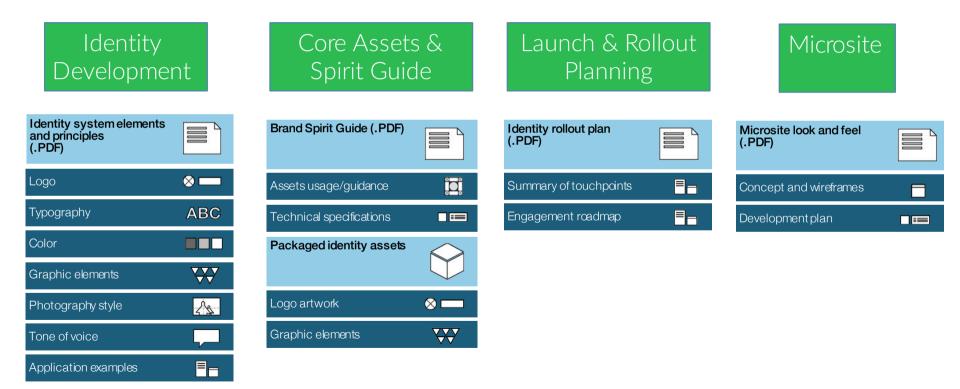


Route "O"

WE'VE REACHED A DEFINING MOMENT



KEEPING TO OUR EXECUTION PLAN



A PHASED APPROACH



IDENTITY ROLL OUT

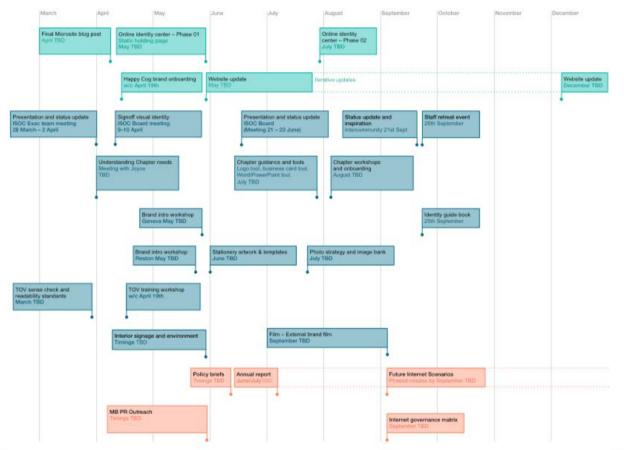
• Q1

- Finalize Visual Identity Framework

• Q2

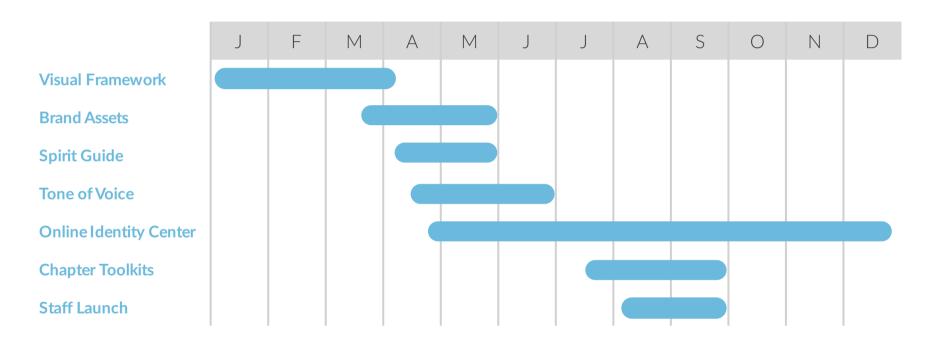
- Create core Brand Assets and Identity Spirit Guide
- Tone of Voice workshops
- Brand introduction and on-boarding workshops
- Begin update microsite to evolve to Online Brand Identity Center
- Q3 Q4
 - Continual development of Online Brand Identity Center
 - Development of additional Brand Assets
 - Development and implementation of Chapter Toolkits
 - Launch with Staff

2016 Q2-Q4 ROLLOUT



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IDENTITY TIMELINE



DELIVERING OUR **NEW IDENTITY PACKAGE**



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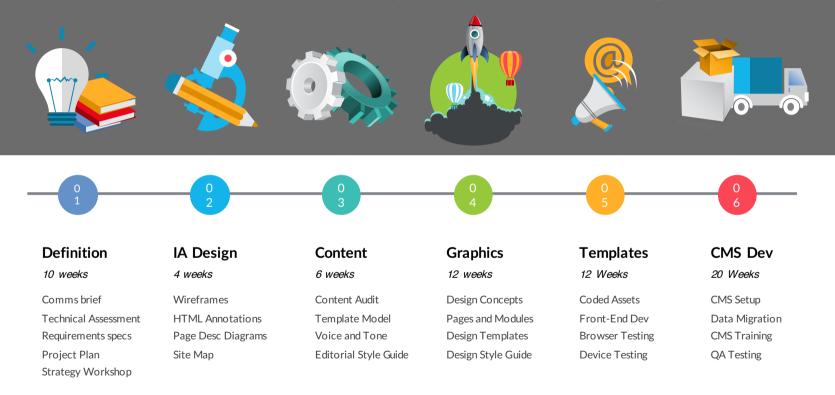
TIME TO TACKLE THE WEBSITE

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Timeline : Website Project

The included dates are estimates only, and will likely change based on the outcomes of the Discovery and Define stages.



WEBSITE TIMELINE

9 months, launching in Dec 2016.

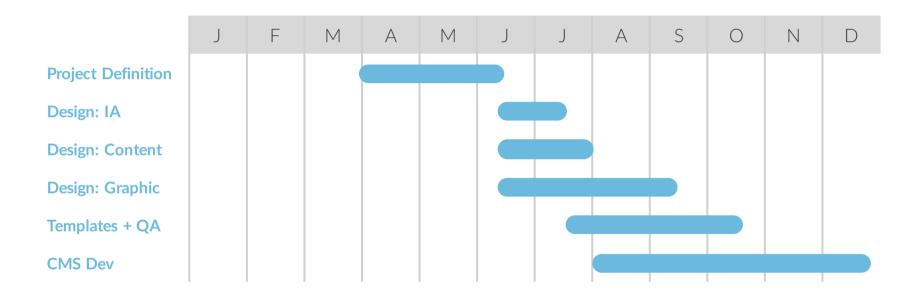




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