



EMBRACING OUR IDENTITY UPDATE

10 APRIL 2016

TODAY'S AGENDA

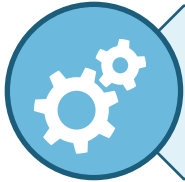
- The Journey So Far
 - Brand Strategy
 - Brand Narrative
 - Mapping our Audiences and Behaviours
- Execution Update
 - Engagement overview
 - Seeking community Input
 - Our Visual Ecosystem
- Next Steps
 - Launch Planning: Re-introducing ourselves to the world
- Tracking against timelines and budgets

BUILDING BLOCKS FOR SUCCESS



BRAND STRATEGY

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



IDENTITY EXECUTION

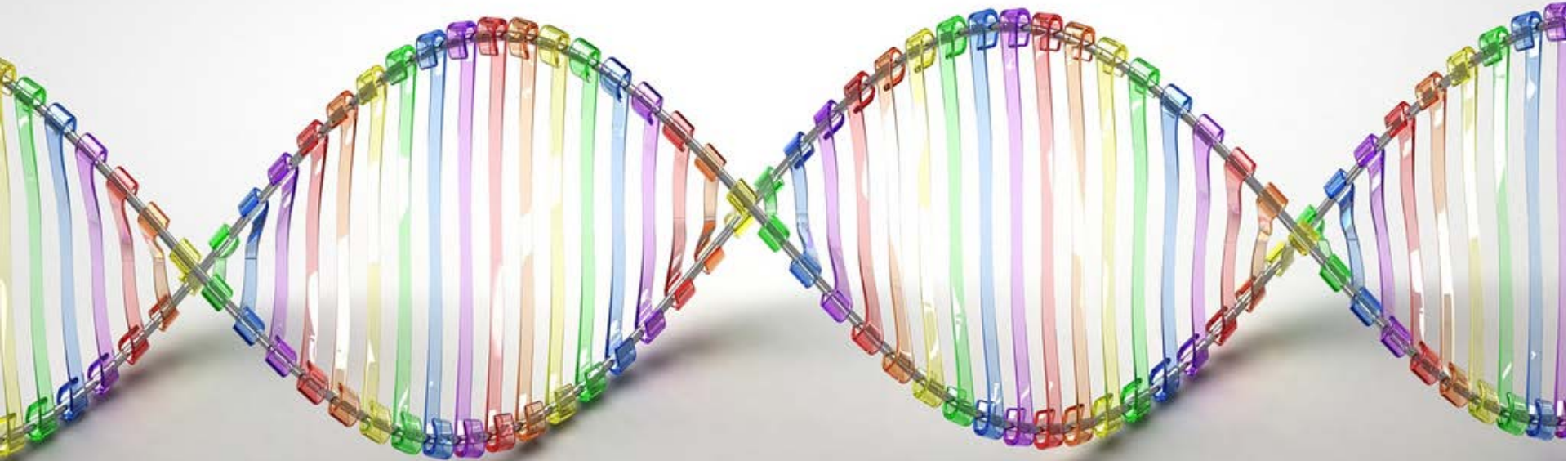
- Develop and implement
- Close the perception gap



WEBSITE REDEVELOPMENT

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

HOW WE GOT **HERE**



IMPLEMENTING WHAT WE'VE LEARNED



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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
- Develop flagship communications

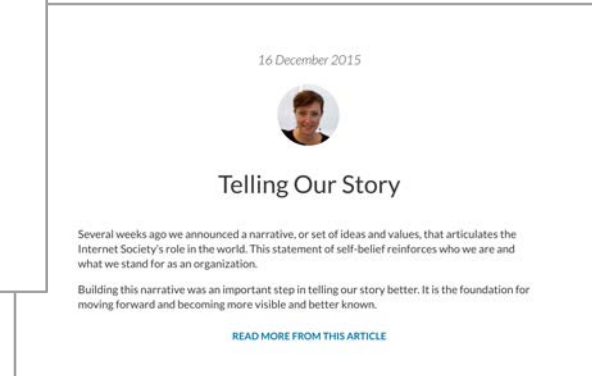
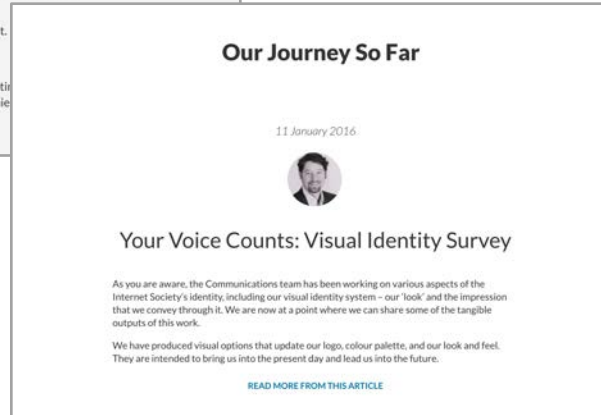
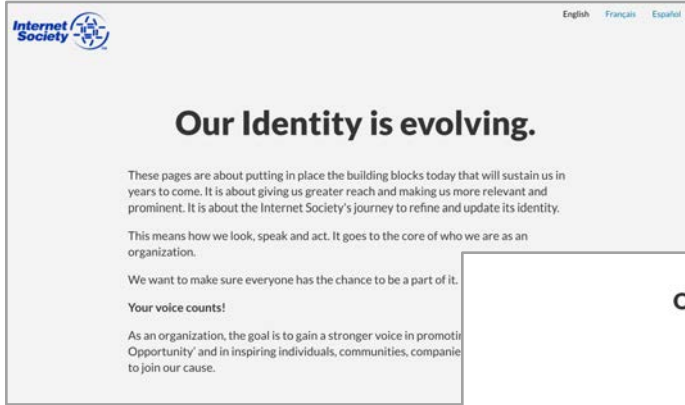
WHERE ARE WE
TODAY?

Developing our Identity

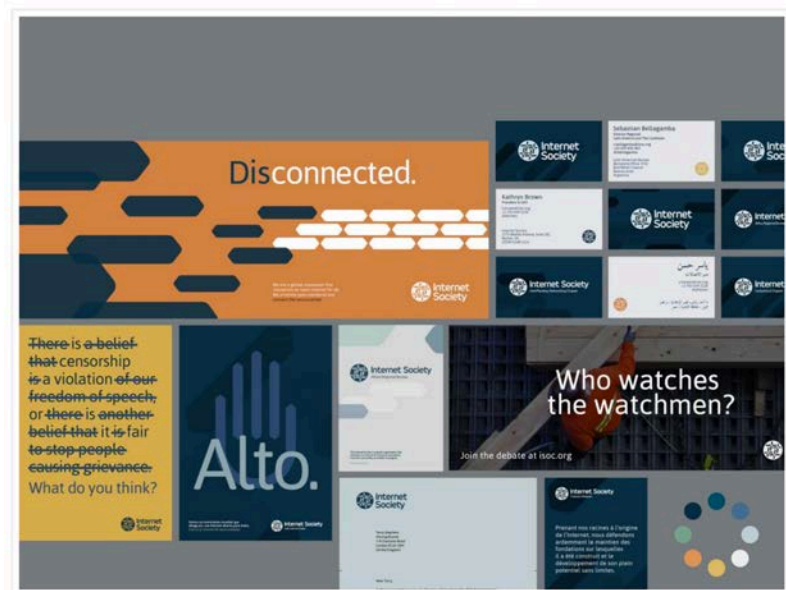
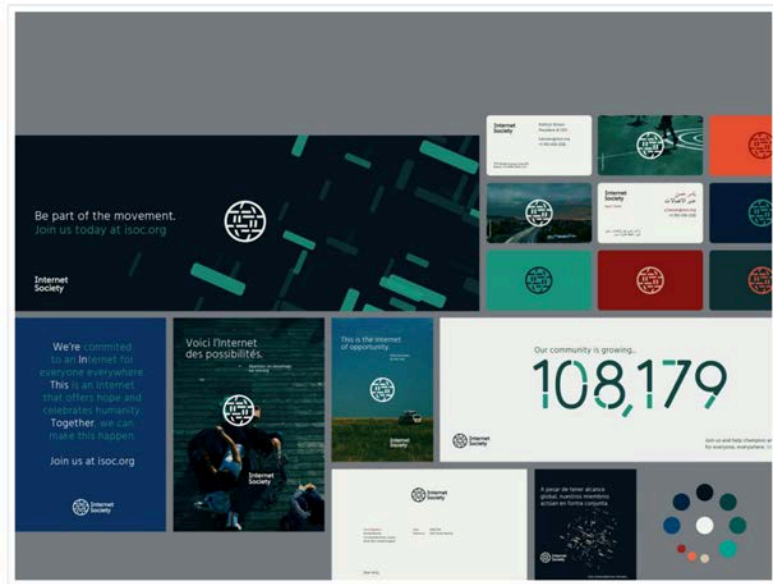
WE LAUNCHED OUR IDENTITY WEBSITE

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**

Identity Development

Identity system elements and principles (.PDF)



Logo



Typography



Color



Graphic elements



Photography style



Tone of voice



Application examples



Core Assets & Spirit Guide

Brand Spirit Guide (.PDF)



Assets usage/guidance



Technical specifications



Packaged identity assets



Logo artwork



Graphic elements



Launch & Rollout Planning

Identity rollout plan (.PDF)



Summary of touchpoints



Engagement roadmap



Microsite

Microsite look and feel (.PDF)



Concept and wireframes



Development plan



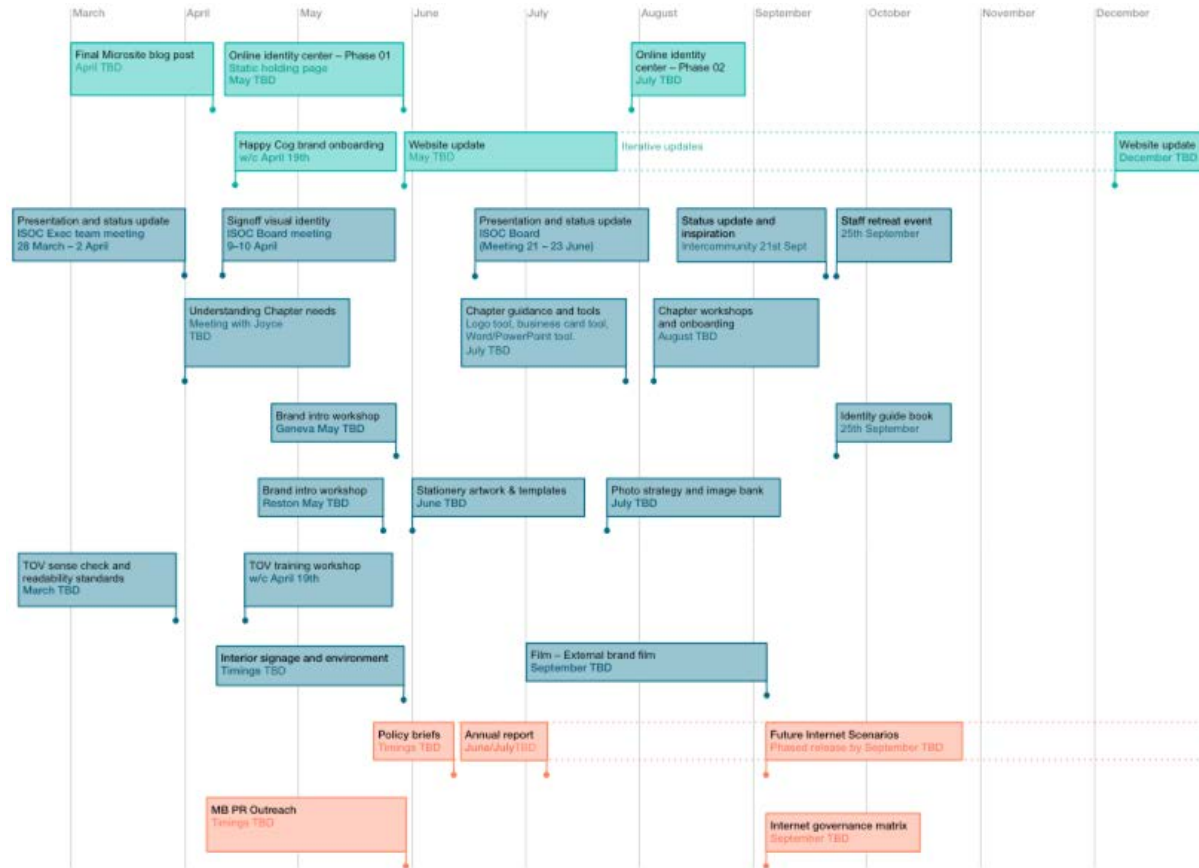
A PHASED APPROACH



IDENTITY ROLL OUT

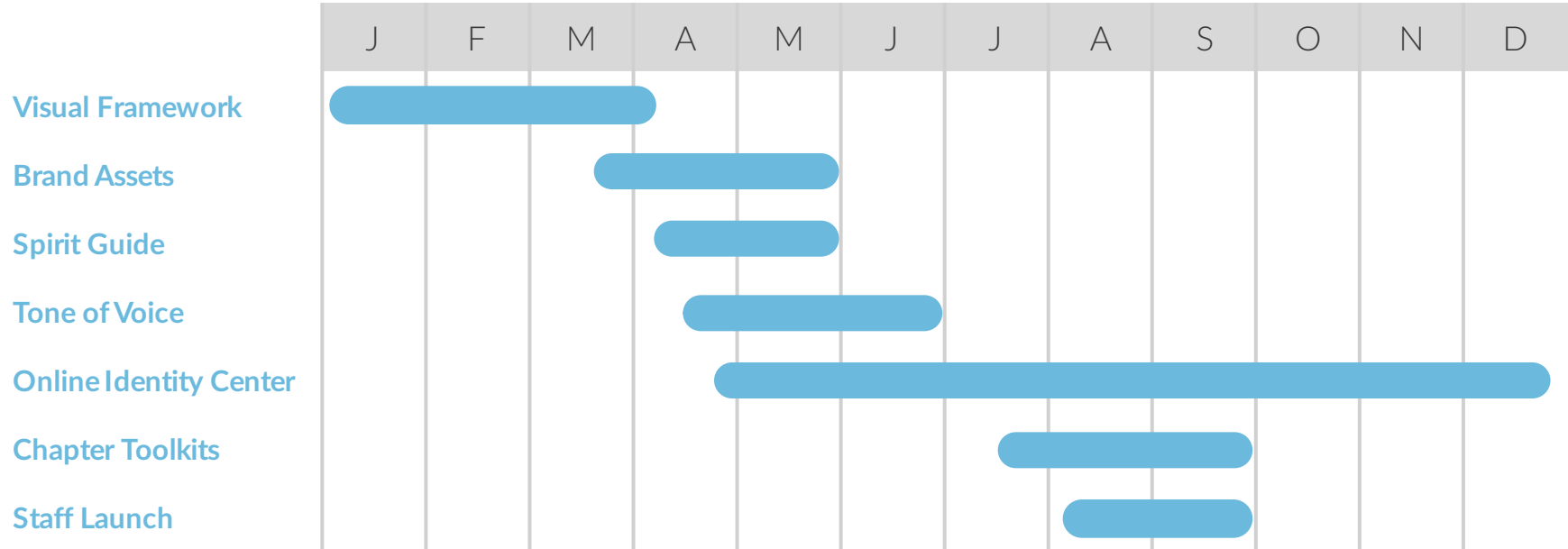
- Q1
 - Finalize Visual Identity Framework
- Q2
 - Create core Brand Assets and Identity Spirit Guide
 - Tone of Voice workshops
 - Brand introduction and on-boarding workshops
 - Begin update microsite to evolve to Online Brand Identity Center
- Q3 – Q4
 - Continual development of Online Brand Identity Center
 - Development of additional Brand Assets
 - Development and implementation of Chapter Toolkits
 - Launch with Staff

2016 Q2-Q4 ROLLOUT



IDENTITY TIMELINE

2016



DELIVERING OUR NEW IDENTITY PACKAGE



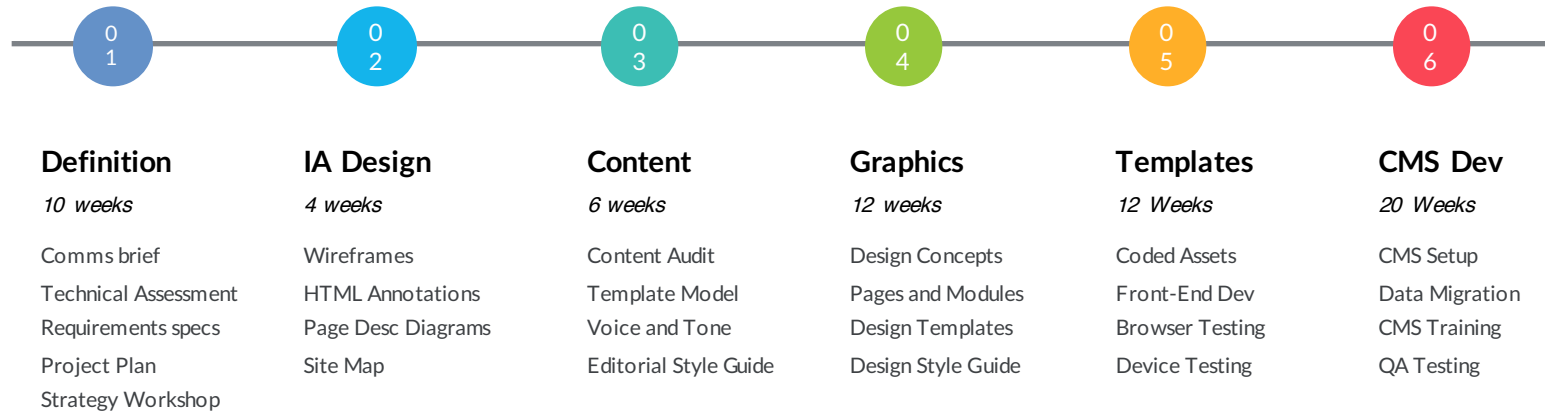
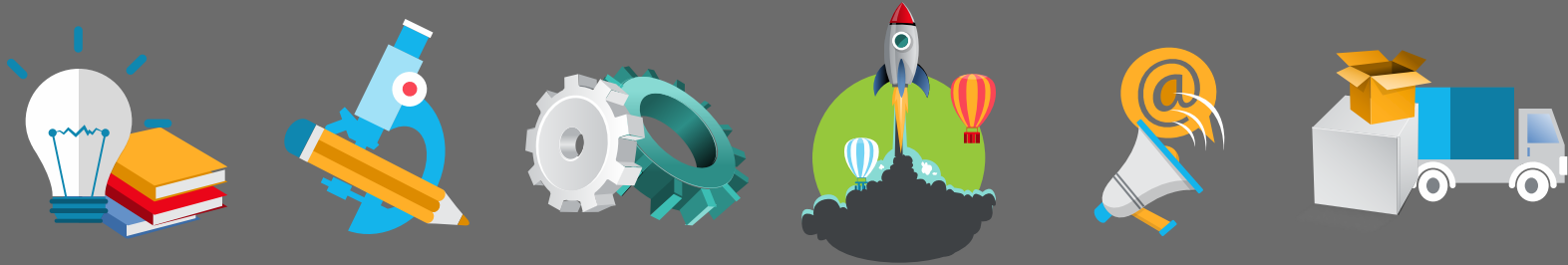
TIME TO TACKLE THE WEBSITE



finesmile

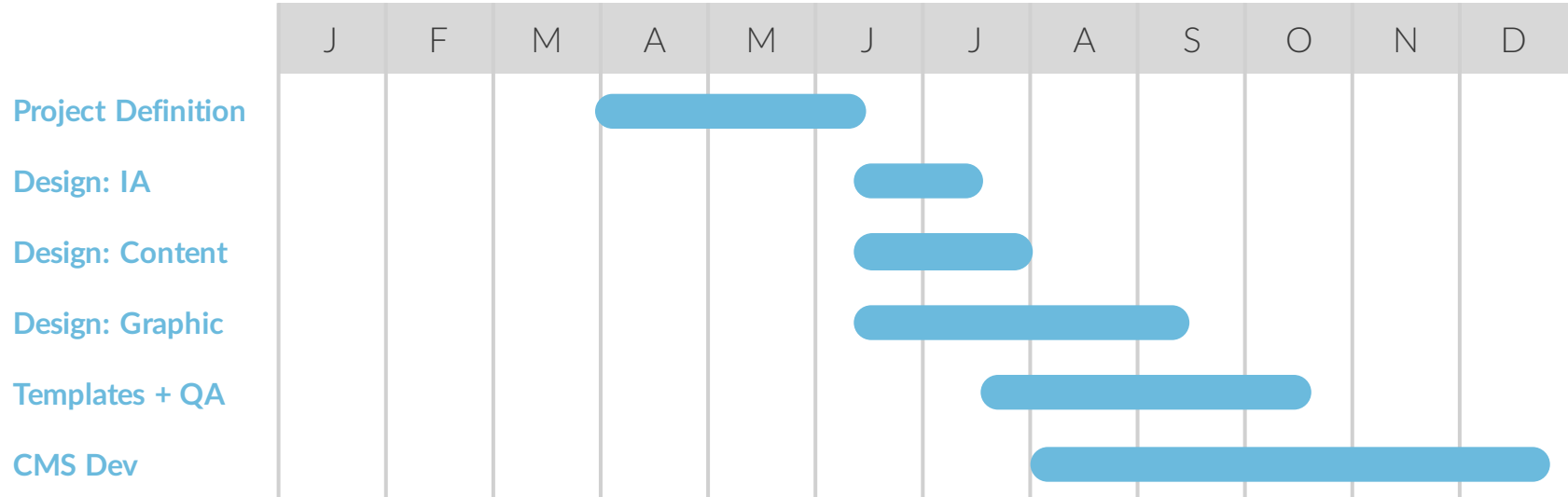
Timeline : Website Project

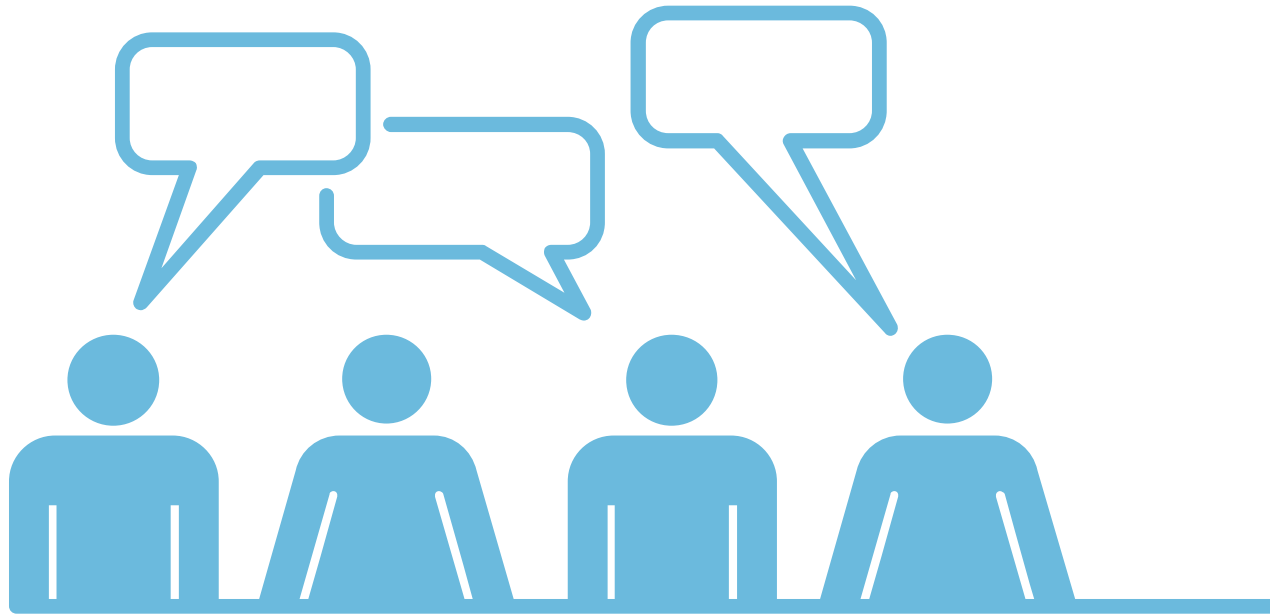
The included dates are estimates only, and will likely change based on the outcomes of the Discovery and Define stages.



WEBSITE TIMELINE

9 months, launching in Dec 2016.





DISCUSSION

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