

September 2020

Internet Society Brand & Communications

Overview for Africa Chapter Summit



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Part I: What is Branding, and why is it important?



What is a “Brand”?

A brand represents a company’s identity.

It will define...

- Who you are
- What you stand for
- What you deliver
- How people perceive you

A brand is the value of an organization and is the essence of who and what they are.



Why is Branding Important?

It's more than just a logo.

Branding will...

- Connect with people emotionally
- Represent who we are (our DNA)
- Create our unique community

A brand will give us a unified voice and vision.



Internet Society Brand

The who, what, where, why, and hows



Who we are

The Internet Society is a global nonprofit working to ensure the Internet of opportunity can benefit all.

Together our Chapters, Organization Members, individual members, and our staff **work to grow and strengthen the Internet.**



What we do

We believe the Internet is for everyone, everywhere.

We ensure the Internet remains trustworthy—open, globally connected, secure, and a force for good in the world.



Putting It All Together; How to Present Internet Society and Chapter

About The Internet Society

The Internet Society is a global nonprofit working to ensure the Internet of opportunity can benefit everyone. We bring together and empower communities to:

- connect the unconnected
- champion protocols that keep the Internet secure
- bridge the gap between policymakers and technical experts
- host educational and networking opportunities
- build, promote, and defend the network of networks that is the Internet

"Our Chapter is part of the Internet Society global community, which is made up of thousands of committed individuals, organizations, and volunteers from around the world. Chapters bring members together to make change at the local level."



Elevator Pitch

A short description of an organization that easily explains what it does, why it does it, and how.

When and where do we see our brand in action?

Anywhere we go!

No matter where you are, what your role is, what language you use, or what topic you're discussing, our one, unique voice means we can engage with all our audiences in a way that is always 'us' — always unmistakably ISOC.

By expressing who we are and how we do things, brand keeps what we say distinctive, relevant and engaging, and influences what people think and feel about us.



Why we need the brand

Clarity and consistency!

Our collective and consistent voice is vital to our efforts to expand the reach, and strength of the Internet.

It tells everyone what we do, and what we don't do.



How it works

To consistently show that personality in all that we do, we use our visual identity to show the world what we look like, and our tone of voice expresses it every time we communicate.

- Our visual identity is the cornerstone of how we present ourselves.
- Our tone of voice is the way we speak and write.



Tone of voice: What does that mean?

Our **tone of voice** is the way we speak and write. Because it's based on our unique brand personality, it ensures all our verbal and written communications are unmistakably Internet Society.

We are...

Bold

Knowledgeable

Optimistic

Approachable



Personality traits defined

Bold

Being bold means we energise people. We use our passion for what we do to generate excitement.

Knowledgeable

Being knowledgeable means that we're the experts. We've been here since the beginning, and we're keen to share what we know.

Optimistic

Being optimistic means we inspire hope in people, not fear. We encourage them to share our belief that the Internet's power belongs to everyone.

Approachable

We are an open-minded group of individuals who are inviting and responsive to teammates, members, volunteers, partners, and anyone who wants to engage with us.





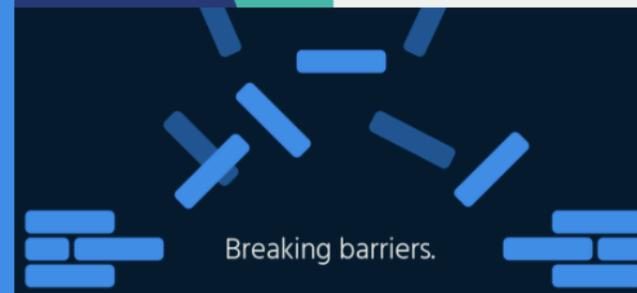
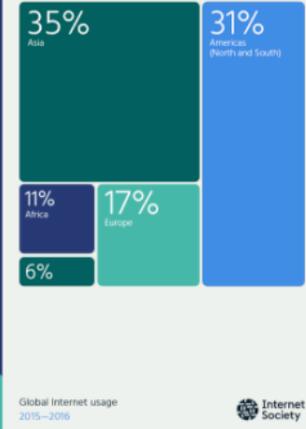
Internet Society
Minimum size.



Hind
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

We're committed to an Internet for everyone, everywhere. This is an Internet that offers hope and celebrates humanity. Together, we can make this happen.

Join us at internetsociety.org



Join us and help champion an open Internet for everyone, everywhere. Visit internetsociety.org



A close community that supports each other, unified in the goal of an open Internet for all.



Join us today at internetsociety.org



2,632 participants from 112 countries attended InterCommunity 2015, organized by the Internet Society.

Join us and help champion an open Internet for everyone, everywhere. Visit internetsociety.org



Welcome aboard.

Bem-vindo à bordo.

Bienvenue à bord.

How could you help?

Although global, our members act as one.

We are a global movement that champions an open Internet for all. This is an Internet that offers hope and celebrates humanity. Together, we can make this happen.



91%
Increase of online visitors using mobile devices.

You can play a vital role in ensuring that the Internet is an accessible place for everyone, everywhere. Join us and help to protect the magic of the Internet.

The Internet has infinite possibility and is a thing of greatness, but it demands our experience, knowledge and care.

You are in a position to help ensure the Internet is an open, free, accessible by everyone, everywhere.

Better, together.

This is the Internet of opportunity.

The Internet Society is a close knit community that supports each other, unified in the goal of an open Internet for all.

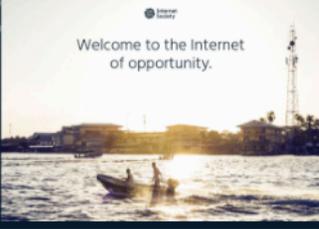


Although global, our members act as one.



The Internet Society is a close knit community that supports each other, unified in the goal of an open Internet for all.

Join us today at internetsociety.org



Welcome to the Internet of opportunity.

Our community is growing...
108,179

Join us and help champion an open Internet for everyone, everywhere. Visit internetsociety.org



An Internet for everyone.



Join us and help champion an open Internet for everyone, everywhere. Visit internetsociety.org



Asset Manager Demonstration



Questions?



Part II: The Power of Storytelling



Why do we tell stories?



Why do we tell stories?

Content gives us our identity

1. “**Content is King**”, Jason Njoku, Founder of Iroko TV and entrepreneur (Nigeria).
2. In our country, we struggle to find **quality content**... We want **to innovate** ... and **engage the public**,” Verone Mankou, Entrepreneur and Founder of VMK mobile company (The Congo Republic).

Brings live to what we do

1. I noticed traveling around the continent... that there are a **lot of stories that we’re not hearing about**, Rebecca Enonchong, Tech Entrepreneur (Cameroon)
2. Africa has always had **a strong tradition of storytelling**, but today stories need to harness the power of all **types of media**, BusaBuntu Roaring, founder of BusaBuntu Pictures (South Africa).



Telling a compelling story

Find and Map

Feel and Develop

Interview and tell



Few tips last tips

1. **Concise** As few words as possible, but no fewer
2. **Clear** Your grandparents can understand it
3. **Compelling** Explains the problem
4. **Credible** Explains how you solved the problem
5. **Conceptual** Not unnecessary detail
6. **Concrete** Specific and tangible
7. **Customized** Addresses audience's interests
8. **Consistent** Same basic message
9. **Conversational** Not complete, but aims to interest audience in more info



Few tips last tips

Storytelling character

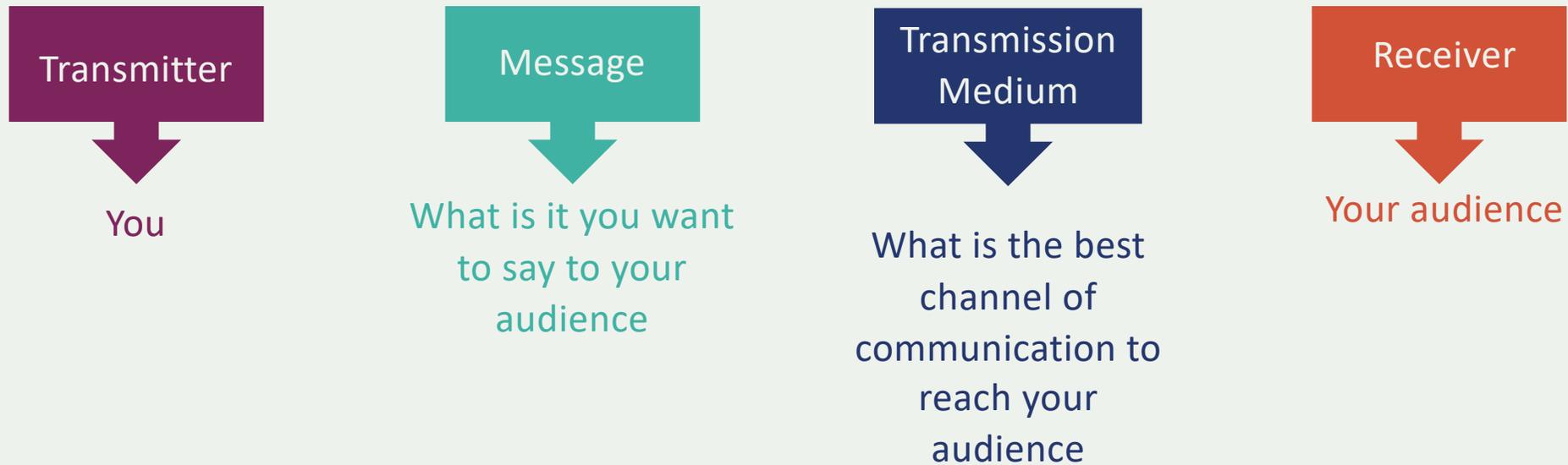


Part III: Communications



The Basics

Much like telecommunications, marketing communications requires a transmitter, message, a transmission medium, and a receiver.



Considerations

Like any science, there are factors that will increase or decrease this exchange. In each area there are several considerations you will need to address. Always start with the end in mind.

YOUR AUDIENCE

the receiver

Define who your audience is and why they should care about the message you are sending them.

- Demographics
- Psychographics

CHANNEL OF COMMUNICATION

transmission medium

What are the best communication channels to reach your intended audience? There are 4 primary channels; PESO.

1. Paid (promotion)
2. Earned (PR)
3. Shared (social media)
4. Owned (email, website)

MESSAGE

Determine what the core of your message is and what you want the receiver to do with it.

- Tone; is it clear and engaging
- Message is fitting for the channel of communication you are using
- Should there be a call to action (ex: sign up)

YOUR CHAPTER

the transmitter

What are your goal(s) and how will you measure success?

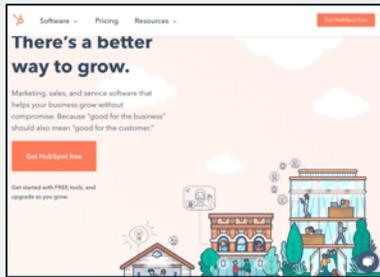
After you measure your success reflect back on what worked and what didn't. Apply these key learnings for the next time.



Resources

Practical third-party helpful resources.

Hubspot



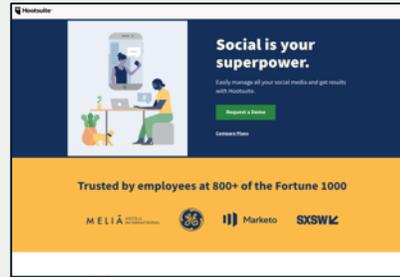
A marketing communications platform, Hubspot offers practical tips, templates, and how to's on everything from blogs to marketing basics.
[Ultimate Guide to Marketing](#)

Mailchimp



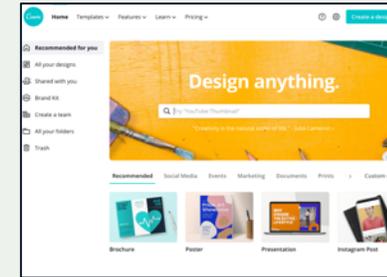
An email platform, Mailchimp offers tips on websites, emails, and audience insights.
[Start here.](#)

Hootsuite



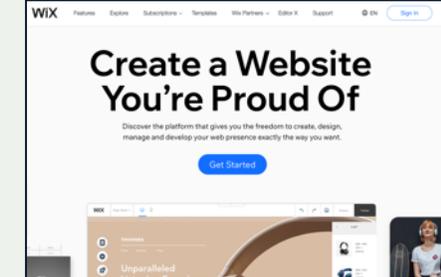
A social media monitoring platform, Hootsuite offers a variety of information on social media, from the basics to trends.
[Start here.](#)

Canva



A graphic design platform that enables anyone to create marketing materials from social graphics to brochures for free. Canva offers courses, tutorials, and events on branding and visuals
[Start here.](#)

Wix



A web development platform, Wix offers insight on how to promote your website.
[Start here.](#)



Using
[Twitter](#)



Facebook For
[Business](#)

Putting it together

Use the logos and other assets provided via the digital asset manager
Refer to the ISOC global channels for examples
Look for updates in the Chapter emails

Remember...

We are all Internet Society Ambassadors!



Questions and Discussion



Extra Resources



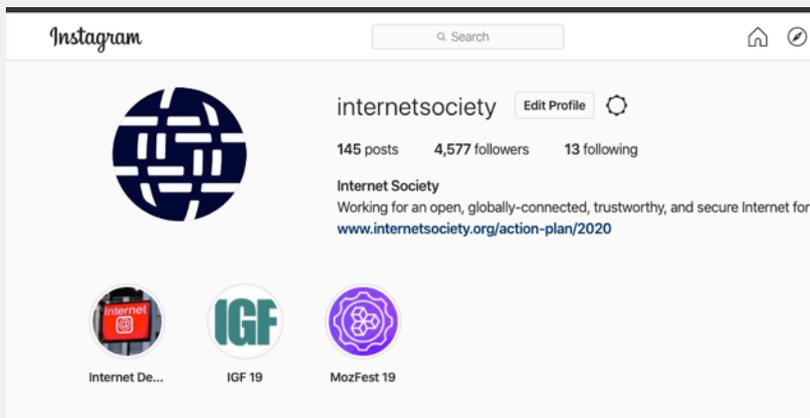
Create and maintain a strong brand presence online



Twitter profile for Internet Society (@internetsociety). The profile picture is a circular logo with a globe-like pattern. The header image features the text "the Internet is for Everyone" over a photo of a child in a red shirt. The bio reads: "Working for an open, globally-connected, secure, and trustworthy Internet for everyone. RTs ≠ endorsements." It also lists "Global", the website "internetsociety.org", and "Joined February 2009". There are 2,362 following and 51.3K followers.



LinkedIn profile for Internet Society. The header image features the text "the Internet is for Everyone" over a purple background with a globe-like pattern. The profile picture is the same circular logo. The bio reads: "Working for an open, globally-connected, secure, and trustworthy Internet for everyone." It lists "Internet · Reston, Virginia · 15,253 followers" and includes a "Visit website" button. A note says "Lia & 51 other connections work here" with a link to "See all 526 employees on LinkedIn".



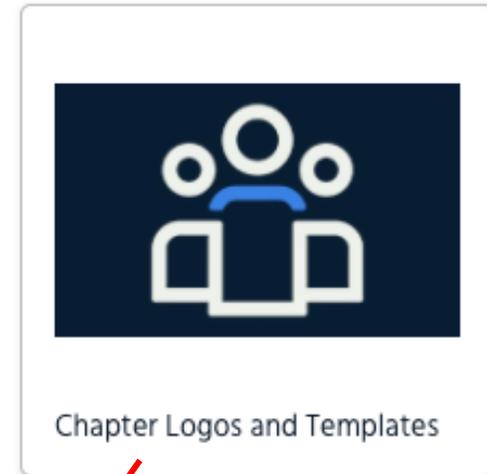
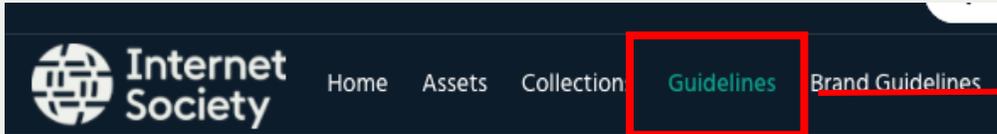
Instagram profile for Internet Society (@internetsociety). The profile picture is the circular logo. The bio reads: "Internet Society Working for an open, globally-connected, trustworthy, and secure Internet for everyone. www.internetsociety.org/action-plan/2020". It shows 145 posts, 4,577 followers, and 13 following. There are three featured posts: "Internet De...", "IGF 19", and "MozFest 19".



Facebook profile for Internet Society (@InternetSociety). The header image features the text "the Internet is for Everyone" over a photo of a shepherd with sheep. The profile picture is the circular logo. The bio reads: "Working for an open, globally-connected, trustworthy, and secure Internet for everyone." It includes a "Sign Up" button and a "Send Message" button.



Digital Asset Manager



Chapter Logos and Templates (Published)

To help differentiate between Chapters and Special Interest Groups (SIG) each will have its own version of the Internet Society logo.

The Internet Society logo and Chapter/SIG logos are fixed assets. They should not be changed or edited in any way. Below we have outlined some examples of what to



Microsoft Word and Microsoft PowerPoint templates are also available.

Chapter Toolkits

General "Chapter" logo sets have been created in [English](#), [French](#), [Spanish](#), and Arabic.

Download individual chapter logos and chapter templates by selecting the links below.

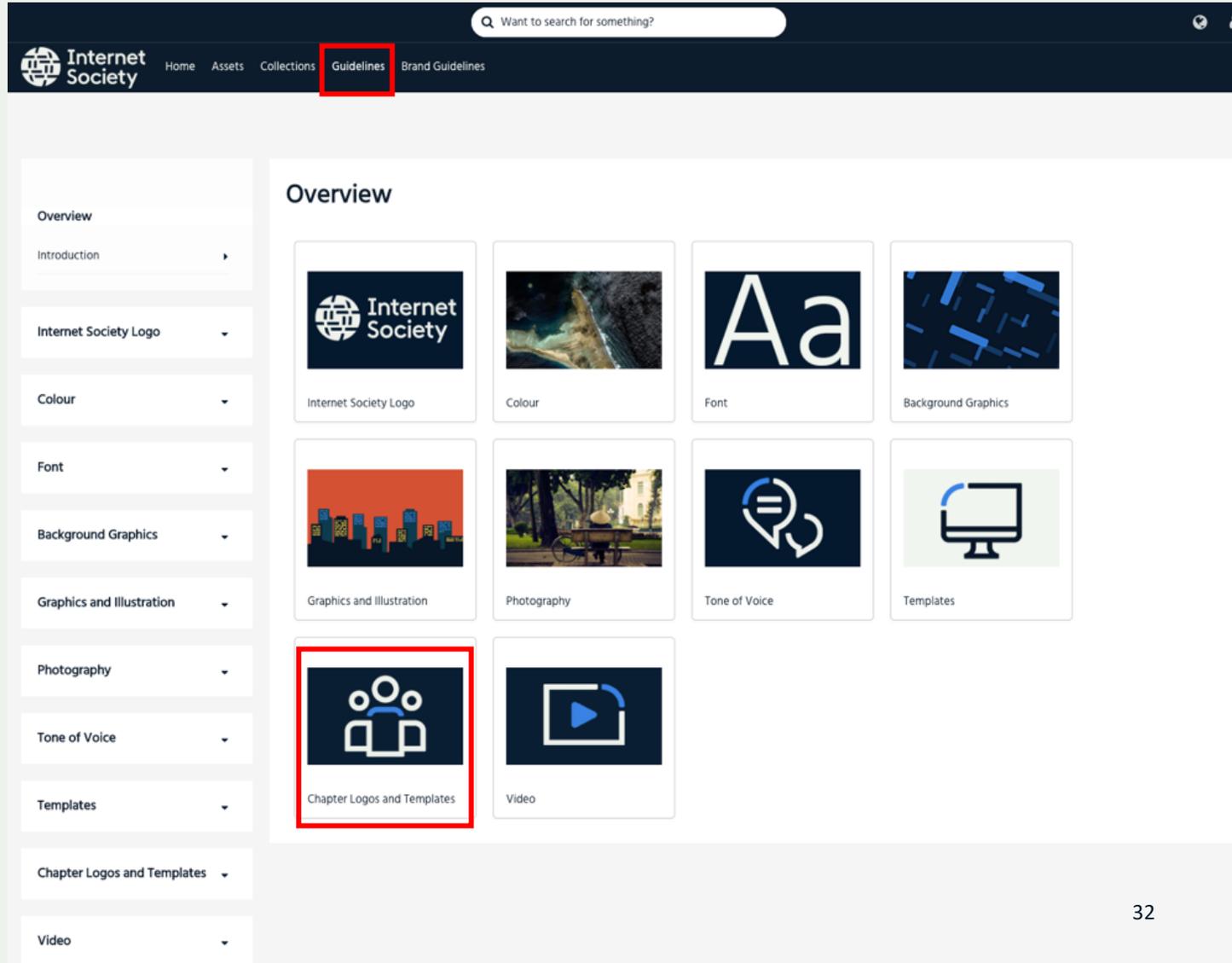
- | | | |
|---|---|---|
| Afghanistan Chapter | Hong Kong Chapter | Republic of Korea Chapter (in rejuvenation) |
| Argentina Chapter | India Bangalore Chapter | Romania Chapter (in rejuvenation) |
| Armenia Chapter | India Chennai Chapter | Russia Chapter |
| Australia Chapter | India Delhi Chapter | Rwanda Chapter |
| Bahrain Chapter | India Kolkata Chapter | Saint Kitts & Nevis Chapter |
| Bangladesh Dhaka Chapter | India Hyderabad Chapter | Saint Vincent and The Grenadines Chapter |
| Barbados Chapter | India Mumbai | Senegal Chapter |
| Belgium Chapter (in rejuvenation) | India Trivandrum Chapter | Serbia Belgrade Chapter |
| Bosnia Chapter | Indonesia Jakarta Chapter | Sierra Leone Chapter |



Brand Guidelines: Use the Digital Asset Manager

Our digital asset manager is an online tool that houses all of our graphic assets, including the brand guidelines

<https://assets.internetsociety.org/Styleguide/>





Internet Society
Belgium Chapter



Internet Society
Italy Chapter



Internet Society
Netherlands Chapter



Internet Society
Kyrgyzstan Chapter



Internet Society
Georgia Chapter



Internet Society
Estonia Chapter



Internet Society
Armenia Chapter



Internet Society
France Chapter



Internet Society
Germany Chapter



Internet Society
Romania Chapter



Internet Society
Poland Chapter



Internet Society
Montenegro Chapter



Internet Society
Spain Chapter



Internet Society
Hungary Chapter



Internet Society
UK England Chapter

Collections / Singapore Chapter

Created by  Nicolette Garnett

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Description

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Collection details

 Created **840 days ago**

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 Published online  Remove online visibility

 <https://assets.internetsociety.org/web/6c8084d...>

 Shared with **1 Person**  View

0 27 Files [Order by Date added](#) 



Singapore_Template_20... potx



Singapore_Report-Third... dotx



Singapore_Report-Third... dotx



Singapore_Logo-Light-Y... eps, png



Singapore_Logo-Light-Y... eps



Singapore_Logo-Light-f... eps, png



Singapore_Logo-Light-P... eps



Singapore_Logo-Light-... eps, png



Singapore_Logo-Light-... eps



Singapore_Logo-Light-f... eps, png



Singapore_Logo-Light-... eps



Singapore_Logo-Light-c... eps, png



Singapore_Logo-Light-C... eps



Singapore_Logo-Light-f... png, eps



Singapore_Logo-Light-B... eps

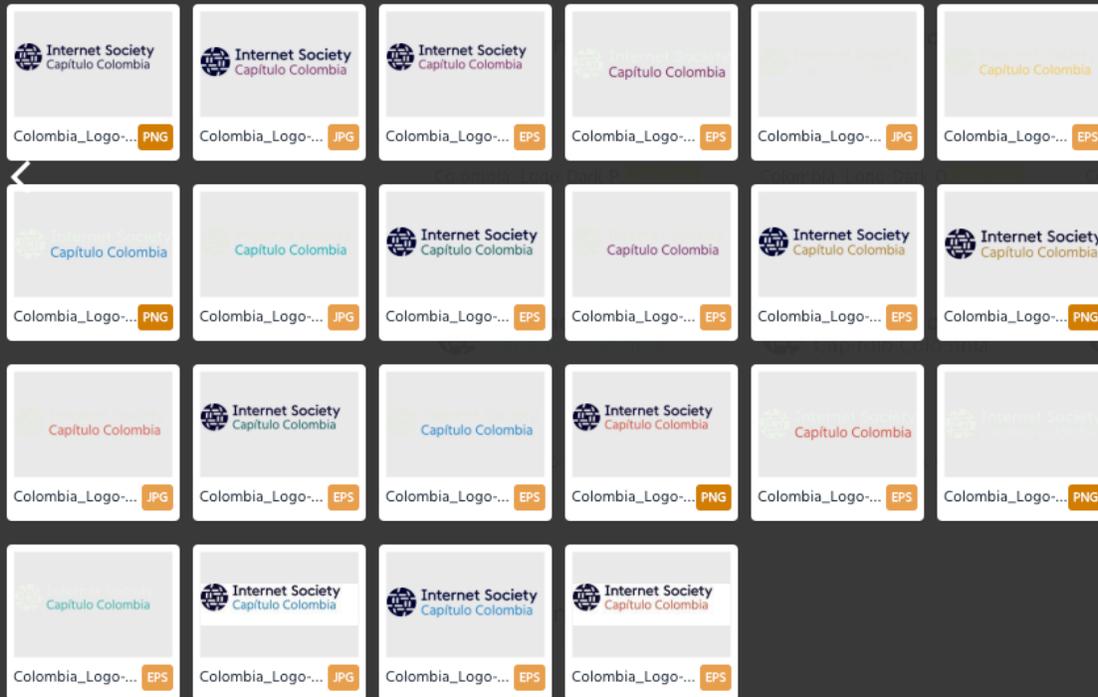


Singapore_Logo-Dark-Y... eps, png





Related Assets



Info

Asset Type

Branding

Asset Sub-Type

Chapter Logos

Topic

About Internet Society

Chapter

Colombia Chapter

Community

Chapters

Region

Latin America and Caribbean

Country

Colombia

Language

Spanish

Year

2018

Usage Rights

Public Domain

Tags

Crop / Extend canvas

Available files

- EPS 1445 x 315 px | 2.28 MB
- JPG 4678 x 1246 px | 1.71 MB
- JPG 1000 x 266 px | 34.98 kB
- JPG 600 x 160 px | 19.86 kB

Download all files (4)



Thank you.

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