



# BRAND BRIEF FOR SUNNY HILLS SERVICES

November 1, 2016

FINAL

# WHAT IS BRANDING?

Branding is the process of determining what you want your reputation to be.

When done well, branding determines how you look, how you sound and how you act. It is a filter for making decisions—often difficult decisions—about who you are as an organization, and perhaps more importantly, who you aren't as an organization.

A strong brand becomes a familiar entity. Being clear about your brand helps others who believe what you believe find and join with you.

Brand also acts as a guide for those who represent your organization—whether in a professional, or board capacity. Because your organization has defined the qualities for which it wants to be known, those who step into the role of representing Sunny Hills Services will know how they can best represent you—and how they can bring the brand to life.

It's a new day for Sunny Hills Services.  
Here's what it looks like.

# THE OPPORTUNITY

A pioneer in child welfare for more than 120 years, Sunny Hills Services empowers vulnerable youth and their families to overcome obstacles and reach their potential. From your beginnings as an orphanage and farm to your present existence as a multi-county regional child welfare organization, Sunny Hills Services has always put the needs of children and youth first. By creating new programs and merging with Children's Garden and Bay Area Youth Centers (BAYC), Sunny Hills Services leads the way in work with youth and families that have experienced real and significant trauma.

With early intervention and intensive, holistic services, at-risk youth and their families can achieve long-term success socially, emotionally, and functionally. The newly minted Theory of Change guides Sunny Hills Services' work. In addition to a new Theory of Change and new strategic direction, staff, current donors, and potential donors need a clear, compelling brand to rally around and support. Despite more than a century of life-changing care for the most vulnerable citizens, Sunny Hills Services suffers from low brand awareness.

The new Theory of Change and Strategic Plan offer the perfect time to create a strengthened brand that unifies your geographic areas, programs, and brands (BAYC, Sunny Hills Services). By having a simple, compelling way to describe what you stand for, staff, board members, and donors alike can become ambassadors for your organization and your vital work. A strong brand will resonate with donors of all types. And, with a compelling brand, your staff will deepen their connection to and support of your organization.

The following document outlines Mission Minded's findings and analysis of the Sunny Hills Services' brand opportunity and offers recommendations for the organization's new brand strategy.

# EXECUTIVE SUMMARY

Four main ideas anchor our recommendations for strengthening your brand.

**UNITE INTERNALLY TO EXCITE EXTERNALLY.** Your staff is, and should be, your first critical audience. Eight years after a merger some staff still do not feel the cohesiveness of the organization. They are on the front lines, representing you to clients, city and county stakeholders, and potential donors. When staff from all over the Bay Area rally behind a unified brand, all of you will be more effective at spreading the impact of Sunny Hills.

**RECOGNIZE THE COURAGE THAT EXISTS WITHIN.** Given the challenges that your clients face and the challenges you encounter working with them, this work demands grit. In your world, determination and tenacity are an everyday occurrence. Highlight this to share the inspiring stories of the change that you are creating, one person at a time.

**SPEAK CLEARLY AND CONFIDENTLY ON BEHALF OF THE YOUTH AND FAMILIES YOU SERVE.** Stakeholders admire you for working with youth and families that have experienced tremendous trauma, yet there's still hesitancy in your communications to more directly describe your clients. In order for everyone to better understand the specific contribution you bring to the table, it's time to give voice to those on whose behalf you work tirelessly.

**CELEBRATE YOUR INCLUSIVENESS AND COMPASSION.** The caring that you bring to children, youth, and their families knows no bounds...and you are willing to work with some of the most challenging youth. This philosophy reflects your inclusive, compassionate way of doing business. Amplifying your compassionate perspective will offset any misperceptions, and allow stakeholders to feel both a rational and emotional connection to you.

## KEY FINDINGS

Key Findings are the result of all the discovery work undertaken by Mission Minded. Discovery includes a review of all critical internal documents provided by Sunny Hills Services, clarifying conversations with key leaders in the organization, qualitative research conducted on your behalf, an employee survey and an understanding of the organization in the context of the landscape in which you operate. These insights, in collaboration with the input provided by organizational leaders throughout the process, form the basis for the brand recommendations included in this document.

## POSITIVE

- Staff commitment to youth that are most marginalized and their families
- Compassion for youth and their families
- Staff pride and optimism towards your high quality work
- Belief in resilience of each youth, no matter what his or her challenge
- Idea of courage resonates deeply with staff
- “We do whatever it takes, because sometimes whatever it takes is needed.”

## CHALLENGES

- Organizational cohesion in terms of perceptions around staff turnover, previous rebrands, concern about clear strategic vision, and geographical fragmentation
- Lack of awareness of work even among supporters
- Perceived lack of warmth by external stakeholders
- Confidence in communicating about the toughest cases
- Operating in competitive landscape of child welfare organizations using the same vague language

# SHIFTING PERCEPTIONS

## WHERE YOU ARE

- Greater awareness in Marin County, especially your deep roots in child welfare and origins as an orphanage
- Brand fragmented by geography
- Polite, bland language about vulnerable youth
- Internal confusion about your brand

## WHERE YOU NEED TO BE

- Support youth that have experienced significant trauma, willingness to work with some of the most challenging youth
- Feeling and speaking as one organization
- Direct and authentic
- Clarity in what sets you apart from your competitors

# KEY ORGANIZATIONAL THEMES

The quotes on the following pages represent themes that emerged repeatedly in in-person meetings, interviews with internal and external stakeholders as well as in the employee survey.

# WHAT WAS SAID, WHAT WE HEARD

“There’s tension between the East Bay location and Sonoma/Marin. It can be a barrier for working across programs.”

## TRANSLATION

Internal geographical and institutional fragmentation is preventing current employees from being effective brand ambassadors.

## OPPORTUNITY

*A brand that celebrates the assets that unify, rather than divide you, will propel your work significantly. Aligning on a brand will be the first step toward internal cohesion and external understanding of Sunny Hills’ impact.*

# WHAT WAS SAID, WHAT WE HEARD

“What we say about the kids sometimes isn’t compelling enough because it isn’t honest enough. But the true stuff can be heavy or depressing.”

## TRANSLATION

The language that you are using to talk about your work with external stakeholders is often so broad that it fails to amplify your true essence and distinguish you from other organizations doing similar work.

## OPPORTUNITY

*Find the beauty and the courage in your work so that others may clearly see your unique contribution. Galvanize others as you share stories of your clients that face tremendous challenges yet have met with some success because of your work. Have the courage to tell stories in an honest and raw way about the at-risk children, youth and families you serve with dedication and commitment.*

# WHAT WAS SAID, WHAT WE HEARD

“I see Sunny Hills as plain and fading into the background. Someone you couldn’t really remember after meeting them.”

## TRANSLATION

Externally, your biggest supporters lack clarity about how you are different from other organizations doing similar work.

## OPPORTUNITY

*Celebrate your work in more focused and compelling terms: You accept some of the most challenging cases and work with them with the best practices in trauma-informed care, giving them the tools they need to meet life’s challenges.*

## WHAT WAS SAID, WHAT WE HEARD

“I see Sunny Hills as kind, caring, supportive, would do anything to make sure you succeed. Sunny Hills embodies that fulfillment of a parent that a young person may have never really had.”

### TRANSLATION

Internally, your employees see the power in your work that is lost in the plain vanilla brand that currently exists.

### OPPORTUNITY

*Seize the moment to confidently own the existing assets of your brand, one that is currently hidden.*

## PEER AGENCIES

Understanding your competition is a key step in determining how to position your own organization. Even in the highly collaborative world of nonprofits, Sunny Hills Services must stand for a unique and clear set of attributes. Here's a look at who else is in your world.

# PEER AGENCIES

## SENECA

Care and helping

“Helping children and families through the most difficult times of their lives.”

## TLC

Program focused

“Providing permanence, shelter, education, guidance, emotional healing and support to emotionally disabled children.”

## EDGEWOOD

Full continuum of care

“Transforming Lives. Restoring Hope.”

## FRED FINCH YOUTH CENTER

Hope and healing

“Offering hope and healing since 1891.”

## KEY TAKEAWAYS

- *Peer agencies describe their work in similar, vague terms.*
- *Sunny Hills Services will distinguish itself from competition by proudly acknowledging its ability to take even the toughest cases, giving challenging youth a chance they may not otherwise receive via peer agencies.*

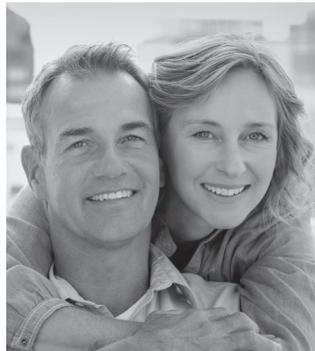
# STAKEHOLDERS

Target audiences, or stakeholders, are the people Sunny Hills Services must engage in order to accomplish its goals. Sunny Hills Services does not have the resources to reach every conceivable supporter of its work; therefore, it is critical to take a disciplined approach to identifying the demographic and psychographic characteristics of the audiences most critical to the organization's success.

# MEET YOUR STAKEHOLDERS



**DEDICATED DANIELLA**  
Clinical Case Manager,  
Sunny Hills Services



**GENEROUS JONESES**  
Sunny Hills Services  
donors



**BILL THE BUSY  
BUREAUCRAT**  
County Executive,  
Health and  
Human Services



**COMMUNITY CURT**  
Community partner

## DEDICATED DANIELLA — Clinical Case Manager, Sunny Hills Services



Daniella, or “Dani” as she is known to her colleagues, has been idealistic and caring since she was a little girl. From an early age, Daniella was the one of her friends who was there for everyone, providing a shoulder to lean on.

Daniella was the first one in her family to attend college. Midway through college, she found her calling when she realized that she could be a social worker and use her caring personality to improve the lives of men, women, and children. One more event hugely impacted the course of her life: As a teenager, she watched from the sidelines, powerless to help, as a childhood friend from her neighborhood, Julian, was afflicted by substance abuse and eventually homelessness. What Daniella remembers about this event was that neither Julian’s family nor the community had the power to change his path. Daniella came away from this experience with a commitment to helping future Julians get back on their feet and shift the direction of their lives.

These days, Daniella is busy. She is devoted to her work, works long hours, and the intensity of the work can be emotionally draining. As idealistic as she is, working at Sunny Hills Services has taught her to appreciate small victories: Sometimes her work helps a family become more stable as their child shifts course, and other times she is only able to build a relationship with a young person in trouble and wait for that

## DEDICATED DANIELLA — Clinical Case Manager, Sunny Hills Services



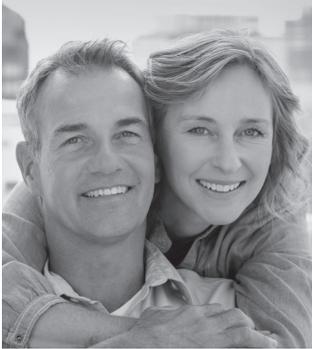
young person to decide to change. Fortunately, she finds her colleagues supportive and collaborative; in addition to comparing notes on tough cases, the co-workers make time go for walks after work or have informal dinners together.

Having worked at Sunny Hills Services for less than two years, Daniella appreciates that there have been opportunities for professional growth and learning. She's energized by the strength of her colleagues and their expertise in trauma-informed care. Daniella doesn't know too much about the Sunny Hills Services as a whole; mostly, she stays in close contact with the colleagues at her location. She'd like to stay at Sunny Hills Services for a while, though, because Sunny Hills Services enables her to fulfill her need to give back to youth and their families, and creates a supportive work environment to do this.

What Sunny Hills Services wants from Daniella are her tenacity and dedication. She is on the front lines of trauma-informed care and key to the mission's success. Sunny Hills Services also wants Daniella to continue to show her passion in her work—she is the face of the organization to many and can be a strong advocate for it.

**When I engage with Sunny Hills Services I feel valued, since I have the tools I need to deliver top quality care and support to youth who have experienced deep trauma.**

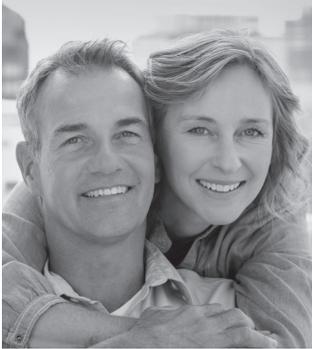
## GENEROUS JOHN AND ANN JONES — Local Businesspeople



John grew up in the Midwest and met his wife, Ann, in college in Chicago. After business school, John wanted to move to California and Ann agreed. With an accounting degree, it was easy enough for John to find corporate work as an accountant in San Francisco. But after a few years, John felt less than excited about commuting to the City while also being an active, present father of three small children. Building on his contacts from his suburban neighborhood, he started his own accounting business. Over time, his business expanded significantly. Eventually, the accounting business enabled his family to live in a way that they couldn't have imagined back in Chicago.

Ann had a degree in business and worked in sales and marketing. As their children grew, she was engaged in their schools and became involved in the community as a volunteer. As their community involvement increased, John and Ann did some soul searching to think about the issues that were most important to them. A close cousin in Chicago, Theo, had some behavioral issues as a youth and also needed intensive mental health treatment, creating a sense of grief and powerlessness among the entire extended family. On the lookout for organizations that provided mental health support for youth, Ann heard a presentation about Sunny Hills Services and felt excited about their work. As an accountant, John appreciated the metrics-based orientation of the agency. John and Ann became donors.

## GENEROUS JOHN AND ANN JONES — Local Businesspeople



John and Ann have seen the Bay Area change a lot since they arrived 15 years ago. While they see wealth around them, they see youth who remind them of Theo on a daily basis. While their children have a safety net, they believe that the community is responsible for supporting all of its children and helping them find a better path. That is why John and Ann donate to Sunny Hills Services. They do not know everything about what the organization does—they do know that there are a lot of different programs, several locations, and that their work is focused on children, youth, and their families. Mostly, though, they feel proud that Sunny Hills Services works with some of the most challenging cases.

What Sunny Hills Services wants from John and Ann is to continue to give to the organization, to truly understand what Sunny Hills delivers that no one else does, and to spread the word among their friends and business associates.

**When we engage with Sunny Hills Services we feel hopeful, because we're investing in an agency that understands how to work with at-risk youth in a way that no one else can.**

## BILL THE BUSY BUREAUCRAT — County Executive, Health and Human Services



Forty-six -year-old Bill is known throughout his department as being the one who is focused on outcomes, results, and the bottom line. Since this approach has gotten him a series of promotions over the past 15 years at Health and Human Services, he believes it is working for him.

Bill likes *consistency*. He is a concrete thinker who is detail focused and guided by policy and rules. His knowledge of Sunny Hills Services is mostly limited to the successful contracts that he has negotiated with them, along with a little information from their website. He inherited the first contract from a predecessor. When the contract went well, his reputation was enhanced and he put them on his “yes” list. Since subsequent contracts also went well, Sunny Hills Services has stayed on his “yes” list.

On the weekends, Bill is often with his teenage sons at baseball or basketball practices or games. He is also the scoutmaster for a local Eagle Scout troop.

## BILL THE BUSY BUREAUCRAT — County Executive, Health and Human Services



Bill has a busy schedule: Just fitting someone onto his calendar can take almost two months! While he doesn't know too much about Sunny Hills Services, he knows Sunny Hills Services has been around "forever". He pays attention to whether Sunny Hills Services is meeting expectations but may not be overly knowledgeable given all the meetings he attends with so many varied partners. He tries to pay attention to which organizations are perceived to be innovative, with what limited time he has to think about it.

What Sunny Hills Services wants from Bill is for him to understand that they are *uniquely suited* to serve an important segment of the population, and that the quality of their work is top notch. In short, they want him to be pleased and proud at the impact his funding makes.

**When I engage with Sunny Hills Services I feel confident, because I know that youth and families that are truly marginalized will be expertly supported, not overlooked.**

## COMMUNITY CURT — Community Partner, Executive Director, Youth Services Agency



As a third-generation resident, Curt cares about community. When he was a young boy, his grandfather told him stories about settling in the then-small town and building the community so that all could thrive. His parents emphasized that families step up to support the community's work. His civic mindedness stems from his deeply ingrained desire to contribute to something larger and see its effects. He loves meeting people and loves that he is greeted warmly by friends and acquaintances wherever he goes.

In his 40s, Curt has risen to be the Executive Director of the local youth services agency. Family is important to Curt and he spends many of his hours outside of work at his children's sports games and practices. On the sidelines, Curt gets updates on community news and needs.

Curt heard about Sunny Hills Services at a Chamber of Commerce breakfast. Although he was unfamiliar with their work, he was quickly in awe of just how much the organization is doing to support the community's at-risk youth and turn their lives around. Since he values relationship building, he invited the local program director to lunch soon after. Curt has gotten to know some other Sunny Hills Services staff members over the years and keeps lines of communication open in order to collaboratively support the community's youth.

## COMMUNITY CURT — Community Partner, Executive Director, Youth Services Agency



In addition to stories and information, what Curt needs from Sunny Hills Services is their continued commitment to supporting at-risk children, youth and their families. He sees directly how Sunny Hills Services' work is making his community stronger and safer. And he loves their commitment to the kids he cares so deeply about.

What Sunny Hills Services wants from Curt is for him to share their impact with his colleagues and other community members and to do whatever he can to speak out on behalf of the need for community resources for child welfare.

**When I engage with Sunny Hills Services I feel connected, because I know that we are collaboratively taking care of the youth in our community, no matter what their path.**

# THE SUNNY HILLS SERVICES BRAND

Based on our prior research and understanding of Sunny Hills Services, along with the ideas discussed during our BrandEquation session with your team on September 20, 2016, Mission Minded recommends the following BrandEquation.

# BRANDEQUATION

**BRAND VALUES.** The essence of your brand. Values are the code by which the brand lives—the principles upon which we make our decisions. They are the heart and soul of the organization and do not tend to change over time.

**BRAND VALUE PROPOSITION.** The brand value proposition is the unique value your stakeholders receive from your work in exchange for what you ask of them. Not intended as a public message, it's an *internal* guide for what should be conveyed about the organization.

**BRAND POSITIONING.** The brand positioning describes how Sunny Hills Services seeks to position itself relative to its competition. The statement identifies the key elements that make the organization unique and the core ideas for which you seek to be known.

**BRAND PERSONALITY.** These are the distinguishing qualities and characteristics of Sunny Hills Services. Personality attributes recognize who you are now, and who you aspire to be.

**BRAND PROMISE.** A distillation of the other elements, the brand promise is the heart of what's most important about you. It is the internal rallying cry of your organization as you go about your daily work.

# BRANDEQUATION

## BRAND PROMISE

Step Up with Courage

### BRAND VALUES

Honor each person  
Celebrate resilience  
Build community  
Strive for equity  
Aspire to excellence

### BRAND VALUE PROPOSITION

When I engage with Sunny Hills Services, I feel strong, because together we are giving youth and their families the tools to move ahead despite very difficult circumstances.

### BRAND POSITIONING

Sunny Hills Services goes the distance to give youth in extremely difficult circumstances a chance to move forward with confidence.

### BRAND PERSONALITY

Gritty  
Courageous  
Non-Judgmental  
Thought Leader  
Compassionate

MISSION: Help vulnerable children, youth and their families use their strengths to develop healthy relationships and fulfilling lives.

# BRAND VALUES

**HONOR EACH PERSON.** We hear and accept the voice of each client, and care for the whole person, wherever they are in life and whatever challenges they face. This honor extends to our co-workers and other agency partners. We are all in this together.

**CELEBRATE RESILIENCE.** We build on the innate strengths, goals and dreams of each client, and help them to heal, to learn to cope with adversity and to thrive.

**BUILD COMMUNITY.** We engage clients within their communities, in order to build robust personal connections and strong networks. We actively seek to be a good neighbor in the communities in which we work, and build on our long legacy of supporting children, youth and families since 1895.

**STRIVE FOR EQUITY.** We advocate for fair access to resources for our clients, and challenge systems of inequity that impact our clients and communities.

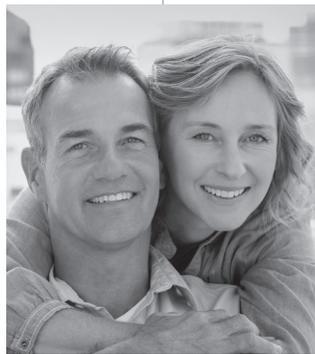
**ASPIRE TO EXCELLENCE.** We use evidence to drive the highest level of effectiveness, outcomes and impact. We balance this rigor by serving our clients and our colleagues with warmth and compassion.

# BRAND VALUE PROPOSITION (Internal Language)

When I engage with Sunny Hills Services, I feel strong, because together we are giving youth and their families the tools to move ahead despite very difficult circumstances.



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Clinical Case Manager,  
Sunny Hills Services



**GENEROUS JONESES**  
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# BRAND POSITIONING

Sunny Hills Services goes the distance to give youth in extremely difficult circumstances a chance to move forward with confidence.

## WHY IT WORKS

- Connects to your action-oriented brand promise
- Exemplifies, in its language, that your work is courageous and bold
- Claims your leadership in accepting and working with youth that are challenged and distinguishes you from competitors
- Telegraphs the depth of challenges that your clients face and the determination of the organization in working with them to take on the challenges in their life

# BRAND PERSONALITY

## GRITTY

Determined  
Tenacious  
Resolute  
Persistent  
Unwavering  
Raw

## COURAGEOUS

Fearless  
Bold  
Ambitious  
Direct  
Dynamic  
Honest

## NON-JUDGMENTAL

Respectful  
Approachable  
Hopeful  
Affirming

## THOUGHT LEADER

Accomplished  
Skillful  
High-quality  
Proficient

## COMPASSIONATE

Accepting  
Loving  
Supportive  
Caring

# BRAND PROMISE

## Step Up with Courage

### WHY IT WORKS

- It is a powerful call to action that also applies to your staff and partners—whether financial or programmatic.
- It is proactive, emphasizing your work connecting with clients, wherever they are.
- It emphasizes your role in supporting clients to move forward as they are able.
- It suggests your role as advocates for clients.
- It emphasizes your role in catalyzing change within for all—clients and employees.
- It acknowledges the power needed to shift the direction of one's life after trauma.
- It focuses on clients' ability to take charge of their own lives.

CONTINUES ON NEXT PAGE

# BRAND PROMISE CONTINUED

## Step Up with Courage

### WHY IT WORKS

- It includes the hopeful idea that the courage that is inside of each of us, but may need support to be activated.
- It authentically echoes your values, driving home your dedication to staff, stakeholders and clients.
- It reminds employees how to articulate the vision set forth in your Theory of Change.

# RECOMMENDATIONS FOR BRAND ELEMENTS

# NAMING

While developing the brand brief, Mission Minded thoroughly considered the benefits of a new name for Sunny Hills Services. Based on our evaluation and input from external stakeholders as well as staff through the employee-wide survey, Mission Minded recommends Sunny Hills Services consider a name change for the following reasons:

- “Sunny” does not connote the courageous, gritty brand for which you want to be known.
- Because of the current name, external stakeholders confuse the organization with another kind of organization such as one that serves the elderly.
- Your name takes time to explain—time you don’t have and time external audiences are not willing to give you.
- Your army of brand advocates is not working on your behalf to raise awareness of the organization. 57% of employees “Strongly agree” or “Agree” that it is easier to use the name of their program rather than Sunny Hills Services to describe what they do.
- You identified staff as a key stakeholder in this work, and many of them feel disconnected to the Sunny Hills Services brand, especially if they are part of BAYC.
- 41% of employees “Strongly disagree” or “Disagree” that your name clarifies your purpose for those learning about your organization for the first time.
- A name revolution, versus an evolution, will signal to the entire organization that 8 years after the merger with Bay Area Youth Centers you are truly unified as one.

## NAMING CONTINUED

A new name that echoes the courage and determination of Sunny Hills Services' brand will be an important ongoing signal in your toolbox of communications. Upon approval of this brand brief, Mission Minded will guide Sunny Hills Services through a naming exploration process, beginning with a naming exploration session scheduled for **Tuesday, November 8** from 10 am – 12:30 pm.

# MESSAGING

Once the name is finalized, Mission Minded will work with Sunny Hills Services to develop messages that both support the brand brief and focus on the benefits of your work (not the features).

Assuming agreement with this brief, you can and should begin to seed your unique positioning in the child welfare community in any upcoming communications immediately, using language that reflects your courage to support youth that have experienced significant trauma.

Our messaging session, which will occur on **December 14, 2016**, will build on the new brand and the new name.

# TAGLINE

Once the organization's messages are finalized, Mission Minded will work with Sunny Hills Services to develop a tagline that both supports the brand and focuses on the benefits of your work (not the features).

Our tagline session, which will occur on **March 1, 2017**, will build on the new brand, name, and messages.

# THANK YOU

We would like to thank the following people for their collaboration and insight throughout the branding phase of our work together.

MARY DENTON, Executive Director

STEPHANIE CASENZA, Director of Development and Communications

ELLIE CHAMBERLAIN, Communications Manager

SATWINDER MAHABIR, Director of Mental Health Services, BAYC

ALL SUNNY HILLS SERVICES EMPLOYEES

# TYPICAL BRAND ROLLOUT SCHEDULE

## SEVEN MONTHS TO LAUNCH

Naming process begins, key internal and external stakeholders are informed

## SIX MONTHS TO LAUNCH

Visual Identity design begins  
Messaging and tagline process begins, key internal and external stakeholders are informed

## FOUR MONTHS TO LAUNCH

Visual Identity approved  
Design and development begins on new website

## THREE MONTHS TO LAUNCH

Design begins on all new print collateral and Microsoft templates

## TWO MONTHS TO LAUNCH

All final content complete for new website

## ONE MONTH TO LAUNCH

All staff, board and other important stakeholders like major funders are briefed about the new brand.

Staff and board are trained on the new brand and the importance of a clean transition.

Training on new messages, tagline, and other brand elements.

## THREE WEEKS TO LAUNCH

All print collateral sent to printer

## TWO WEEKS TO LAUNCH

Microsoft templates loaded onto all staff computers, font and logo packages and guidelines distributed

## ONE WEEK TO LAUNCH

All print collateral delivered  
Final beta version of web site approved

# TYPICAL BRAND ROLLOUT SCHEDULE CONTINUED

## THREE DAYS TO LAUNCH

Soft launch of web site

## ONE DAY TO LAUNCH

All old letterhead, brochures, folders and business cards are recycled

All social media channels updated

## LAUNCH DAY!

Email sent to all clients and stakeholders

New letterhead, business cards, folders and brochures are used

Press release distributed

Social media announcements

## ONE WEEK AFTER

Follow up emails sent to clients and stakeholders

## ONE MONTH AFTER

Progress message sent to clients and stakeholders