

## Our Branding 101

#### **HOW TO USE UNWLA MARKETING MATERIALS**

Alina Zhurbenko, Communications Coordinator

### Why We Do It

Consistent usage of our brand ensures **the public recognizes the UNWLA** as an organization with
rich history and stellar reputation.

Our marketing efforts are focused on maintaining and strengthening of this image.

Representing our organization at various events, it is crucial we use UNWLA-developed marketing materials **consistently**.

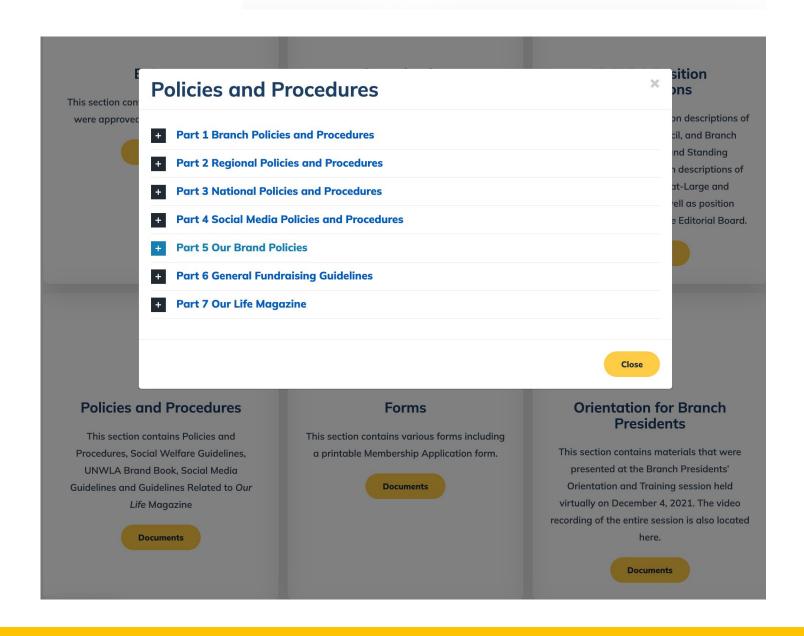




#### **UNWLA Marketing Materials**

This section contains documents related to UNWLA's marketing at public events.

MATERIALS



### Presenting the UNWLA

Visit unwla.org and click on "Members Portal" under the Membership tab.

There you will find suggested materials for fundraising, as well as general information about our logo, <a href="mailto:brandbook">brandbook</a> and other do's and don'ts of our branding.

## Presenting Ourselves

For outdoor summer events, or any events that suggest informal attire, feel free to use the template to print a UNWLA branded t-shirt.

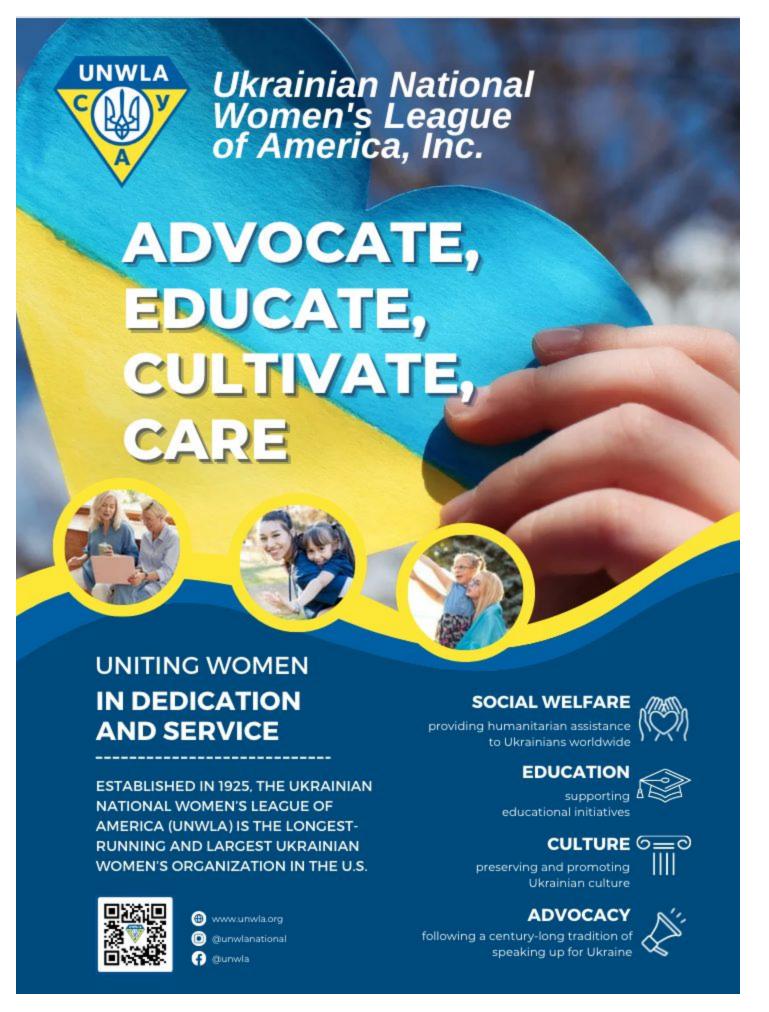


Front of the T-Shirt Centered Across Chest 10W X 3H



Back of the T-Shirt Centered Across Back 11W X 7.25H





### Presenting the UNWLA

This set of materials includes a poster and postcards, which people can take with them and learn more about the UNWLA. The primary goal of these materials is not to raise money - but to **inform the public about us** and spark interest in our mission.





### Presenting Ourselves



#### Table

Posters and giveaway materials are not the only things to make your UNWLA table stand out.

- a **banner** with UNWLA logo and wordmark on it
- **tablecloths** or table runners.



There are plenty of affordable options that elevate the look of your table and affirm the UNWLA brand.

### Presenting Ourselves





### Booth and Space

- UNWLA logo banner
- general poster | mission posters
- tablecloths / table runners
- "Our Life"
- and smiles!

### Inspiring New Members

Clear and compelling fundraising materials not only raise money, but also generate interest in the organization.



### Inspiring New Members

Use UNWLA Sign-Up sheets to gather information about and engage prospective members.



#### **Let's Connect!**

First Name:	_ Last Name:
Email:	
Zip Code:	
p	
Would you like to receive the UNWLA Digital Newsletter?	
Are	you a UNWLA Member?
Are you interested in becom	ing a UNWLA Member?



# Branding 101 Q&A

if you have any questions, you can consult our brandbook and Member

Portal materials. Didn't find an answer you are looking for?

Email communications@unwla.org