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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<td>Audit existing brand</td>
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<td>Stakeholder Interviews</td>
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<td>SWOT Analysis</td>
<td>Target Audiences</td>
<td>Create new tools</td>
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<td>Develop flagship communications</td>
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**STEPS SO FAR**

- Auditing existing brand
- Stakeholder Interviews
- SWOT Analysis
- Defining Identity Narrative
- Defining Identity Behaviors
- Targeting Audiences
- Engaging the organization and community
- Creating new tools
- Developing 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
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

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
## IDENTITY TIMELINE

### 2016

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ISOC – Embracing our Identity: Update to the Board of Trustees [April 2016]
DELIVERING OUR
NEW IDENTITY PACKAGE
TIME TO TACKLE THE WEBSITE
Timeline: Website Project

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

**Definition**
- 10 weeks
- Comms brief
- Technical Assessment
- Requirements specs
- Project Plan
- Strategy Workshop

**IA Design**
- 4 weeks
- Wireframes
- HTML Annotations
- Page Desc Diagrams
- Site Map

**Content**
- 6 weeks
- Content Audit
- Template Model
- Voice and Tone
- Editorial Style Guide

**Graphics**
- 12 weeks
- Design Concepts
- Pages and Modules
- Design Templates
- Design Style Guide

**Templates**
- 12 Weeks
- Coded Assets
- Front-End Dev
- Browser Testing
- Device Testing

**CMS Dev**
- 20 Weeks
- CMS Setup
- Data Migration
- CMS Training
- QA Testing
WEBSITE TIMELINE
9 months, launching in Dec 2016.

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DISCUSSION