

DOGWOOD



EST. RANCH 2005

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BRAND STRATEGY

The purpose of the strategy guide is to set the foundation for how your brand will interact with its audience. Ensuring alignment to these guidelines will provide clarity and consistency in all decision-making throughout the life of your organization.

Brand Values - Character

HOME AS IT SHOULD BE

Belonging and assurance that you don't have to wake up somewhere else tomorrow

GRACE-FILLED GUIDANCE

Loving, graceful and accepting guidance

NEVER GIVING UP

When the system and others have given up on these kids, Dogwood won't give up.

These values embody our character. Everyone on the team should understand what these mean and should filter decision-making through these values. With intentional, consistent work, customers will begin to sense these values coming through.

Brand Values - Personality

LIFE-GIVING

Attacking large problems in the community, to better the community

WARM

Approachable but more proactive in loving and nurturing.

TENACIOUS

Never giving up, hopeful, passionate, hardworking, and willing to go beyond the call of duty

These values embody our personality. People want to help people, not organizations. In order to connect with people on a human level, we need to make sure the brand takes on a consistent personality. These traits should shine through in personal interactions, design and communication of the brand.

Brand Positioning

DRIVEN BY LOVE.
RESTORING HOPE.
ONE LIFE AT A TIME.

The Brand Positioning is the sentence that describes how we are unique and why that matters to the customer. We want to support this position throughout operations.

Understanding Our Audience

WHAT DO THEY REALLY WANT?

People want to make an impact and a sense of fulfillment with a peace and excitement of knowing their dollars are well spent, and going to a program that will actually work. They want to be a part of something bigger than themselves. The added benefit of tax deductions is nice as well.

WHAT ARE THEY TRYING TO AVOID?

A program that doesn't work, giving to wrong place, or poor organization. They often experience confusion of how they can help, or where their dollars should go.

EXTERNAL PROBLEM:

Many people want to give to an organization or ministry. Those working in the system need a trusted place to send people with elevated needs.

INTERNAL PROBLEM:

They feel confusion caused by not knowing where their money goes, or paralyzed by not seeing a clear path to help. Those within the system are also afraid of the process not working for those they're trying to help.

PHILOSOPHICAL PROBLEM:

It should be easy and clear to give where your heart leads you, and there should be a simple and clear mission to get behind. Folks within the system should have confidence that when they make a referral to Dogwood Ranch, that you'll do what you say you're going to do. People should know that their investment is bringing forth fruit.

Brand Promise

GUIDED BY A TENACIOUS LOVE FOR THOSE WHO
FEEL LOST AND FORGOTTEN, DOGWOOD RANCH
BELIEVES THAT NO SITUATION IS WITHOUT HOPE.
WHEN YOU PARTNER WITH US, YOU MAKE AN
IMPACT THAT CHANGES FUTURES FOREVER. DRIVEN
BY LOVE. RESTORING HOPE. ONE LIFE AT A TIME.

The Brand Promise captures the problems that our audience relate to and positions us as the solution to those problems. Our audience will recognize that we understand them and understand how aim to help address their problems.

Brand Message

**WE PROVIDE LONG-TERM SUPPORT TO
HELP RESTORE FOSTER YOUTH AS
WELL AS MILITARY FAMILIES WHO ARE
SUFFERING FROM PAST TRAUMA.**

The Brand Message is the brief explanation of what we do, and the problems we solve. This should be used throughout the brand touchpoints. By intentionally being clear and consistent, we will create stronger connections and establish ourselves in the mind of our audience.

Action Steps

- Pray, have patience, have courage, and encourage each other as a team.
- Keep the most important thing, the most important thing – remember the “why”
- Recognize our limits.
- Show love and care, be persistent, and never give up.
- Meet regularly and stay unified.

Communication Game Plan

- Create game plan, and fully utilize social media
- Make improvements and regular updates to the website
- Email Blasts
- Direct Mail
- In-Person Networking & Attend Conferences
- Continue hosting events such as: Boots ‘N’ Roots, Thanks for Giving, Golf Tournaments, Poker Nights, and Paint Nights.
- Make sure staff understands brand strategy

VISUAL DESIGN

The purpose of the identity design guide is to set the foundation for how you are visually presented throughout all customer touch points. This will provide the standards for logo usage, colors, and typography.

For any questions that arise in the application of the identity, please contact Jeremy Wells at jeremy@longitudebranding.com.



DOGWOOD
IDR
EST. RANCH 2005

DOGWOOD
RANCH **IDR**

DOGWOOD
RANCH **IDR**





REROSS

PRIMARY HEADLINES

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

FRANKLIN GOTHIC

HEADERS & SUB-HEADERS

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z

Halyard Text

PARAGRAPH & BODY TEXT

A b C c D d E e F f G g H h I i J j K k L l M m N n O o
P p Q q R r S s T t U u V v W w X x Y y Z z

SignPainter

ACCENTS

*A b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q
q R r S s T t U u V v W w X x Y y Z z*

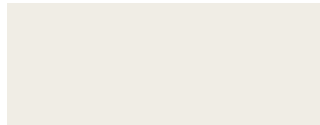
PMS: 1665 C
CMYK: 10, 83, 90, 1
HEX: D95032



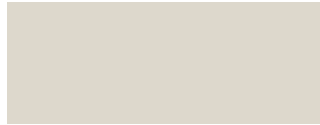
PMS: 655 C
CMYK: 100, 79, 12, 59
HEX: 223859



PMS: COOL GRAY 1 C
CMYK: 4, 2, 4, 8
HEX: D9D9D6



PMS: WARM GRAY 1 C
CMYK: 3, 3, 6, 7
HEX: D7D2CB



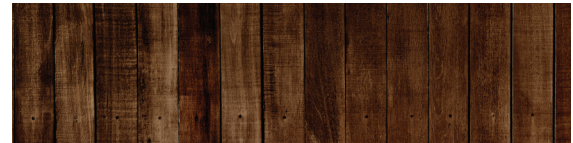
PMS: 7547 C
CMYK: 99, 74, 31, 84
HEX: 121C29



DARK DIRT/GRUNGE TEXTURE



LIGHT GRUNGE TEXTURE



WOOD TEXTURE

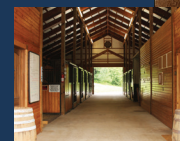
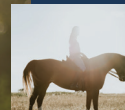


FENCE PATTERN





DRIVEN BY LOVE.
RESTORING HOPE.
ONE LIFE AT A TIME.



WE PROVIDE LONG-TERM SUPPORT TO
HELP RESTORE FOSTER YOUTH AS
WELL AS MILITARY FAMILIES WHO ARE
SUFFERING FROM PAST TRAUMA.



Guided by a tenacious love for those who feel lost and forgotten, Dogwood Ranch believes that no situation is without hope. When you partner with us, you make an impact that changes futures forever. Driven by Love. Restoring hope. One life at a time.



WWW.DOGWOODRANCH.ORG

OUR HISTORY

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2018

DOGWOOD RANCH

FISCAL YEAR 2018



ONE LIFE AT A TIME

dogwoodranch.org

YEAR-END REVIEW