

# Launching a Non-Profit Brand from Start to Finish

Orbis International

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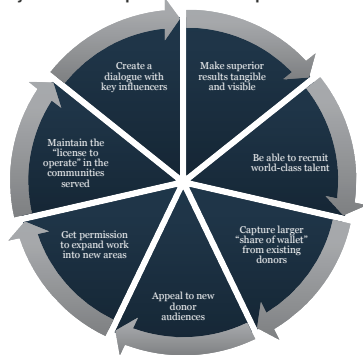


Orbis is a non-profit organization that works to prevent and treat blindness through hands-on training, public health education, improved access to quality eye care, advocacy and partnerships with local health care organizations.

## What is a Brand?

A brand is a promise (to deliver certain results, a certain experience or to act in a certain way). This promise is conveyed by every touch point and includes everything people hear, see, touch or feel about an organization.

## Why is a brand important for a non-profit?



## Why did we rebrand?

After more than 30 years in the field of global eye health, Orbis recognized there was an opportunity to better showcase our broad portfolio of programmatic work and refine the look and feel of our materials. By more clearly articulating our brand essence, redefining our positioning statement, developing a new logo and a new tagline and strengthening our voice; we honed what makes us special to develop new assets which enable us to better tell our story through every communication.

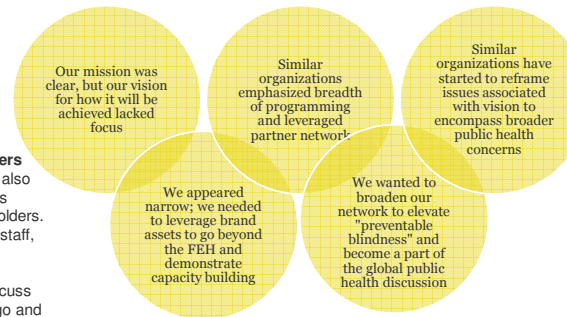
## Orbis's Brand Project Process



## Brand Audit: Reflecting on Who We Are

As a mission-driven organization, a strong brand captures the essence of the organization's work and where the organization plans to go in the future. At the beginning of our rebranding process we conducted a brand audit to better understand our organization and reflect on where we are. We learned:

## Orbis Brand Audit Learnings



## Brand Strategy and Brand Identity: Engaging Key Stakeholders

Passion for an organization can be a strong staff motivator, but it also can create challenges for gathering support for a rebrand. For this reason, it is essential to engage key internal and external stakeholders. For Orbis it was important to communicate with board members, staff, leadership and donors throughout our process. To ensure global representation we also engaged key stakeholders from different geographies and different functions within our organization to discuss and gather feedback as we developed our new brand identity, logo and tagline.

## Orbis's New Brand:

### Brand Attributes

- To develop our new identity, Orbis drew upon our rich 30+ year history to identify and hone the key attributes for which we are known. They include: pioneering, collaborative, in-motion, practiced & precise and bringing perspective.

### Brand Essence

- Envisioning Possibilities (Our brand essence is a single statement that captures the heart of our work.)

### Brand Position

- We strive to transform lives through the treatment and prevention of blindness in the developing world. Orbis enables individuals to see a world of wonder, opening doors for communities to pursue a brighter tomorrow.

### Logo

- You will notice that the plane is no longer part of our logo, but the Flying Eye Hospital (FEH) remains at the heart of what we do. Our work began in 1982 with the FEH, but over the years our work has expanded. Whether in a local hospital or in a rural area, we are constantly working towards improving access to quality eye care. As such, we wanted our logo to reflect that. Thus, we chose a logo that provides more flexibility in showcasing our work.

### Tagline

- It Starts with Vision.* Our former tagline made it clear that we focused on avoidable blindness, but did not make a connection to our vision for transforming lives through improving access to quality eye care. Our goal was to develop a tagline that supported our desire to create impact in eye health, but also expanded understanding of our work.

## Brand Activation: Bringing the Brand to Life

The most important and challenging part of a rebrand is brand activation to bring the spirit of the brand to life both internally and externally.

### External Engagement

We conducted a soft launch to release the brand on key external applications including but not limited to Orbis's website, social media platforms and our telehealth initiative Cyber-Sight®. We also issued a press release to share the news and a FAQ sheet to explain the new brand to our supporters. Additional items were rolled out gradually after the launch date.

### Internal Engagement

Staff are the primary ambassadors to the organization, so it was very important that they understood the brand. Orbis is a global organization and has 15 offices worldwide. Given this vast network we worked to reach everyone through several different methods:

### Brand Activation Committee

We created a "Brand Activation Committee" made up of different members of Orbis leadership. The committee was updated via communications every 3-4 weeks beginning seven months before launch. Each update included key information and tips for transitioning to the new brand. The committee was tasked with sharing new information about the brand with their staff.

### Brand Launch Ambassadors

Because we are a global organization with offices around the world, we identified two individuals in each location to be "Brand Launch Ambassadors". These individuals were tasked with planning local launch celebrations to generate excitement. The ambassadors also documented their local celebrations. These photos were compiled into a celebration video which was shared internally on our Intranet and externally on our social media channels.

### Brand Launch Kits

We provided our Brand Launch Ambassadors with a kit of branded items a week before the brand launch. The kits also included tips for the Brand Launch Ambassadors on what they could do in their office to celebrate the new brand.

### Brand Launch Celebrations

Each office developed a unique celebration with activities to engage staff with the new brand.



Scan your QR reader to watch the Orbis Global Brand Launch Celebrations video.

### Resource Centers

We provided a web-based toolkit, complete with background information, FAQs and other information as a means to easily share information with our external stakeholders. In addition, we built a full guide to the new brand on our Intranet for all staff to access.



Scan your QR reader to view our Brand Toolkit