New Brand Look Chapter Rollout

August 2, 2021
WHAT is a BRAND?
It’s what you stand for in the hearts and minds of the people who you engage with
The Power of Brands

trust is built on consistency of quality, service, experience

provide trust in a chaotic world

consistency is delivered when the look, tone, experience is replicated over and over
Let’s think of some well-known brands...
The term **brand** refers to a **business and marketing concept** that helps people identify a particular company, product, or individual.

**Brands are intangible**, which means you can't actually touch or see them. **They help shape people's perceptions of companies, their products, or individuals.**

Brands often use identifying markers (logos) to help create brand identities within the marketplace. **Important to remember, logos are not brands.**

Brands provide enormous value to the company or individual, giving them a competitive edge over others in the same industry, hence why **entities often seek legal protection for their brands by obtaining trademarks.**

Source: Investopedia
https://www.investopedia.com/terms/b/brand.asp
Highest Valued Brands Globally

1. Apple
2. Amazon
3. Microsoft
4. Google
5. Samsung
6. Coca-Cola
7. Toyota
8. Mercedes-Benz
9. McDonald’s
10. Disney
11. BMW
12. Intel
13. Facebook
14. IBM
15. Nike
16. Cisco
17. Louis Vuitton
18. SAP
19. Instagram
20. Honda
21. Chanel
22. J.P. Morgan
23. American Express
24. UPS

https://www.interbrand.com/best-global-brands/
What is the NIGP Brand?
The NIGP logo is at the heart of our visual system, designed to reflect our brand positioning and personality.

Our Brand Essence is Empowering outcomes, big and small. This is the single fundamental aspect of our brand and our ideal reputation.

We develop, support, and promote the public procurement profession. We’re a membership organization that elevates the profession and accelerates member performance. Our Members are at the center of everything we do.
Our Logo and Visual Creative

A logo lets you communicate your business’s important elements visually and helps in proper branding and recognition of your business. It is often the first impression of your business to a potential customer.

- 65% of people are visual learners (so visuals are critical for branding purposes)
- The power of our new logo—strong, modern, professional
- Bold, vibrant colors to show that the outlook is bright for the profession
- Emphasis on the G in our acronym to emphasize we’re focused on Government Procurement
Our color palette is an important aspect of the visual system because it not only helps us to communicate the brand idea, but also serves as a unifying element that can heighten the recognizability of our brand.

**Correct Usage of Logo and Colors**

*(see brand style guide for more)*
Typography is an essential element in maintaining a clear, well-defined and consistent brand.

Our family of typefaces are progressive, bold and flexible, while serving as a unifying element that heightens the recognizability of our brand.

Kontrapunkt

Tried. True.

Interstate

Transform.
Examples of Incorrect Usage of NIGP Logo and Fonts
Some Exercises to See How Good Your “Branding Eye” is
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NIGP will work with you to **create a new or modify an existing chapter logo**

If you opt to use the NIGP logo we ask you to do the following:

1. Your chapter logo should convey that NIGP is a partner and supports your mission

2. The NIGP logo should stand apart from your logo lock-up – ideally **under** or **next** to your logo

3. If you don’t want to use the logo, at minimum, we request that you use a simple tagline to show our partnership
Option A
NIGP can create a new logo for your chapter

Option B
Place NIGP logo next to Chapter logo

Option C
Place NIGP logo right below Chapter logo

Option D
If you don’t want to use NIGP logo, simply place above tagline right below Chapter logo
Next Steps

Jennifer Steffan will reach out to each chapter with more explicit directions and steps to take:

1. We are willing and able to help you design new logos, or amend current ones, to meet your needs while adhering to our brand style guide.

2. We are hoping to convert all 70+ chapter logos by end of December 2021.

3. If you have any questions, reach out to Jennifer Steffan (jsteffan@nigp.org) or the NIGP Marketing Team:
   - Fareshta Touhami (ftouhami@nigp.org)
   - Cathie Patin (cpatin@nigp.org)
Together We Can
Create the Future

Elevating the profession,
accelerating your performance.