

Internal Brand Coherency Guidelines

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Hi!

Let's talk about
what's inside.

Have you already designed your brand and are considering a shift? Perhaps you worry about the process, the costs associated and the amount of work ahead? Or maybe you are just planning to launch a new market brand? Certainly, the notion of branding is familiar to you and that's why you are here.

This time, however, we will not talk about how creating an attractive brand can make it or break it. We won't talk about trends nor – certainly! – about how to stand out or die. In this study we will talk about branding as an internal tool. In other words, we shall explain how coherent, well-thought-out,

well-designed brand tools can have a real impact on the overall quality of your organization. We shall hover between what works and what is exciting. Between that which is functional and that which attracts likes.



it can't be both?

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How to understand branding as an internal tool?
Essentially, visual identity – once designed and implemented – acts as a tool of communication for your colleagues, both within and outside the organization.

01 (Employer) Branding

Effective internal branding builds unity and identity among employees. The branding acts as a filter through which we communicate corporate values, mission and vision. The employer branding campaign itself is just one of the coherent elements of the overall brand image.

02 Efficiency

Internal branding also offers unique benefits to the organization. One of the key aspects is the boost to communication effectiveness. Consistent visual identity makes it easier to convey information in a clear and comprehensive manner. Employees find it easier to identify with the brand and know how to represent it in their work.

03 Building trust

Consistent branding builds trust both inside and outside the organization. Above all, effective planning of internal communication, especially such tools as Office materials, will reduce frustration.

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Oh, and most importantly. Approach to branding being primarily an internal tool, and only then an external one, makes space for something completely crazy – for certainty that the branding process will be successful, because the organization wants it.

/'brændɪŋ/ [uncountable] the activity of giving a particular name and image to goods and services so that people will be attracted to them and want to buy them.

this is what we are striving for

Branding as an external tool

big budget,
power issues,
everyone wants their say,
no one likes it

tough choice...



Branding as an internal tool

agile approach,
investment,
reducing labor time
and costs,
employees like it

Internal communication

Numerous organizations focus their brand alignment on online presence, such as consistent look on social media, on the website etc. However, they neglect brand consistency in everyday documents, as well as in external communication, and fail to realize what potential they are wasting and how much damage such attitude may cause.

The lack of consistent materials poses a problem in terms of tools (absence of functional templates), communication (perhaps they are somewhere, but where?) and skills (nobody in the organization knows how to use them or there is no time to implement such knowledge).

All this results in simple processes taking much more time than necessary and becoming a source of frustration and sense of despair at work, thus leading to faltering motivation.

Some employees give up completely and create their own materials as they see fit. These materials take on a life of their own and as a result one can completely forget about brand consistency.

Not every organization has the comfort of employing a designated specialist that would ensure brand consistency. However, in truth – what is the need? A consistently designed brand will save the company's resources and not generate additional costs.

01 Brand self-awareness

*that's
right!*

Brand is not only what we communicate outside, but – above all – what comes from within the organization. Teaching and communication materials build understanding of what the brand is about. There is no need for motivational slogans or posters in the conference room providing that corporate awareness is present where the brand is worked with at any given moment.

02 Sharing knowledge

Sharing knowledge throughout the organization is a huge challenge. Can we automate this? Definitely yes! All it takes to guarantee consistency is a single platform where all information is updated, without the need for major CRM implementation (or bypassing inflexible system in your organization).

*customer
relationship
management*

03

System and automation

Both brand design system and process automation are the future of the workplace. We consider this as a unilaterally positive trend. We will stop wasting time on activities that are important from the brand consistency perspective, but not necessarily crucial from a substantive point of view. We automate to gain more space for what is important.

04

Engagement and skills

Involvement in creating materials and making them easier to access is the first step to more efficient work effort and reduced frustration on the part of the employees. Fatigue and lack of commitment are most often due to lack understanding of the task and poor technical skills. We solve both these problems.

checkmate!

Touchpoints

→ Employer Branding

General

tick as required



- Main concept of Employer Branding communication
- Key Art for communication
- Passwords / Message House
- EB Framework

Templates

- Announcement Template
- Application Survey Template
- Evaluation Survey Template

Materials

- Onboarding – online space with training
- Welcome Package – physical or digital product
- Business card
- Email footer
- Profile photo

Touchpoints

→ Internal
communication

Off-line

- Signage – signage for office space, conference rooms and common areas
- Posters and communication elements in common areas (brand building purpose)
- Digital screens or monitors across common areas

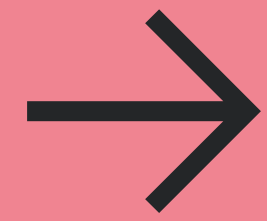
On-line

- Internal communication across business computers and other digital products: wallpapers/savers
- Internal newsletters
- Intranet signage
- Devising templates for communication across internal social media and instant messengers

Everyday tools

- Office Suite: *yes, people still use Office*
 - Word: Template for correspondence, Template for official messages, Template for Contracts etc.
 - Powerpoint: External and internal presentation templates, tailored to the purpose and requirements
 - Excel: Repeating elements template
- Internal Stock: thematically matched, described photos, vector elements, icons

Our role



Our framework

- 01 brand audit
- 02 brand consistency plan
- 03 devising of materials
and providing user training
- 04 implementation of a platform
with access to materials

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