

Sustainability Basics: How to Develop Your Reentry Program Brand

An effective sustainability strategy can increase your reentry program recognition, expand your program partners and champions, and help secure reliable and consistent funding. Achieving program sustainability is an ever-evolving process. It includes developing a strategy about how you will build and maintain program capacity through effective **communications, branding,** and efforts to secure **funding**. This tip sheet focuses on **branding**. Please see the companion tip sheets for [communication](#) and [efforts to secure funding](#).

Branding

Branding, brand identity, and brand image are sometimes used interchangeably. **Branding** is the process of developing the **brand identity** (what the audience sees, or the visuals shared) and results in the **brand image** (how the program is perceived). Branding includes your program logo, mission, and values. It is the personality of your program.

What is the purpose?



To create program recognition, develop trust and credibility with your audience, and communicate your program values.

What can it do for your program?



Support fundraising goals by increasing visibility and generating support, create program unity among staffers, volunteers, and program participants, and establish an emotional connection with the audience.

What is the key to branding?



The goal is to be unique and memorable. You want your program to be easily identifiable. Consistency is key. Select font and color choices intentionally. Your brand should help your audience connect with your program.

“Your brand is what other people say about you when you're not in the room”

-Jeff Bezos, Amazon co-founder

Branding Tips



Mission Statements should be brief: 10 words can be effective, and don't exceed 25.



Logos should be meaningful. A fancy logo is just a fancy logo. If it doesn't connect to your program and the work you are doing, it isn't serving a purpose.



Consider using storytelling to connect with your audience. This includes sharing compelling narratives or telling a story with your data.



Leverage available resources for your branding (e.g., funding for logo design, access to graphics software, relationship with local university to hire interns).