

## **Brand Guide**

### *Font*

- Recommend changing the font to something more dynamic than Aparajita
- Should have multiple font options not necessarily different fonts but options for bold, italic, etc.
- Think about a font that is universal across design platforms (e.g. Canva, Word, Adobe, Google)

### *Colors*

- Recommend adding additional color options
  - Contrast colors and secondary colors

### *Logo*

- Clear guidelines on how to use the logo, when, and what not to do (i.e. changing the logo color or putting the logo on a certain color background)
- Recommend revisiting the logo as a more dynamic option
  - The current logo is great, but the font is a bit bland
  - Need high quality versions of the logo
    - The only version is a PDF, need high DPI PNGs
    - Without background, black and white versions of logo

## **Website**

### *Written Materials*

- Columbia Community Land Trust (CCLT) Page
  - Great, concise language
- Why is the CCLT Important to Columbia?
  - All good points on here
- Cullimore Cottages
  - Don't really understand the point of this page
  - We should be showcasing all the work at this point
- Follow the CCLT
  - Last update was from 5 years ago, page isn't active
  - Unsure if this is intended to drive people to your Facebook, or as a Blog

### *Buttons*

- Buttons should be loud, noticeable, and drive users to where you want them to go. You have to scroll quite a ways to see the Facebook, Email, and Donate links
- Donate Button should be prettier and really drive people to go and donate

### *Photos*

- These photos are fine but are missing one huge component in most of them. The people, the reason that we're building these houses in the first place.
- Recommend getting updated photos, investing in photos of the people and the homes they've built in CCLT houses (with consent, of course)
- Recommend investing in video shorts, as well as the building process to folks moving in and living in these houses

### *Design*

- I would suggest moving this website to a more interactive platform
- All of the written materials and photos are great, albeit outdated, and need to be better designed and interactive so that people enjoy their experience on this website. Right now it is set up as one large blog.
- More branding throughout, which would be easier through a different website platform
- Pretty bare bones at this point, which works well as a first website, but now that we have a lot more homes and want to continue growing, we need a more professional looking site
- Menu design is a bit confusing
  - Want more broad tabs like About, Contact Us, Our Work, How to Get Involved, etc.

### *Miscellaneous Thoughts*

- Testimonials!!!! The CCLT quite literally changes peoples lives. We should be capitalizing on that for others and for ourselves. We should be telling the stories of people who were able to secure housing and success in whatever way that means to them. Storytelling on this website (and on social media) will be incredibly impactful.

### **Promotional Materials**

#### *Brochure*

- All of the suggestions above will do wonders for brochures and flyers
  - Stories and testimonials
  - Better and more updated photos
  - Updated brand and logo / font
- More information about the concrete future of the CCLT
  - What is our strategic plan? How many houses do we want to build by 20xx? Why should people support us? What tangible solutions are we providing?
  - More elementary language around what the CCLT does and what Land Trusts are doing all over the country. Selling what other places are doing to promote our future.
  - Adding donation links, through QR codes, easier ways to donate rather than just through PayPal.
  - An actual person to contact rather than just a generic email

#### *Additional Suggested Promotional Materials*

- Business cards, Flyers, Postcards, even Yard Signs

## Facebook

- My comments on Facebook are pretty similar to those of the website and brochure. Stories do extremely well on Facebook, especially video shorts and photos with short impactful stories. Facebook is also a perfect place to share what other Land Trusts are doing and to help educate the community about why they are important. Posting at least once a week, if not more, and getting folks to really engage with posts will only help the Facebook page grow.
- I understand the City's hesitation around Instagram, but this platform can also really grow support for the CCLT, as well as TikTok. Young people are really looking at programs like this and want to support and educate themselves and their families / communities.

To do due diligence and completely revamp the marketing materials for the CCLT, I would recommend hiring a professional marketing company. I have many recommendations of companies that could do all of this work. The budget for this kind of project would be anywhere from \$20,000 - \$40,000 depending on the work that that marketing company would do for the CCLT. A small, local marketing company could do all this work in less than a year. If we don't want to spend that much, there are ways to prioritize one lane over another, however, anything from the brand guideline to the website impacts all the other components. One avenue could be utilizing college marketing and design interns as well; however, most expect to get compensated in some way for their work.