

**We are Soapbox. We're a creative
studio for ideas that matter.**

Hello.



John



Naomi



Guy

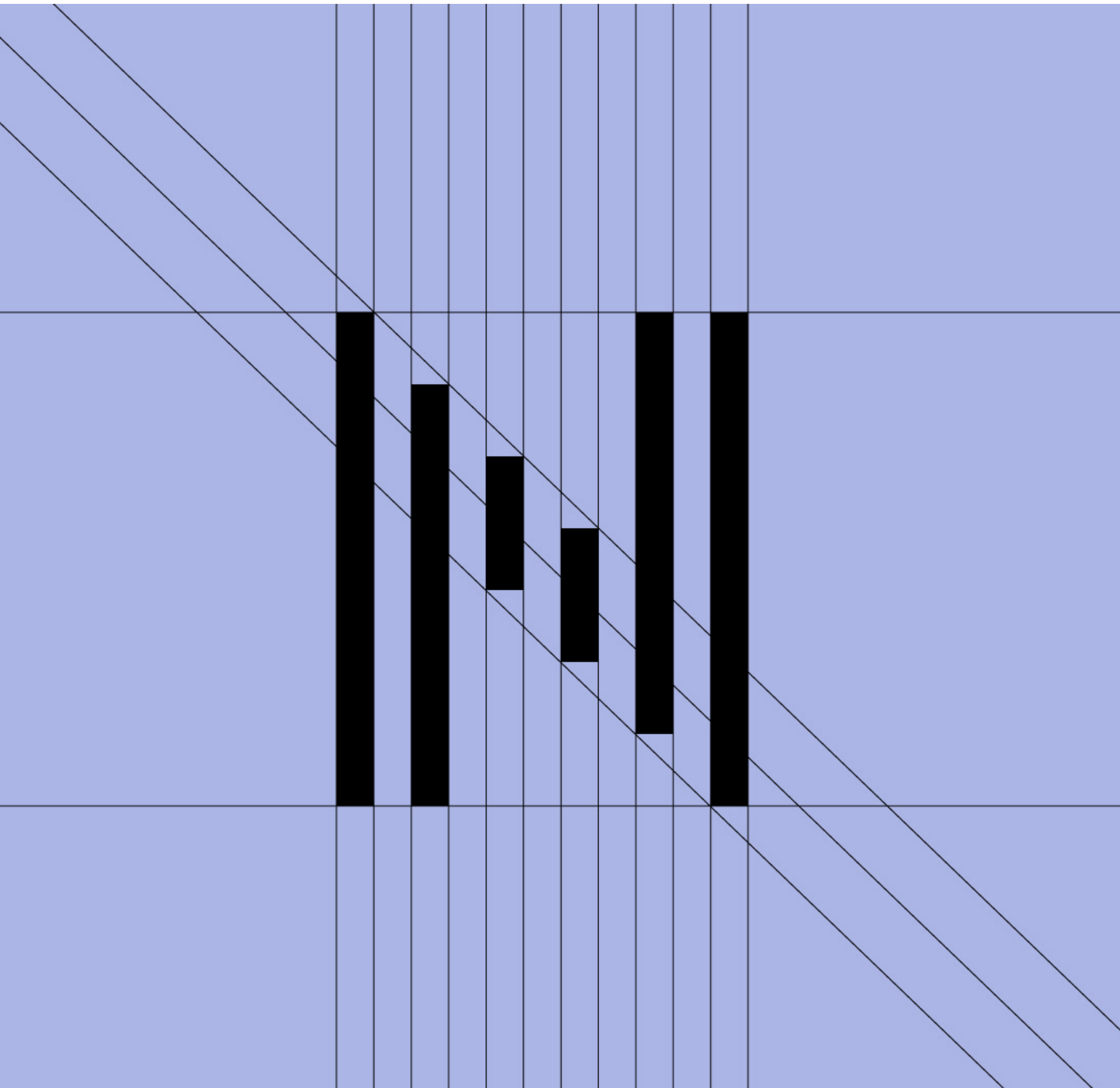
**Our clients include over 150 of the
the world's leading mission-driven
policy, research and advocacy
organisations.**





What we do

We help our clients communicate with impact and better connect with their audiences



What we do

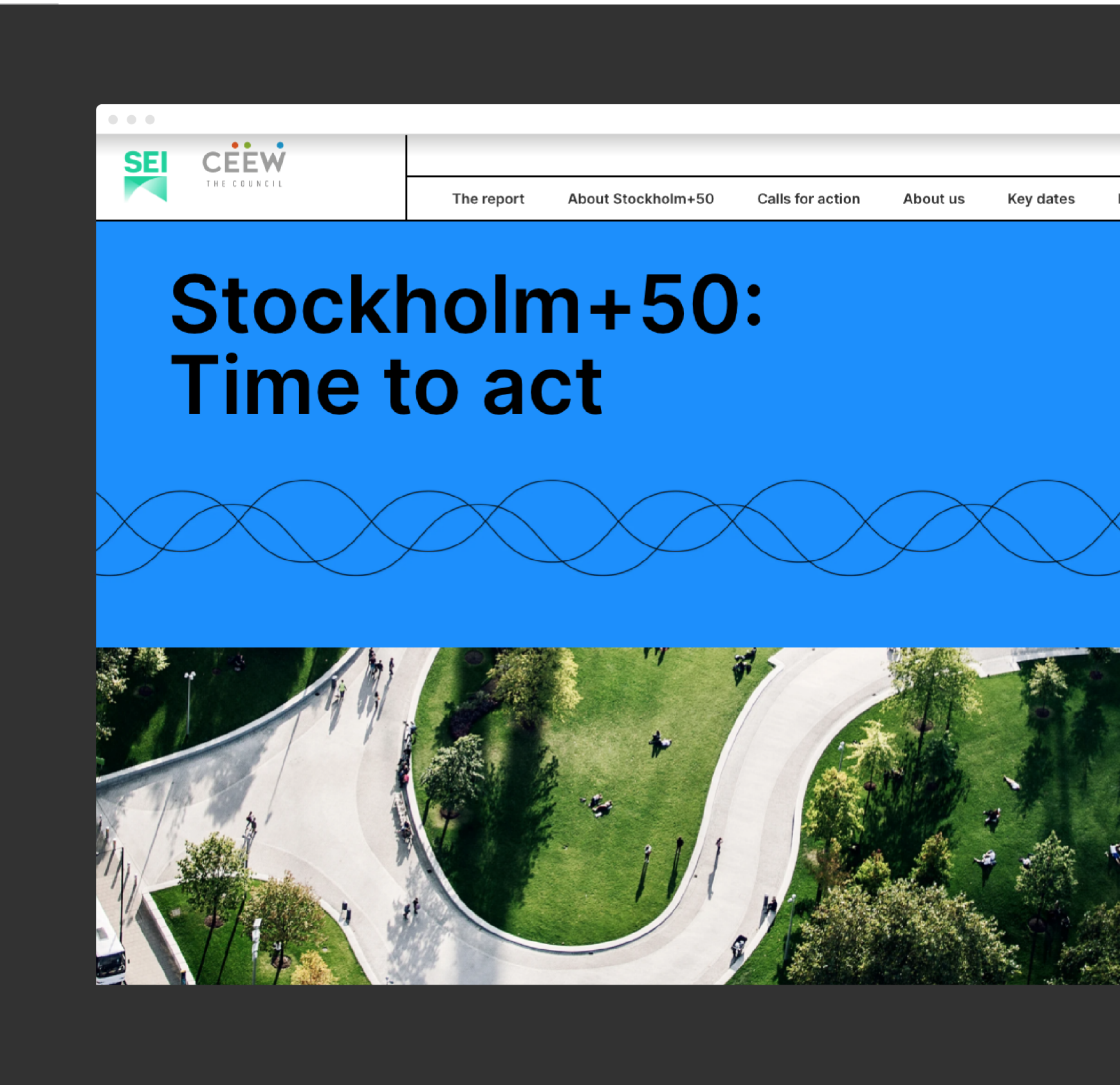
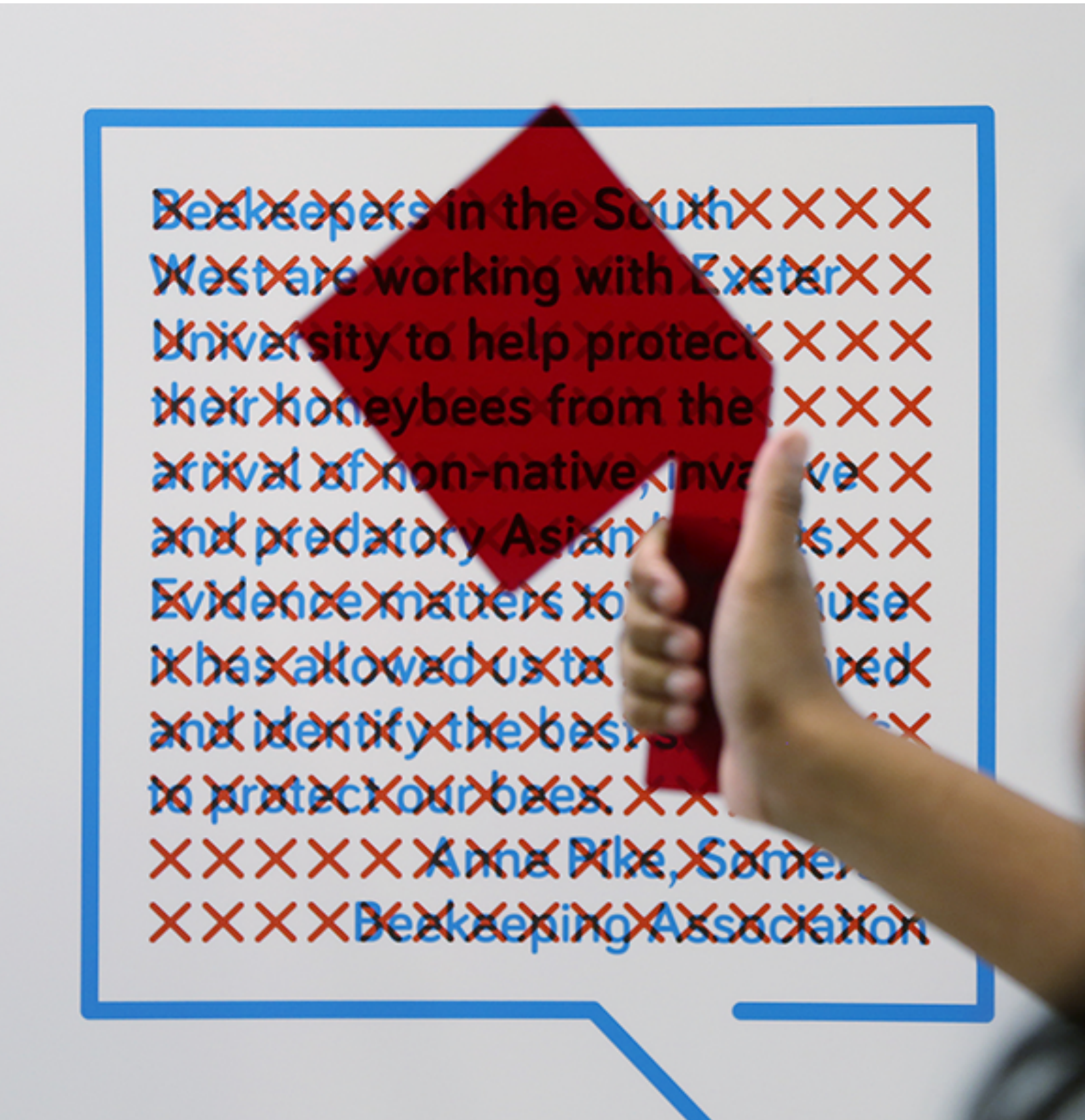
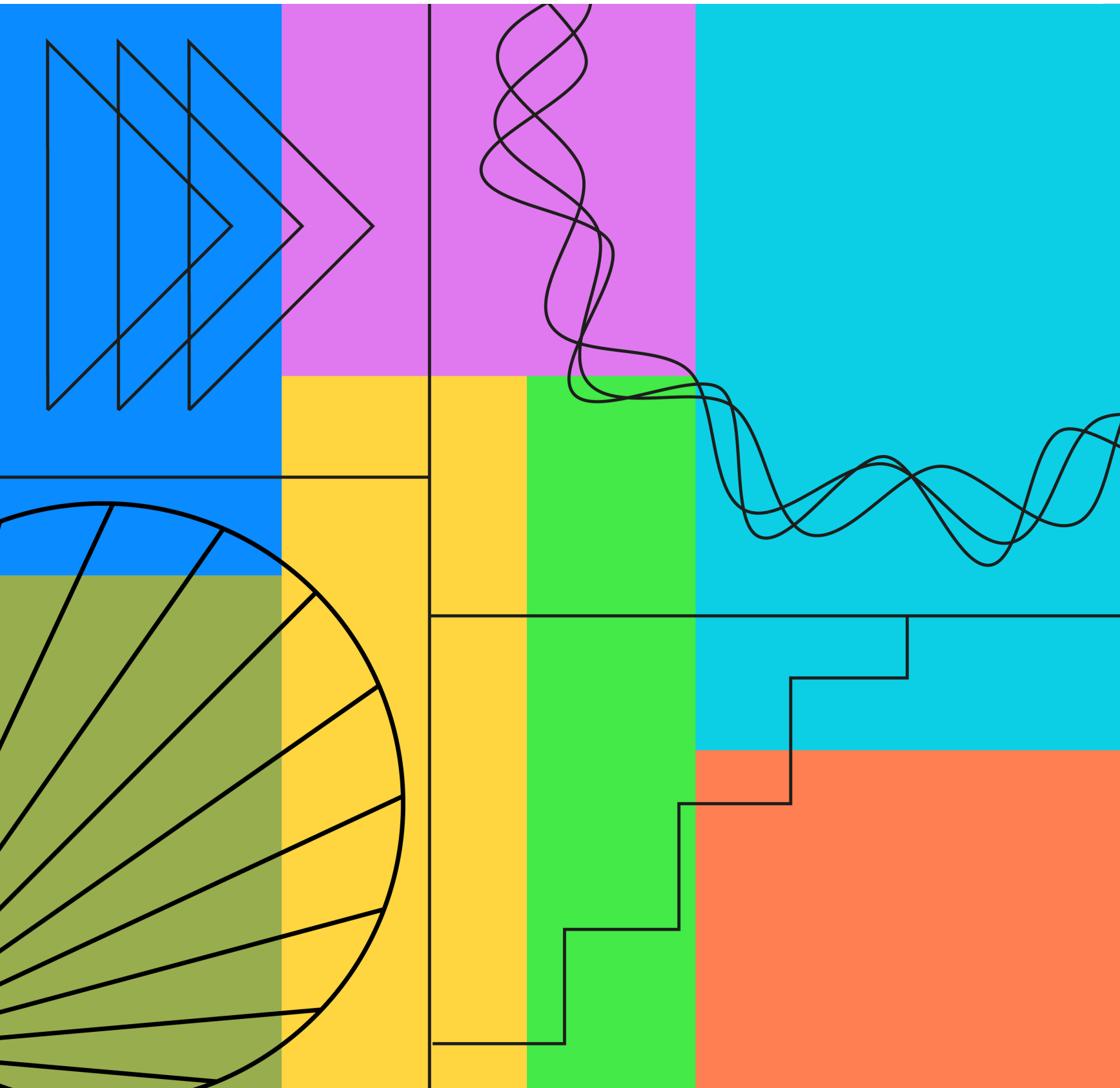
**We make complex ideas
beautiful and understandable**



What is inequality?

What we do

We lead the sector in new ways of communicating



What we're doing today



How to establish the strategic foundations of a brand and how to bring it to life, through its identity and communications

Part 1

Concepts, approaches and an example

Part 1

**Concepts, approaches
and an example**

Part 2

**Putting it into
practice in our mini
rebranding workshop
(the fun bit!)**

Today's agenda

01	Welcome, introductions and the plan for today	10 minutes
02	Key concepts and processes	10 minutes
03	A practical example	10 minutes
04	Your brief	10 minutes
05	Quick break	10 minutes
06	Group activity	90 minutes
07	Quick break	10 minutes
08	Presentations	20 minutes
09	Final questions and wrapping up	10 minutes

Let's get started...

The context



What is a brand?

There are many definitions of what a brand is.

Our view is that a brand is a collection of thoughts and feelings someone has about you as an organisation.

It exists in the hearts and minds of people.

Everything communicates. Every time someone encounters your organisation – sees your logo, watches a video you share on twitter, reads a report, browses your website, spots your name mentioned in the media – it contributes towards the thoughts and feelings that they have about you.

Collectively, these add up to your brand.

**You can't control what these thoughts
and feelings are that people have
about your organisation.**

But you can try to shape them.

This is where branding comes in.

What is branding?

We are describing branding as a way to try to intentionally direct how people feel about you and your organisation.

**Because there are lots of ways people
encounter and interact with you...**



**So how can we try to cultivate
particular feelings and associations?**



Brand identity = Logo

Brand identity =

- Logo**
- Colour**
- Typography**
- Photography**
- Icon style**
- Illustration**
- Tone of voice**
- Messaging**
- Animation**
- UI/UX**

“Branding is like film production; it’s all about bringing everything together with a purpose, knowing what you want to say, having a sense of the story, and finding an original and compelling way to get it across.”

Jane Wentworth, Jane Wentworth Associates

There are 16,777,216 colours
in the RGB colourspace.

Modern

Traditional

BOLD

**Imagine a world of limitless possibilities.
Imagine a brighter future for us all.**

**A better world is within our reach.
With your help we can get there.**

**We demand a better world for everyone.
Join us to fight for change.**



HyperGreen

Imagine a world of limitless possibilities.
Imagine a brighter future for us all.

PlanetGreen

A better world is within our reach.
With your help we can get there.

GreenAction

**WE DEMAND A BETTER WORLD
FOR EVERYONE.**

Join us to fight for change.

**Elements need to work together
– and be delivered in a clear,
coherent and deliberate way over
time – to be effective.**

Why is branding important for think tanks?




Let's quickly go back to our definition

A brand is a collection of thoughts and feelings someone has about you as an organisation.


People will have an impression of you
whether you want them to or not.
Branding helps you to try to influence
what that impression is.

For think tanks, branding helps you to:



Plant your flag. Mark
your space in the
intellectual and cultural
territory.


For think tanks, branding helps you to:



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territory.

Serves as an internal
framework. More
effective and efficient
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For think tanks, branding helps you to:



Plant your flag. Mark
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Inspire, define and
galvanise.
Help you become the
organisation you
aspire to be.

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For think tanks, branding helps you to:

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Inspire, define and galvanise.
Help you become the organisation you aspire to be.

Set you apart.

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Serves as an internal framework. More effective and efficient ways of working.

Inspire, define and galvanise.
Help you become the organisation you aspire to be.

Set you apart.

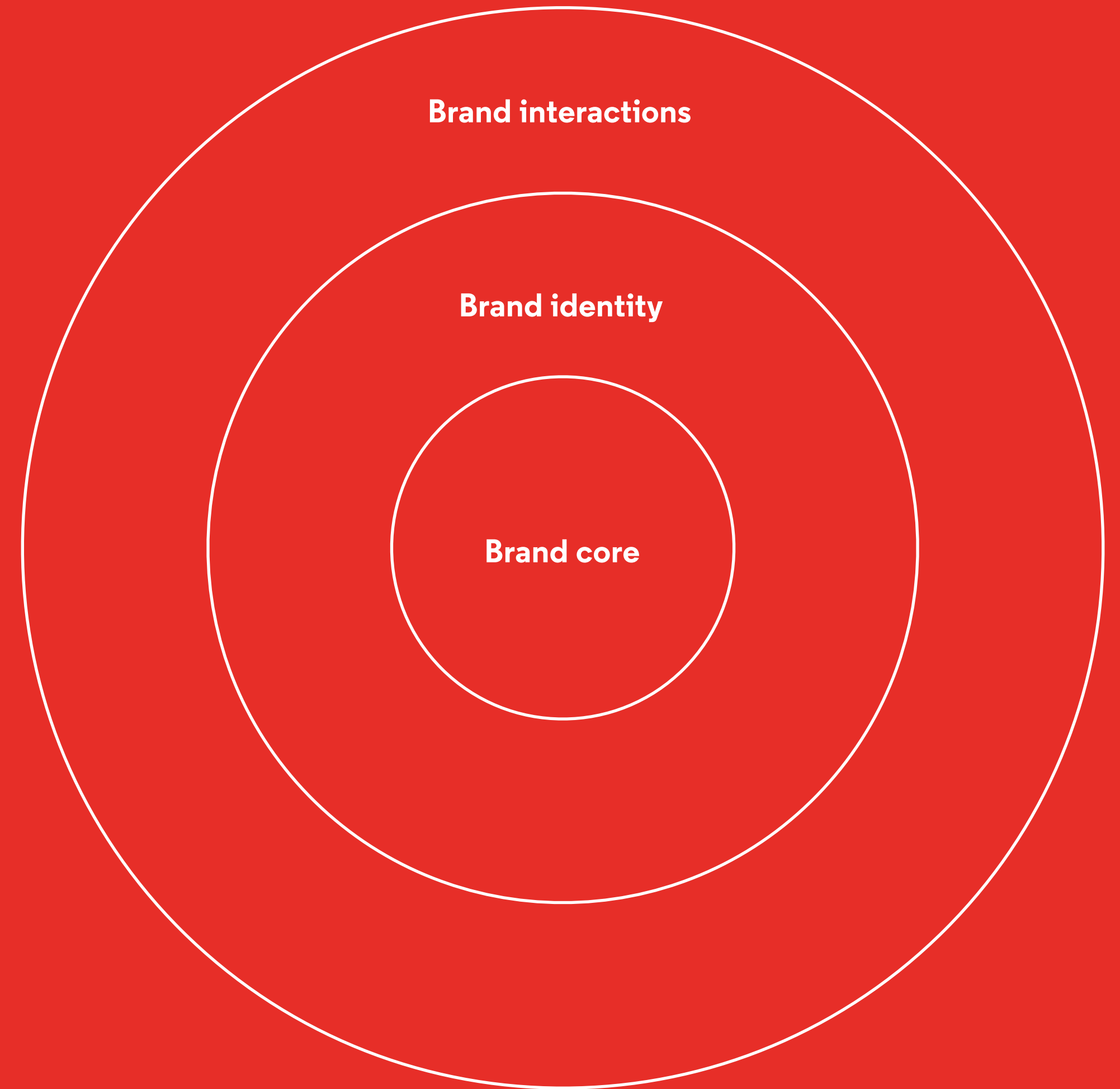
Serves as a shortcut to meaning. Builds trust and helps audiences better understand you.

**So how do you go about it branding
an organisation?**

Here's how we do it.

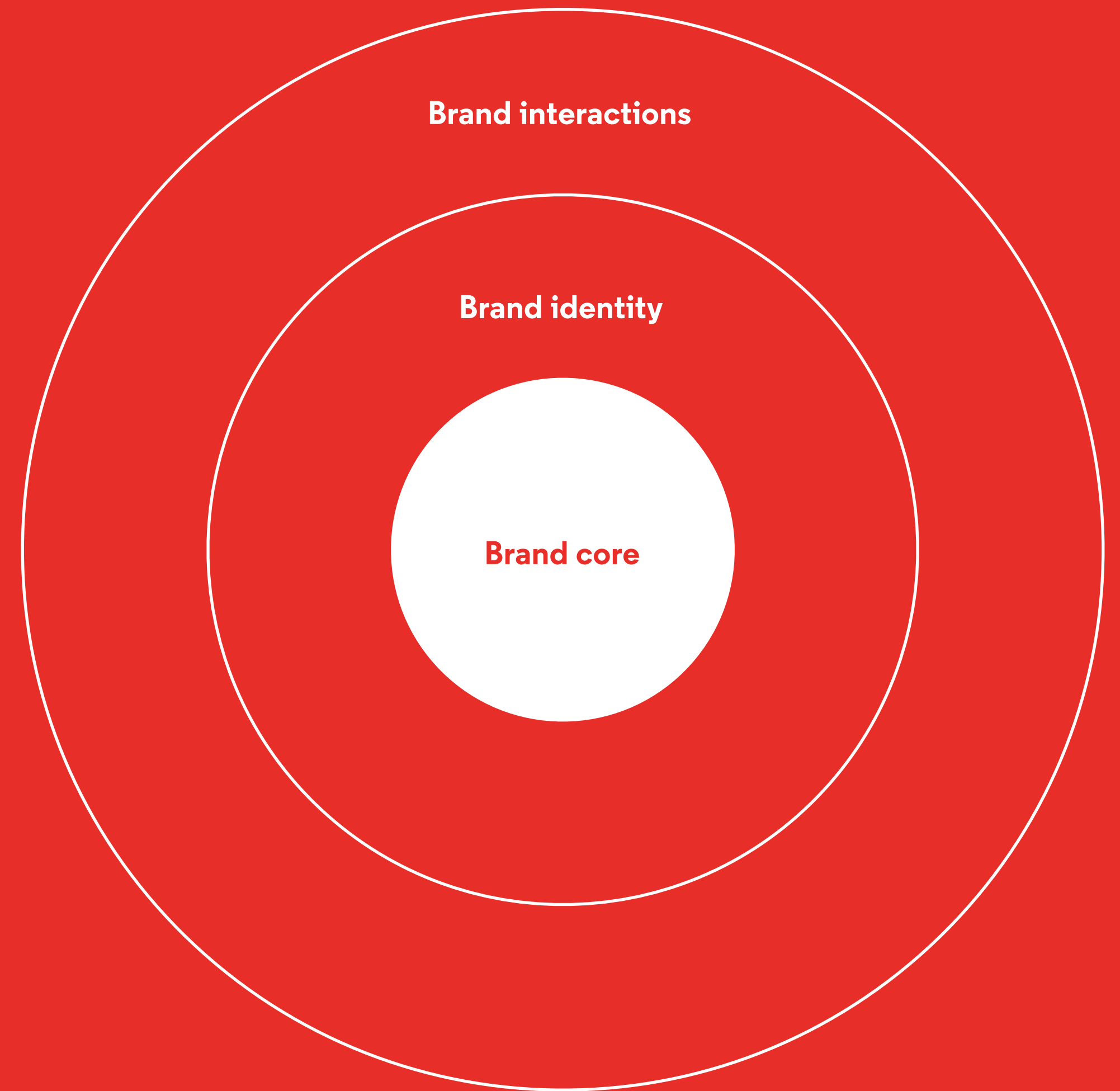


A three-step model



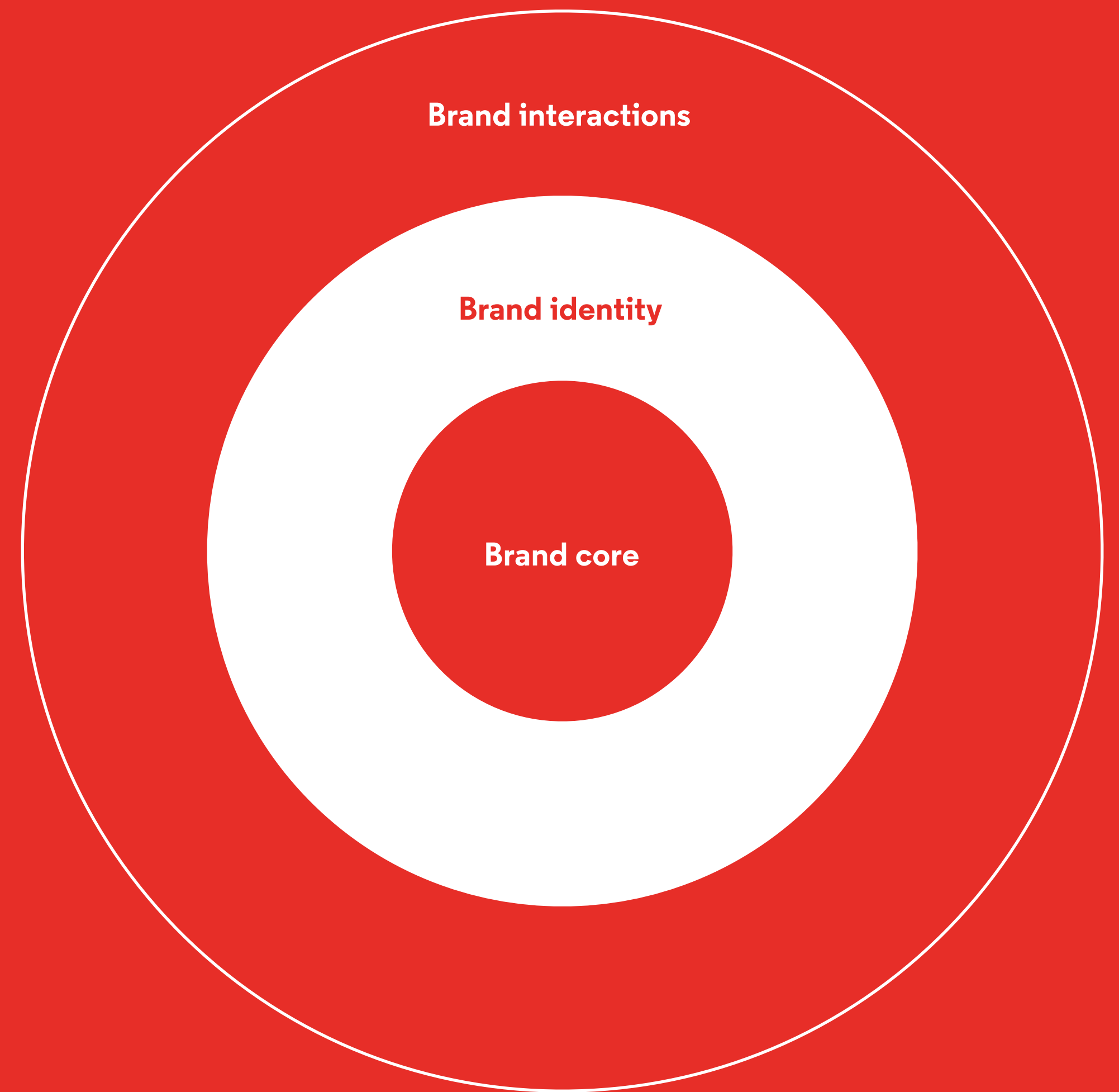
What are the feeling, associations you want to cultivate? What is the story you want to tell? This is your **core**. Your strategic framework.

- Who are you?
- What you do?
- How you do it?
- Why you do it?



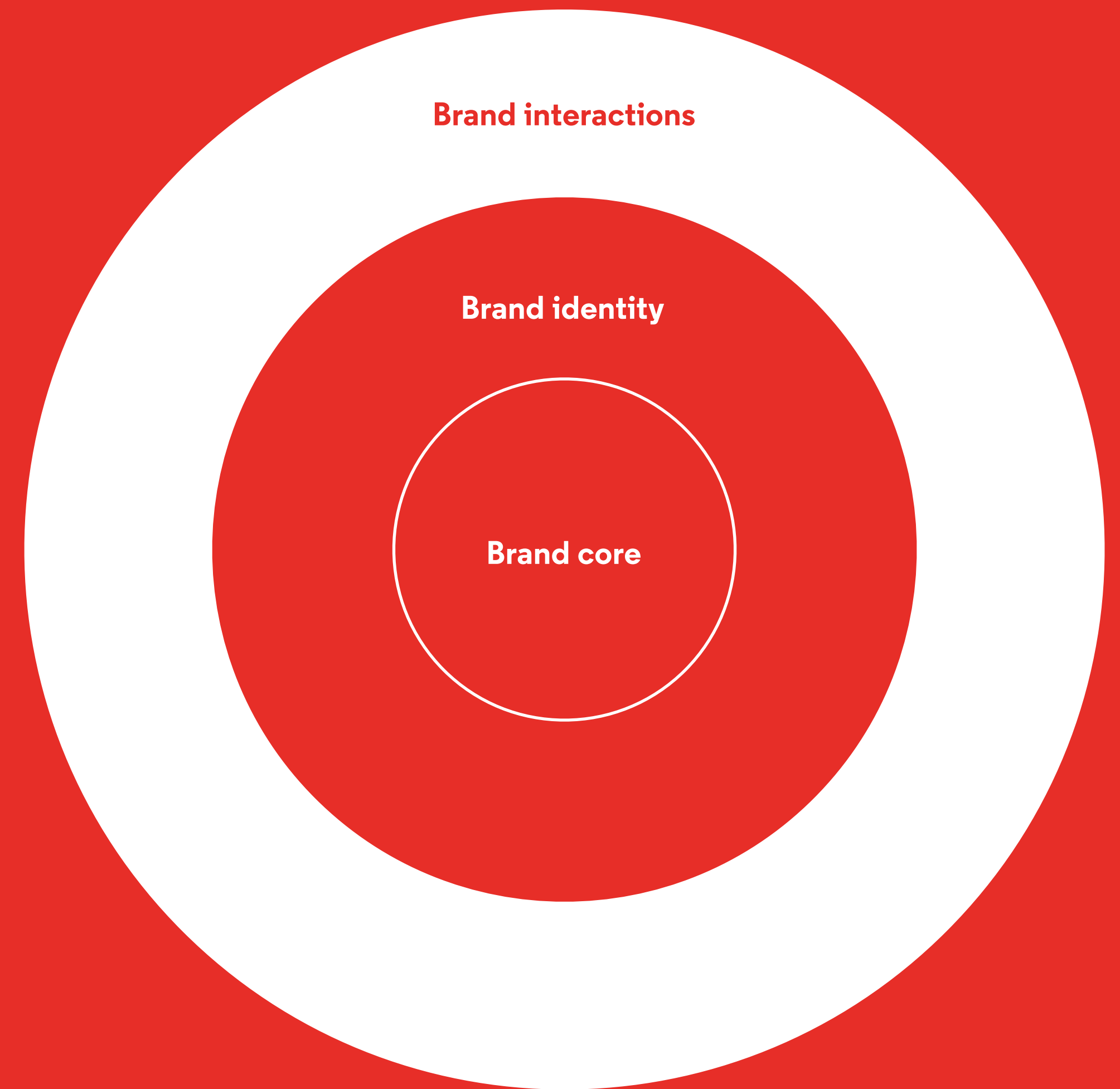
How can you try to deliberately create those feelings and associations in the minds of your audiences?
This is your **identity**.

- How you look:
visual identity
- How you sound:
verbal identity
(or your voice and key messaging – including your brand name)



Trying to shape those feelings and associations consistently and deliberately through your **interactions**.

Crafted and well-targeted communications – across everywhere you show up.



Case study: Stockholm Environment Institute

SEI is

**International
Trusted
Credible
Relevant**

**Only joined-up research can
solve joined-up problems:
our work makes connections
across the natural, physical,
and social sciences, allowing
us to take new angles on
key issues and offer robust,
insightful policy advice.**

bridging
science
and policy

Stockholm Environment Institute



Sweden

Climate-sensitive migration

186

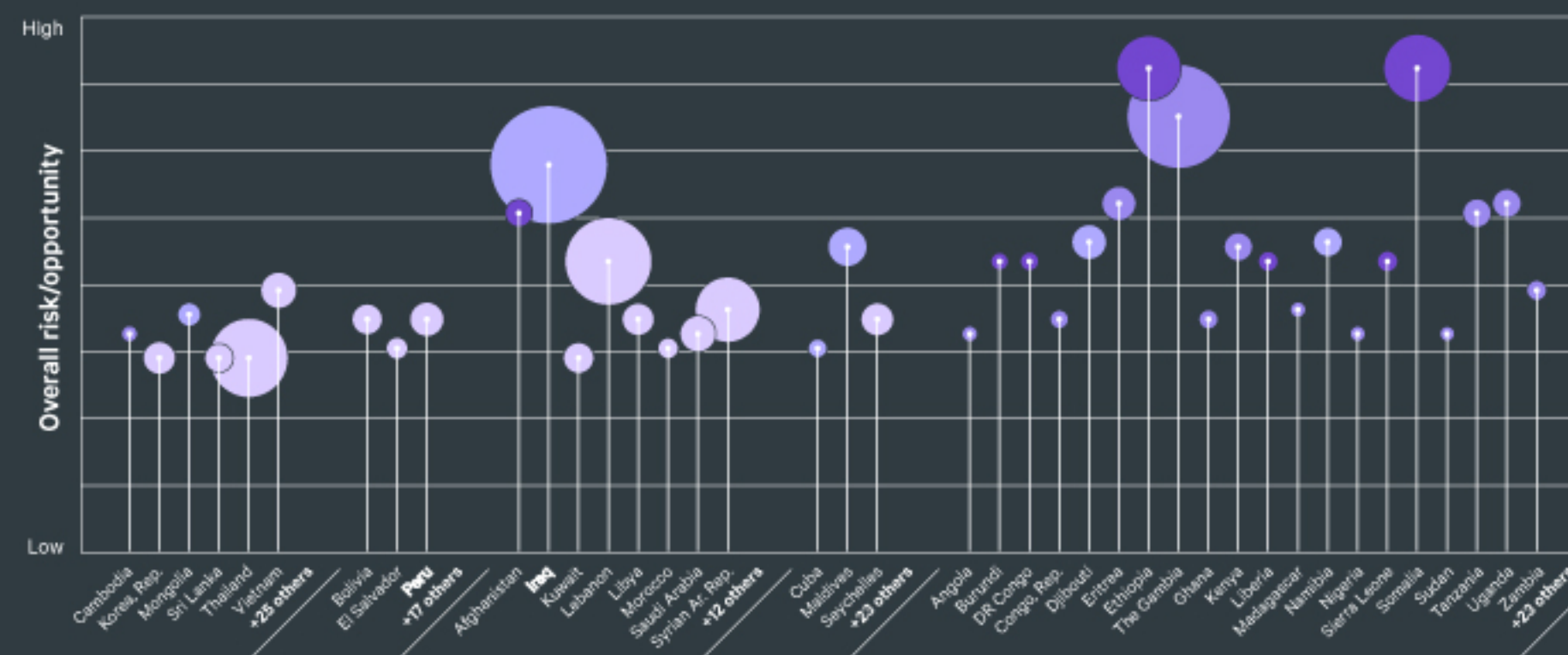
Number of countries
linked with Sweden

1.3m

Overall number of
migrants into Sweden

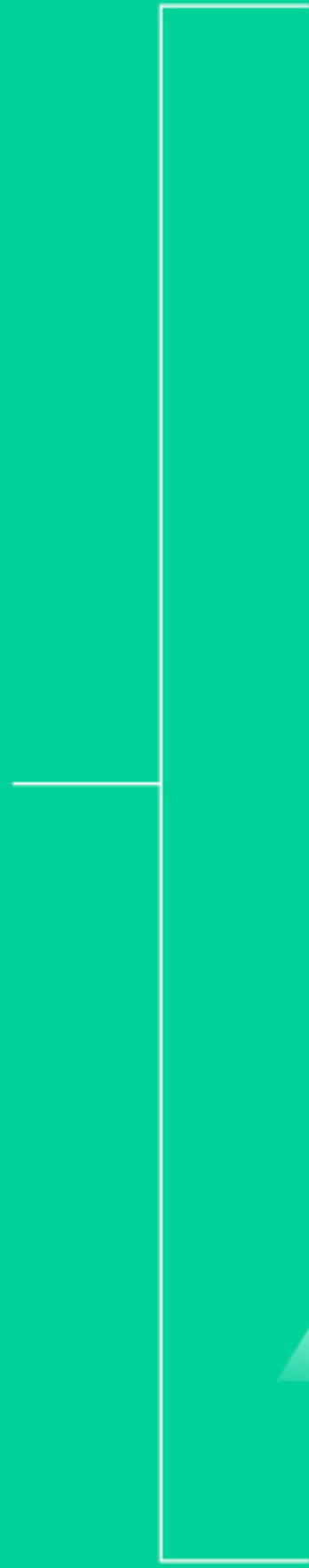
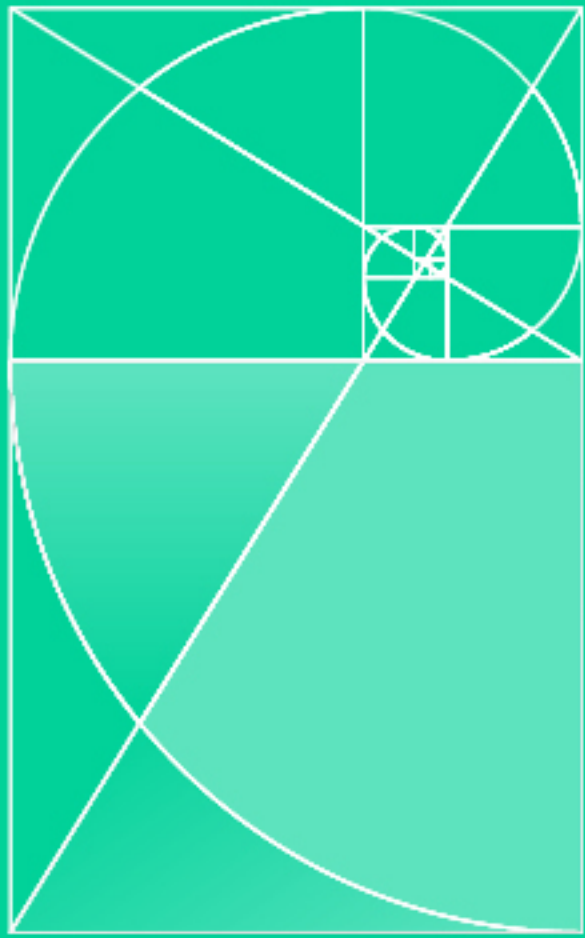
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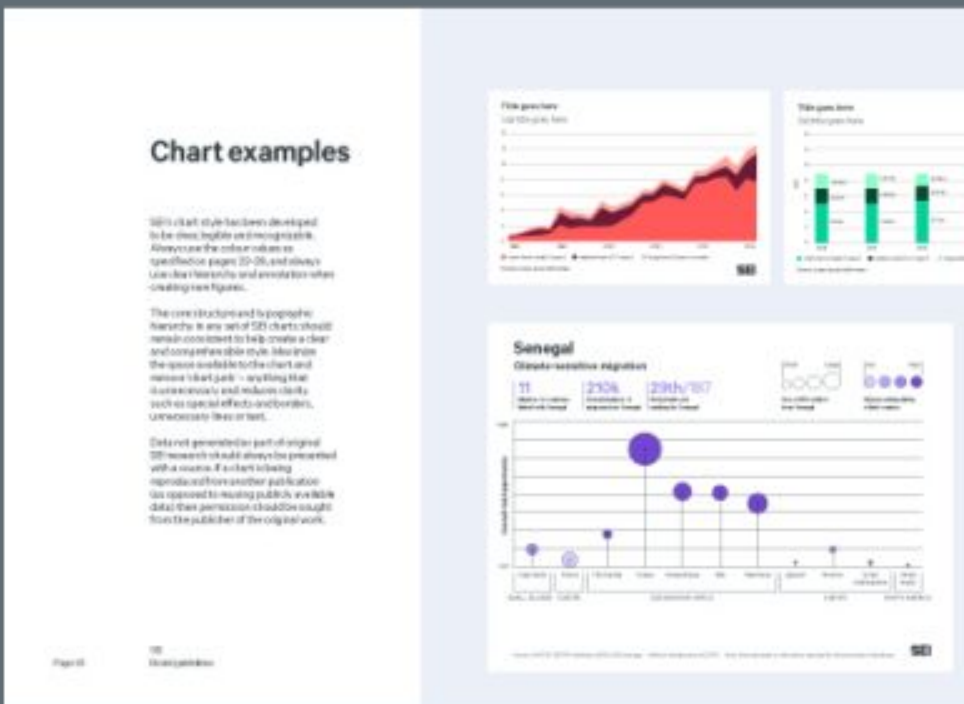
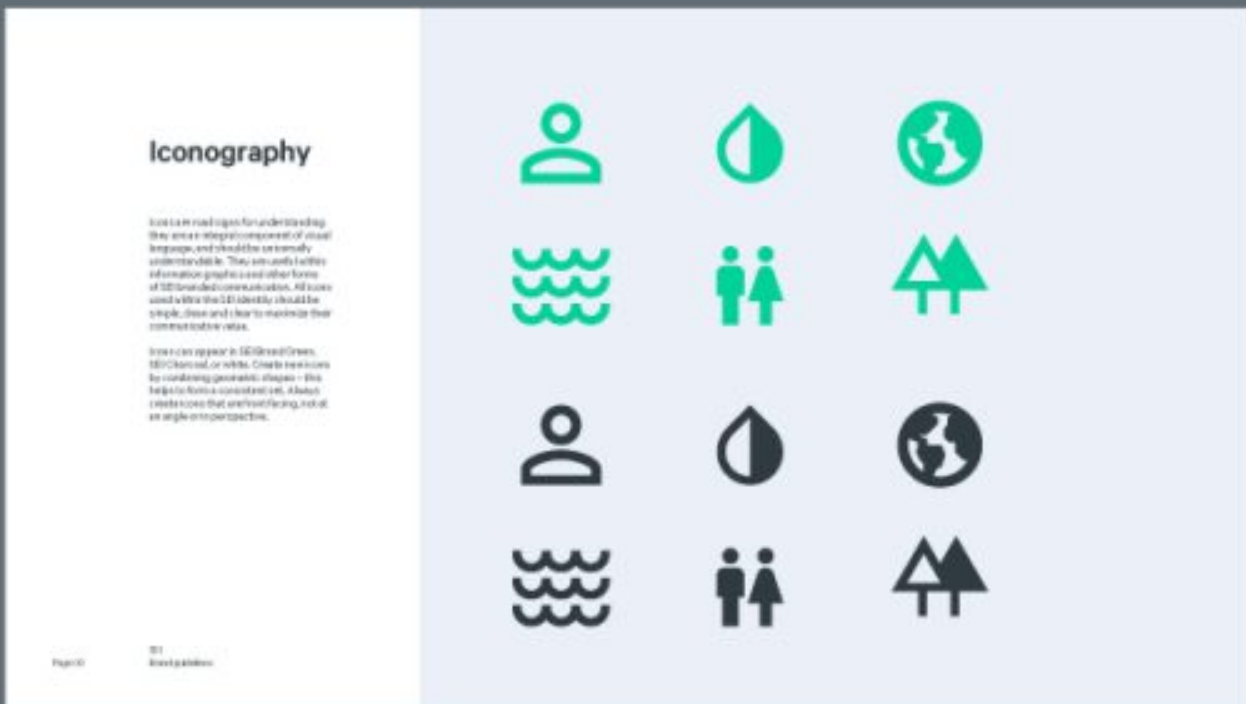
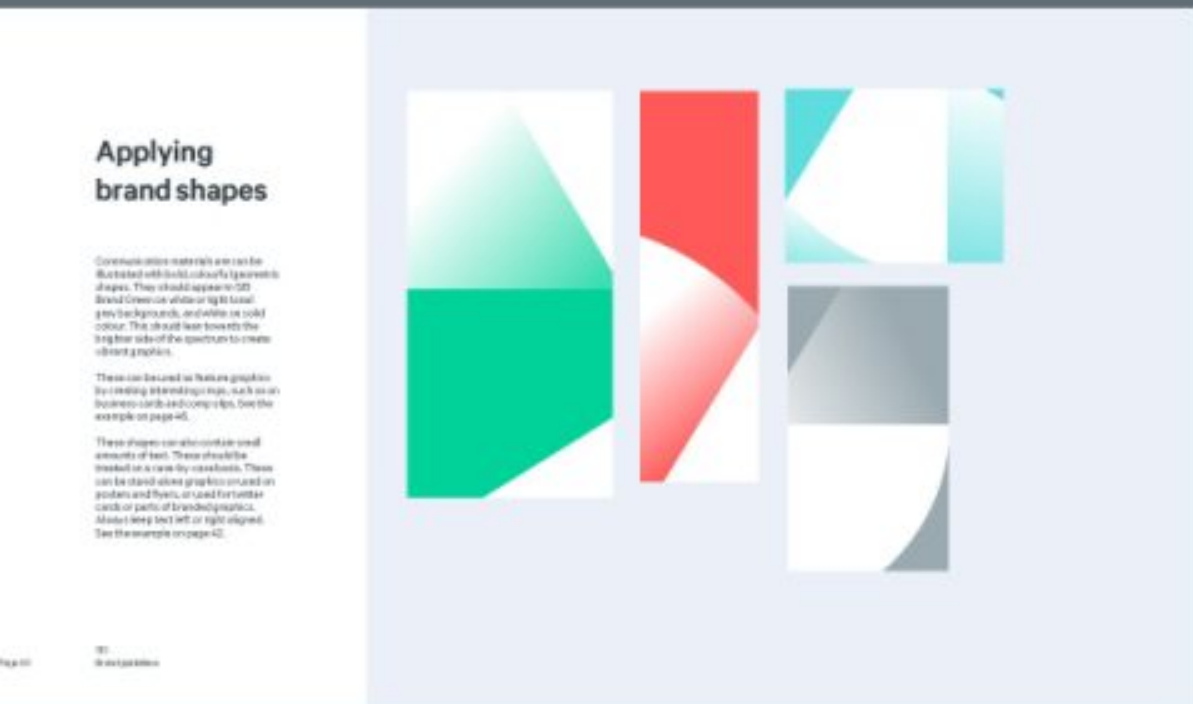
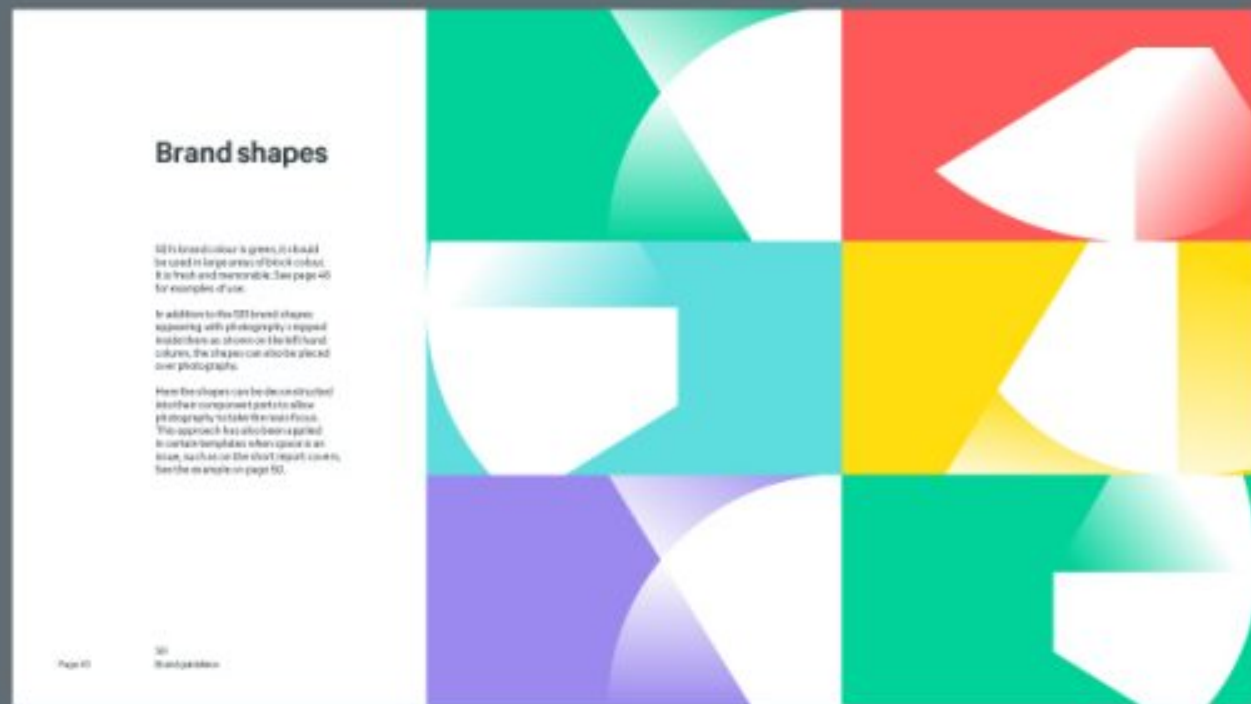
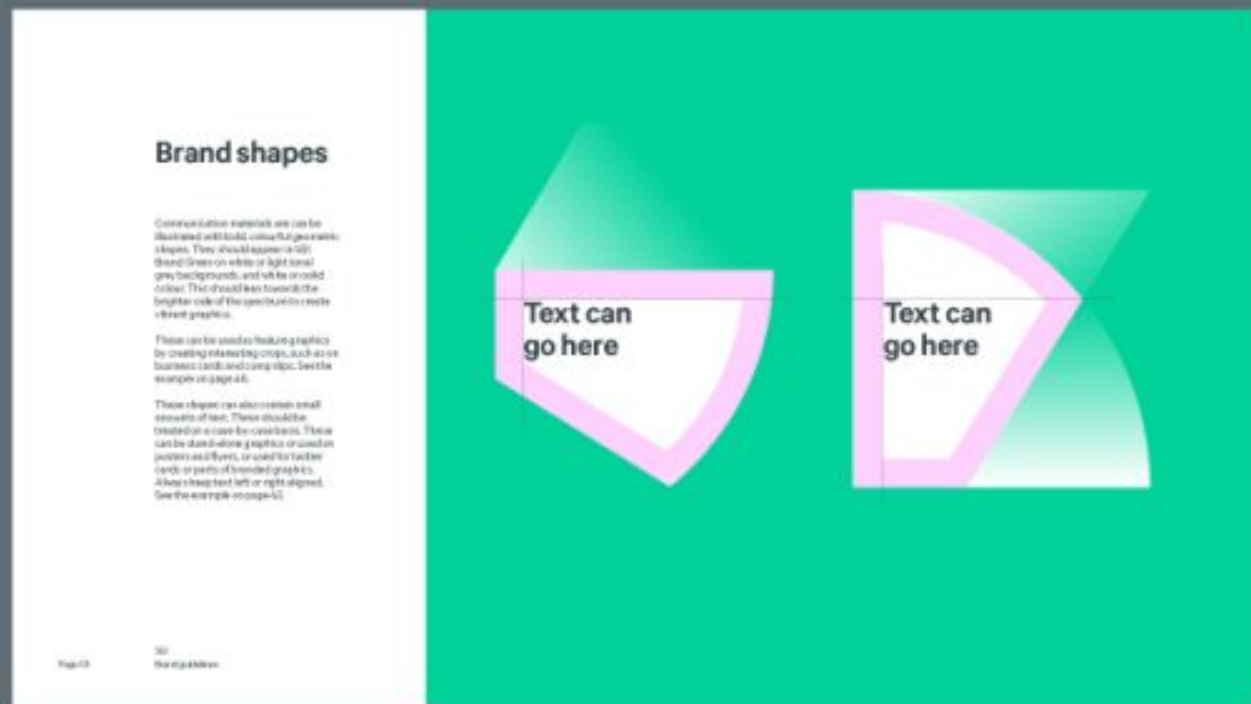
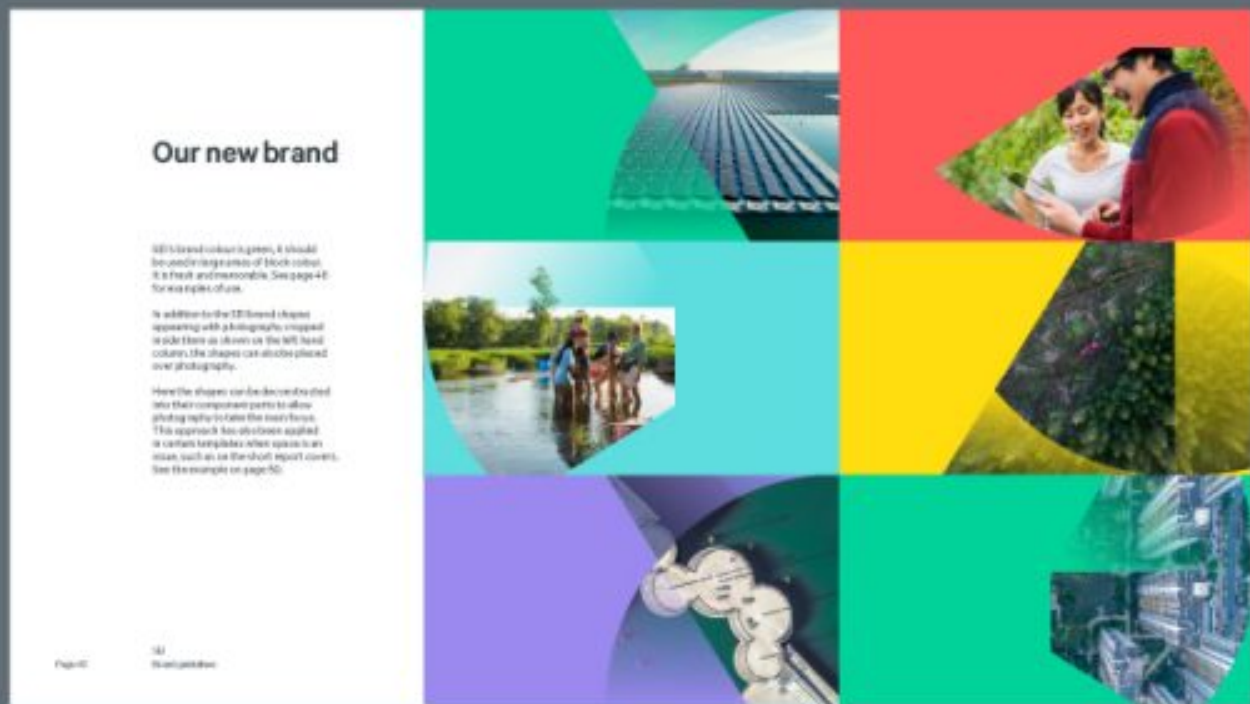
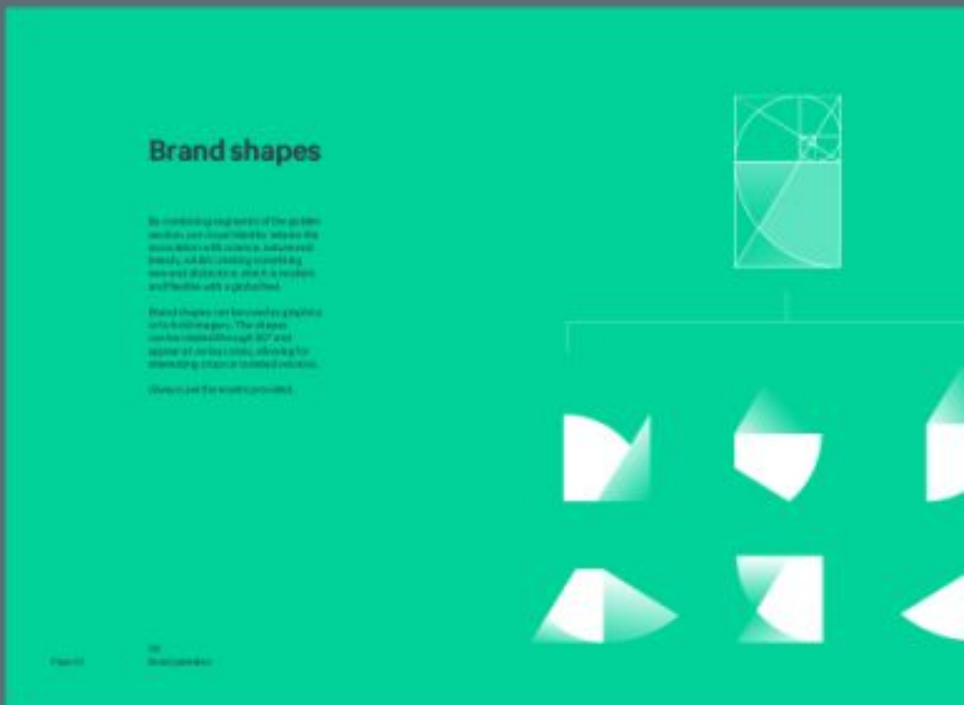
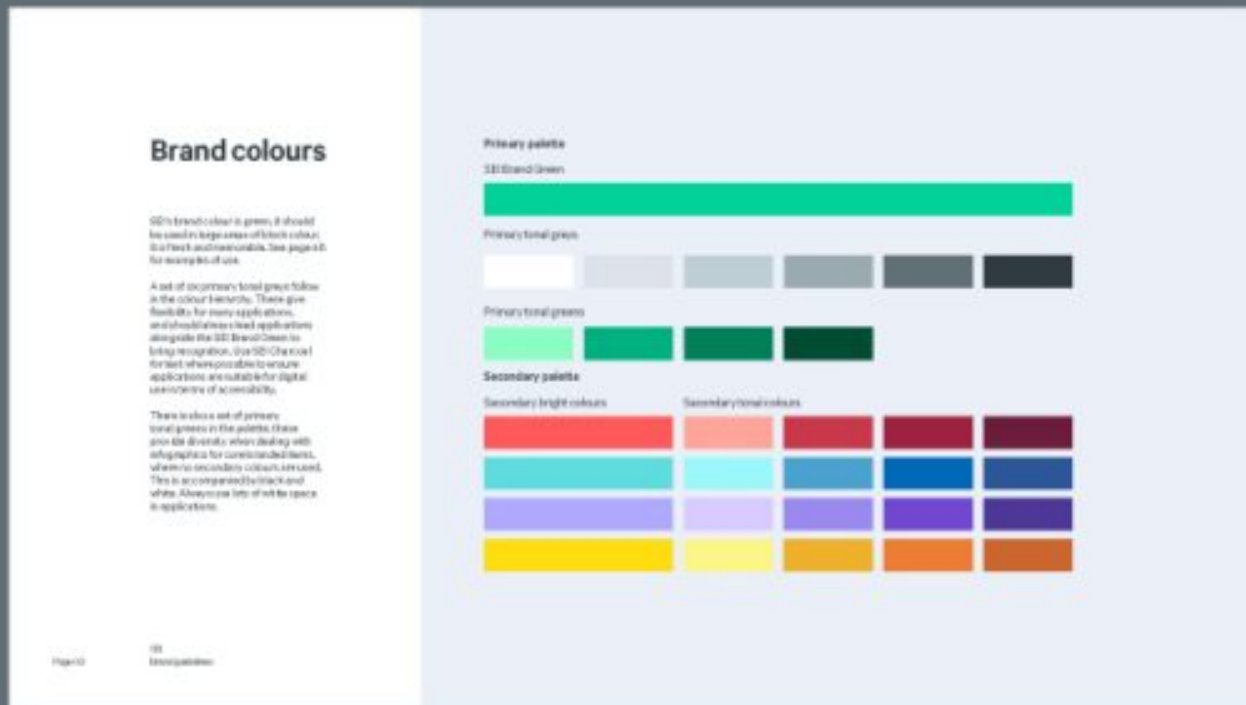
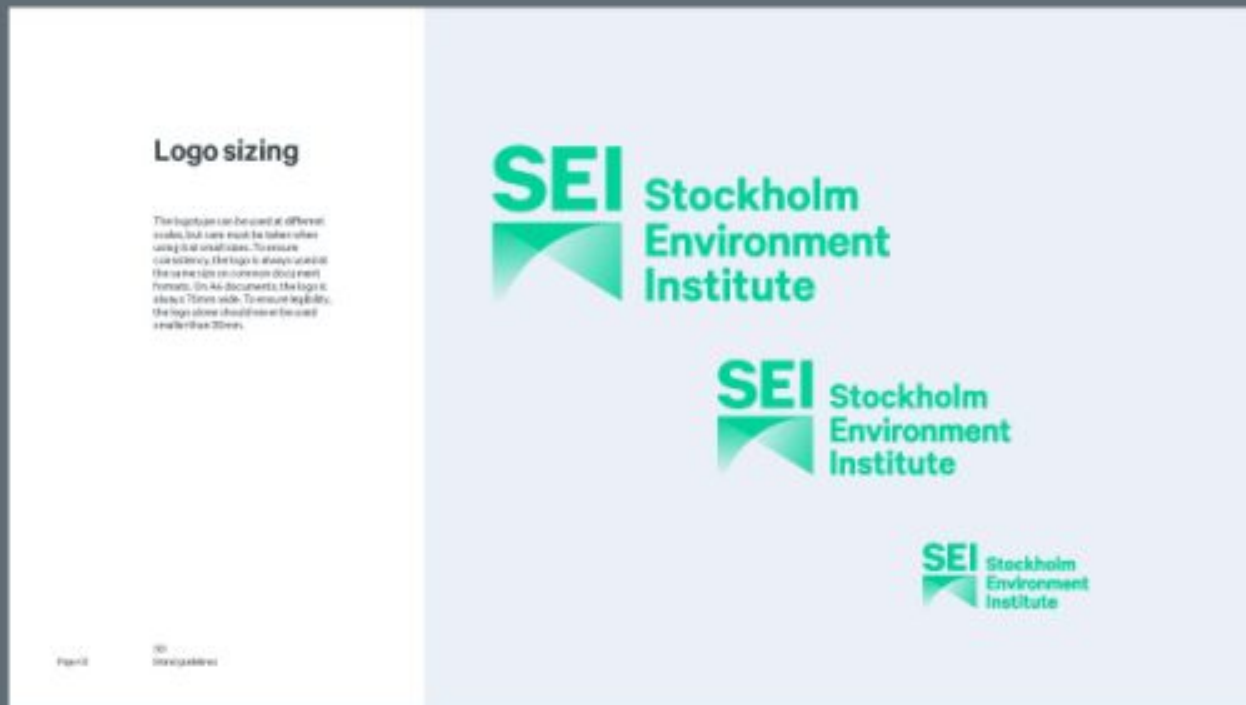
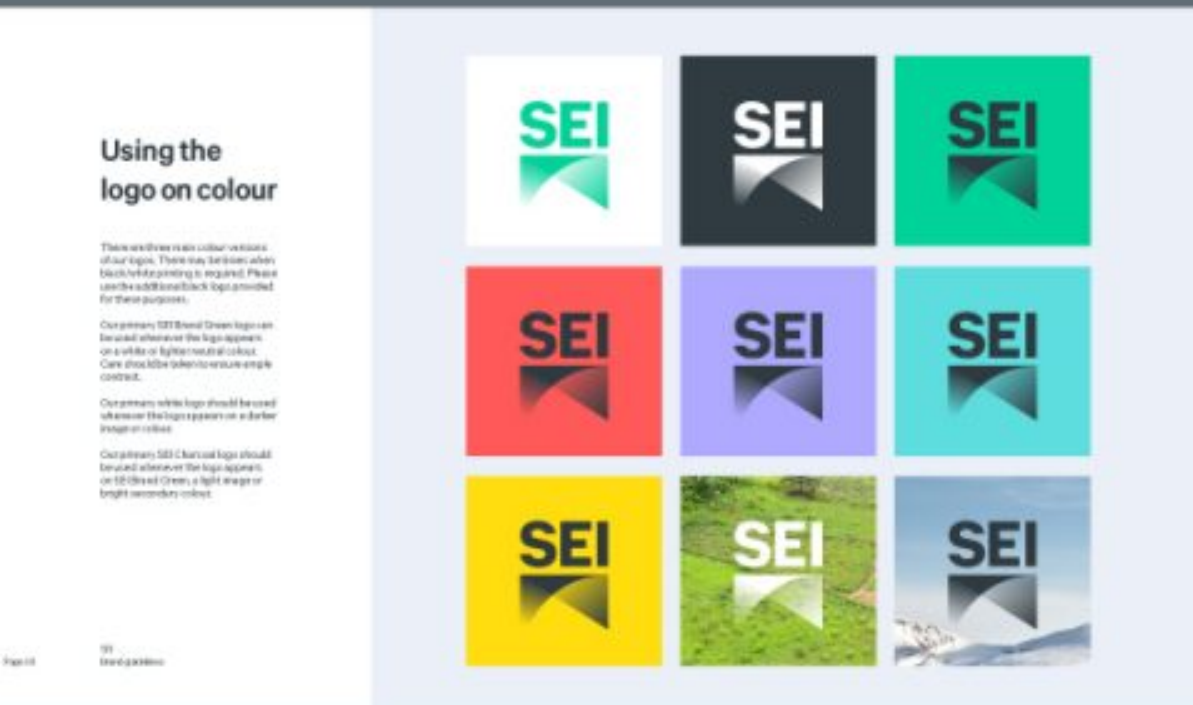
Global indicator
ranking for Sweden



Source: UNCTAD FDI/TNC database (2008–2012) average. Method: See Benzle et al (2016). Note: Data are based on information reported by the economies listed above.







Last year, SEI enabled effective and ambitious action on the Sustainable Development Goals by international



SEI York – SDG 15 Life on Land

Peatlands provide globally important ecosystem services, including climate regulation, water provision and biodiversity conservation. Over a quarter of the UK land area is covered by uplands, the bulk of which is a rare peatland habitat. For more than five years, SEI has been gathering evidence on managing peatlands to improve ecosystems services. Last year, that evidence was presented at a policy debate in the House of Commons.

SEI Stockholm – SDG 12 Responsible Consumption and Production

In 2017, together with WWF Sweden, we turned our research on sustainable consumption into an easy-to-use, mobile-friendly game. So far, www.klimatkalkylatorn.se has enabled over 100 000 Swedes to calculate their emissions and get tailored tips on how to live more sustainably.

SEI in review

The Stockholm Environment Institute is an international non-profit research and policy organisation that tackles environment and development challenges.

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Introduction by the Executive Director and Chair of the SEI board

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Our vision, mission and values

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Milestones from almost three decades of research, capacity development and policy impact

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A timeline of communication and engagement highlights

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A selection of notable peer-reviewed papers

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Who funds us, and how much do they provide?

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Our income, centre by centre

From Goals to action

SEI supports multilateral organisations, national governments and industry in translating the 2030 Agenda from wide-ranging, idealistic ambitions into achievable, actionable policies.

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How we work on the 2030 Agenda for Sustainable Development

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Understanding behaviour – accelerating development

SDG 3 28
Making the leap – better health through climate action

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Gender in water and sanitation – empowerment by numbers

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Addressing a growing water crisis in Bolivia

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Trase – A game changer in supply chain transparency

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Putting fossil fuel supply on the global climate policy agenda

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Collaboration to bridge the gap between climate science and adaptation policy

The SEI Initiative on Climate Services generated new insights about co-design and co-production processes to integrate climate science into adaptation policy.

 Indonesia  South America  Southern Africa  Sweden





Our Vision

A sustainable, prosperous future for all

Our Value Proposition

Bridging science and policy



Scaling up rooftop solar power in India

2019

Open Markets, Thriving Supply Chains

How can we decarbonize road freight transport by 2030?

2019

Open Markets, Thriving Supply Chains

Powering the transparency of supply chains

2017

Open Markets, Thriving Supply Chains

Building thriving low-carbon global cities

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SEI Stockholm Environment Institute

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SEI Publications

Måns Nilsson is the new Executive Director of SEI

Bangladesh is running out of water: How can data help find solutions?

Land degradation worsening climate change and undermining well-being of billions

Sign up to the SEI newsletter

Get the latest updates to your inbox and 50+ newsletters

Now it's your turn!



We want you to rebrand a fictional think tank.

Very shortly, we're going to divide you up into a couple of groups and ask you to play the role of brand strategists and designers.

But first, let's start with your brief.

Refer to the brief to understand the task.

Use this framework to build your brand.

Brand-centred communications

What do you want your audience to think and feel about you?

How will you achieve it? Think about the key content and channels, campaigns, partnerships and collaborations.



Positioning



Deciding on your positioning as a brand is a great starting point for the rest of the exercises to stem from. The idea is to crystallise where the brand sits in the world.

We have provided a number of prompt cards to get you going, but feel free to write your own if none of these feel quite right.

How to do it:

- 1. Spend 10 minutes looking through and discussing the prompt cards as a group.
- 2. Choose the card that feels most relevant to your brief.
Or, if you prefer, write your own.
- 3. Stick this to the centre of the poster.

Guide	Rebel	Rocket fuel	Coach
Dreamer	Pioneer	Breath of fresh air	Change maker
Champion	Visionary	Community	Reformer
Sage	Key	Academic	Navigator
Bridge	Citizen	Disruptor	Conductor

Tagline

15mins

Creating a brand tagline is a great way to think from the brand's perspective. If you were the brand, how would you describe yourself in as few words as possible?

Try to create something short and memorable, but with substance – the best tagline's are emotive but true to the purpose of the brand.

How to do it:

1. Working individually, spend a few minutes jotting down some quick ideas for potential brand taglines.
2. Discuss these as a group and vote on your favourite one.
3. Write this down and stick it up on the poster.

“Think Different”

Apple

**“We're in business to
save our home planet”**

Patagonia

**“Cooperation in a
fragmented world”**

WEF 2023

“Belong anywhere”

Airbnb

“Impossible is Nothing”

Adidas

**“All the News That's
Fit to Print”**

The New York Times

Personality

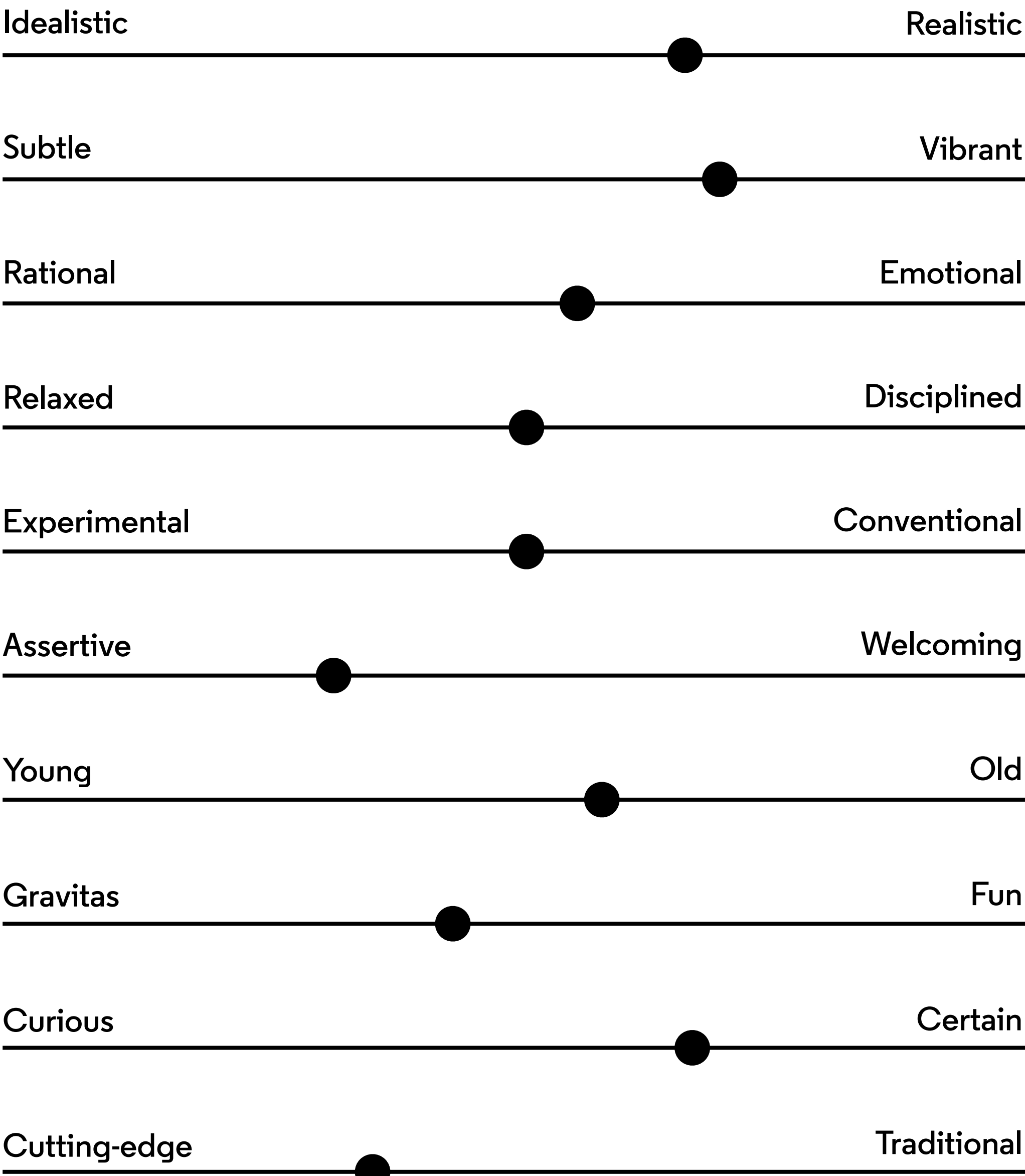


What feelings and associations were conjured up from reading the brief and the previous exercises?

This exercise is all about plotting personality. Which attribute feels most relevant to your organisation? Some sliders can sit in the middle, but try to have a few which sit strongly on one side or the other, or make suggestions for other attributes that might be missing. Think about who you aren't, as well as who you are.

How to do it:

1. Working individually, spend 5 minutes marking each spectrum to show how you might describe the visual tone and personality of the brand.
2. Next, as a group, take 5 minutes to collectively agree where the trends are. **Choose a top six** from the list of attributes.
3. Write these down and stick them up on the poster.



Brand Identity

15mins

Your visual identity is formed from several components. These include typography, colour, and visual language.

Think about the brand and its audience when making your choices. What does the brand do? What does it stand for?

Think about the personality of the brand. Should it conform / look more 'expected' in its space, or rebel?

How to do it:

1. As a group, take 5 minutes to make a selection for your visual identity from the available cards.
 - Colour palette
 - Typography
 - Visual language
2. Spend 3 minutes reflecting and defining the top choices for each.
3. Stick these onto your brand poster.



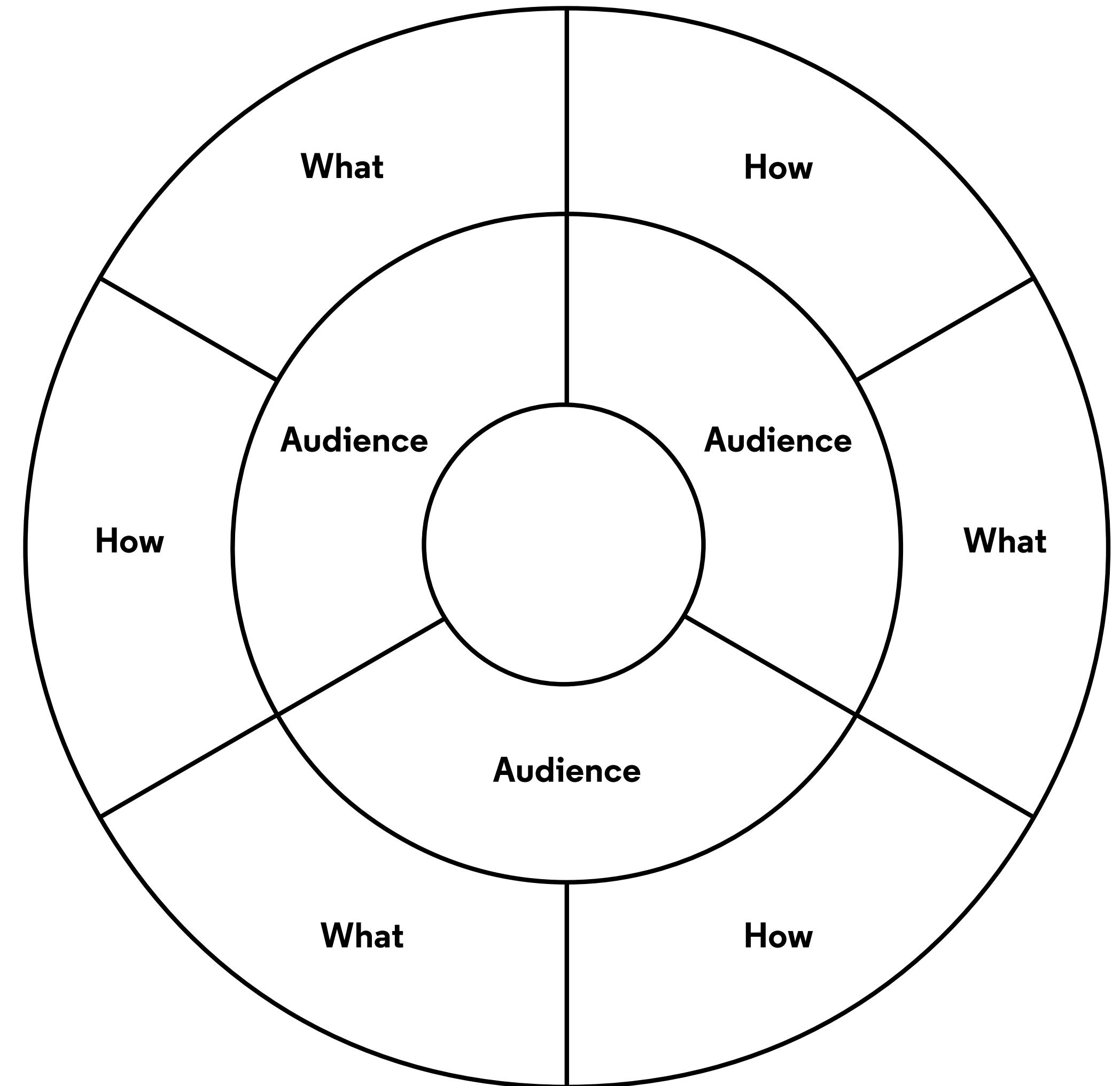
Interactions

15mins

Your brand interactions are a great opportunity to reflect the brand core in a compelling way to your chosen audiences.

How to do it:

1. As a group, choose your **top 3 audiences** and take 8 minutes to discuss and write down interactions to impact each one:
How will you communicate with them? Think about potential content, tools, or services you could offer, as well as channels, possible partnerships and collaborations.
What do you want your audience to do as a result of interacting with you? Consider how that relates back to the brand. What do you want the audience think and feel about you afterwards?
2. Take 2 minutes to choose the **top 2 for each audience**.
3. Write your top 2 on post-it notes and stick them on the interactions section (how / what) of your brand poster.



Prepare to present

10mins

Take this time to discuss your poster and the decisions you've made as a team. Decide amongst yourselves who will present and jot down some presentation points as a group.

How to do it:

Choose 1 – 2 spokespeople per group, and think about how to present the following:

1. Tell us about which think tank you are.
2. Start with your brand positioning and tagline, what they are and how they fit the brief.
3. Explain how the personality choices fit the brief.
4. Explain the brand identity choices – how do they creatively reflect the brand personality?
5. Explain your brand interactions – how do they reflect the brand in a compelling way to your chosen audiences?



Any questions?

Let's go!

00	Read the brief	5 minutes
01	Positioning	15 minutes
02	Tagline	15 minutes
03	Personality	15 minutes
04	Brand identity	15 minutes
05	Interactions	15 minutes
06	Preparation	10 minutes
07	Quick break	10 minutes
08	Presentations	20 minutes
09	Final questions and wrapping up	10 minutes

Thank you!

Soapbox