



## Redstart's Quick Guide: How to Refresh Your Nonprofit's Brand

Is your nonprofit's brand still connecting with your audience? Discover how to modernize and strengthen your brand with our free, actionable guide designed to help you refresh effectively and amplify your mission.

For nonprofit organizations, a thoughtful Branding Refresh Assessment ensures your mission stays at the forefront while modernizing your look, feel, and messaging to align with your audience's expectations.

### 1. Figure Out Your Goals

Before you start, decide why you want to refresh your brand. What do you want to achieve?

- Do you want to get more donors to give?
- Are you trying to attract new volunteers or supporters?
- Do you need to reach a different audience?
- Is your messaging clear to your donors, volunteers and employees?

**Tip:** Keep your mission (what you do) and vision (what you hope to achieve) in mind. Everything you update should support these goals.

**How Redstart Can Help:** We guide you through identifying clear goals, messaging and ensuring your brand refresh aligns with your mission and audience.

### 2. Review What You Already Have

Take a close look at your current brand materials:

- Your logo
- Your colors and fonts
- The words you use to talk about your mission (messaging)
- Your overall tone (is it friendly, professional, inspirational?)

#### Ask Yourself:

- Does your logo look old or outdated?
- Do your colors and tone still reflect your mission and who you are?

**Tip:** Ask your team, stakeholders, or board members for feedback. Regular meetings with these groups can give you valuable internal and external insights. They might notice things you missed.

**How Redstart Can Help:** We conduct brand audits to identify what's working and where updates are needed, saving you time and effort.

### 3. Get to Know Your Audience

Your audience includes donors, volunteers, and the people you serve.

- Send out surveys or ask questions to find out how your audience feels about your nonprofit and what you stand for and for whom.
- Learn who your audience is: their age, interests, and how they like to get information (email, social media, etc.).

**Tip:** If you serve a wide range of people, make sure your updated brand includes everyone. Think about what's most important to your community.

**How Redstart Can Help:** We help you conduct audience research and analyze feedback so your refreshed brand truly connects with your community.

### 4. Update Your Messaging

Messaging includes your taglines, tone, and the words you use across your website, emails, and social media.

- Is your message clear? People should understand what your nonprofit does right away.
- Does your message inspire action? Your audience should feel excited to help.
- Do you show impact? Tell people how their donations or time make a difference.

**Tip:** Use real-life examples and success stories to show your impact. Supporters want to see how they are helping make change.

**How Redstart Can Help:** We craft clear, action-driven messaging that reflects your mission and inspires your audience to engage.

### 5. Modernize Your Visuals

Your logo, colors, and fonts are what people notice first. If they look outdated and does not represent your brand, it can make your nonprofit feel out of touch.

- Update your logo if needed. An updated modern font change can go a long way.
- Choose colors and fonts that feel modern but still represent your mission.
- Keep things clean and simple. Too many colors or details can make your brand confusing.

**Example:** If your logo has a color people recognize, keep it, but make the design more modern and representative of your audience.

**Tip:** Simple visuals are easier to remember. A clean, modern look makes your nonprofit stand out.

**How Redstart Can Help:** Our design experts modernize your visual identity while staying true to your mission and values.

## Why a Refresh Matters

Refreshing your brand is about more than just looks. It's about making sure your nonprofit's message connects with people in a crowded world. A thoughtful refresh can help you:

- Build trust with your audience
- Share your mission more clearly
- Show that you're a modern, forward-thinking organization

Need Help? Let Redstart Creative Guide You!

At **Redstart Creative**, we specialize in helping nonprofits, like yours, refresh their brands to amplify their impact in the community.

**Ready to take the next step?** Contact us for a consultation or visit our website to learn more about how we can help you connect with your audience, share your mission, and achieve your goals!

**Let's refresh your brand and make an impact—together!**

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