

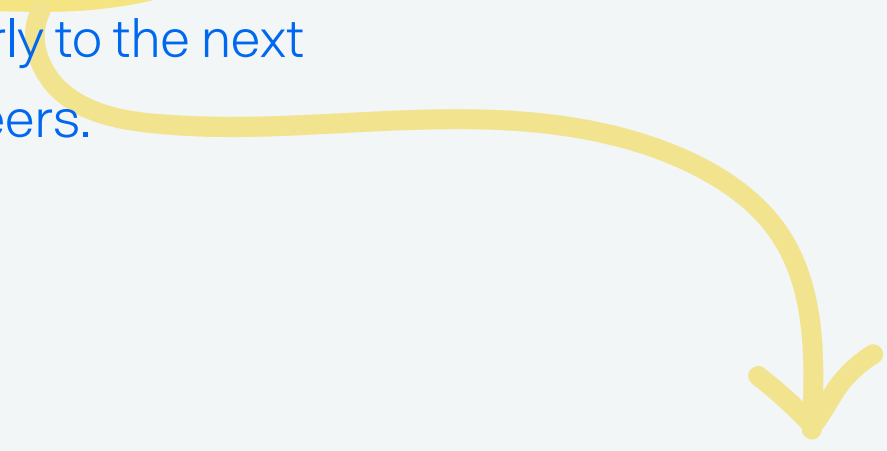
amenable

New brand. Familiar trust.

A BEHIND-THE-SCENES LOOK
AT HOW WE HELPED ONE NONPROFIT
REFRESH THEIR BELOVED BRAND

TeenPact Leadership Schools, an education-based national nonprofit, seeks to inspire youth in their relationship with Christ and train them to understand the political process. Through various classes and events occurring throughout the year, TeenPact empowers students to value their liberty, defend their faith, and engage the culture around them.

After many years of ministry, TeenPact had a recognizable logo, but a fragmented communication style and brand. Their extensive volunteer team across the country brought great momentum to the organization, but also inadvertently created a disconnect in communicating the organization's mission since each individual had their own communication style. An extensive **brand refresh** was critical to communicating TeenPact's values clearly to the next generation of leaders, donors, and volunteers.



A brand refresh maintains trust by saving the best of an original brand while updating and correcting challenges. Think of it as pruning and reshaping a brand to allow for exponential new growth in the right direction.

So why refresh
their brand?

When TeenPact reached out, they had a well-established brand and logo. It had been in use for years, so many people in their audience, including volunteers, students, alumni, and donors, could easily recognize it and already associated positive experiences with it. Unfortunately, the core logo file was **raster-based**, so it had gradually decayed with years of use and was noticeably pixelated.

A raster file is a graphic file that is made up of pixels (jpps, pngs, gifs, tifs, etc.) The more you use a raster file, the more resolution/quality it uses. That's why many organizations' logos look pixelated or distorted over time — they don't have a high-quality file anymore, and their primary logo file has been overused. We help clients by rebuilding their logo files.

Because the TeenPact brand trust was already high, we opted to rebuild the logo files from scratch rather than creating something new.

To rebuild the logo, we first reviewed the logo files and evaluated the original details that made the logo distinctive. We looked for issues with the logo's alignment, scale, movement, direction, and contrast. We then began recreating the logo—reconstructing both the **logomark** and **typemark**.

We fixed issues like **kerning, tracking**, and balance, seeking to make a logo that would translate well across all platforms in a wide-range of sizes. Details that look great when a logo is large, on something like a t-shirt, often muddy the logo when it's small and used on a website.

The logomark or icon is the image portion of a logo.

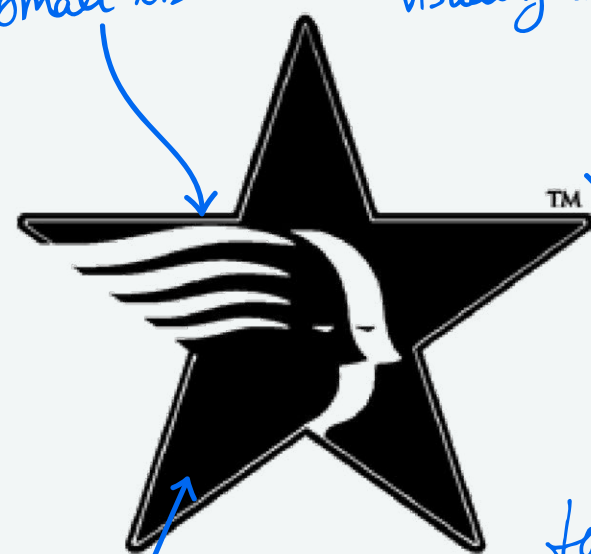
The typemark or wordmark is the text portion of a logo.

Kerning is adjusting the space between two letters to improve the readability of text.

Tracking is adjusting the horizontal spacing between multiple letters to create visual interest and improve the readability of text.

details are lost at small sizes

ICON TOO CLOSE TO LOGO visually unbalanced



TM

messy serifs

STRANGE COUNTER SHAPE

GAPS BETWEEN LETTERS CREATE VISUAL RIVERS

TEENPACT®

POOR ALIGNMENT

LEADERSHIP SCHOOLS

PIXELATED LOGO caused by over-sizing

too narrow

Muddy

AWKWARD KERNING

Doesn't feel deliberate

ORIGINAL
LOGO




UPDATED
LOGO





TEENPACT[®]
LEADERSHIP SCHOOLS

Next, we made horizontal and vertical **lock-ups** of the logo, as well as typemarks and logomarks. It was important for TeenPact to have a consistent brand across each of its state-specific programs, so we created separate sub-brand logos as well. To ensure that there would be a logo for every need, we made six color versions, ultimately resulting in 1,108 different logo formats for the nonprofit's brand and state sub-brands!



Logos are made up of separate components (e.g. typemark, logomark, tagline). The lock-up refers to the way all of these components fit together. When designing logos, brand strategists will create various lock-ups so the logo can be used effectively in a wide-variety of contexts.

HORIZONTAL
LOCK-UP



VERTICAL
LOCK-UP



TYPEMARK



LOGOMARK



PANTONE



CMYK



RGB



GRAYSCALE



BLACK



WHITE



STATE LOGOS



Our brand refresh also included brand development where we defined and developed brand values, color, typographic style and so on. Working with TeenPact's leadership team, we began an 11-month process of implementing new brand guidelines. We started by looking back at where the organization had been. We analyzed all kinds of marketing pieces—from notebooks, manuals, social media, shirts, store products, slides, web graphics, and more.

Next we considered where the organization was at the moment. Key questions we unpacked with the team included:

- What does a student experience when they attend a class or event?
- What does a parent feel when they call the office?
- How would someone describe their staffing experience?

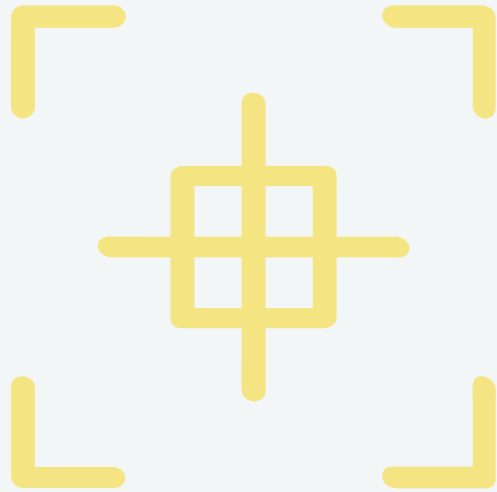
Finally, we looked at where the organization desired to go—and how to help them get there. This started with developing a strategic vision for the TeenPact brand, considering what key messages should define the brand in the short and long term.



Armed with all this information in Google Docs and stacks of notes, our team sorted through research, concepts, words, and visuals to look for patterns. These patterns became the building blocks of the refreshed brand. The team developed a defined visual system and language—a map of sorts—to guide communication in a clear, focused, and consistent manner.

The TeenPact brand can best be summed up in five words: intentional, relational, classic, dynamic, and excellent. Every element of communication moving forward from the refresh needed to exemplify these brand words. We developed descriptive definitions to help filter communication through these words.

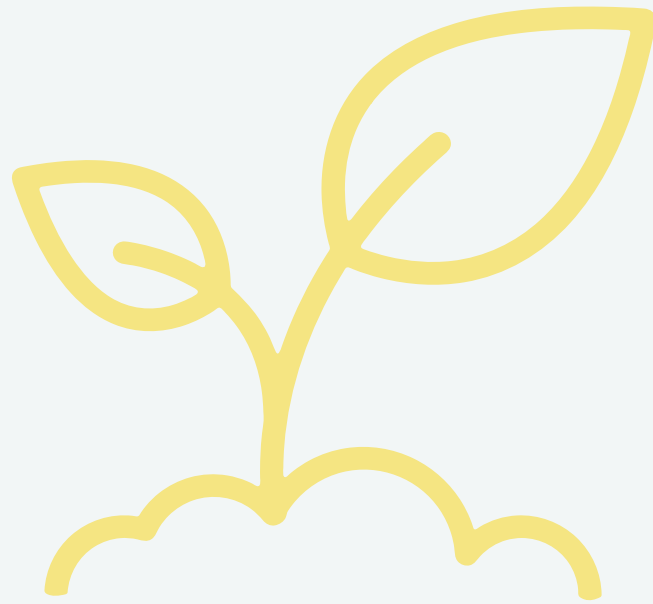
BRAND VALUE #1



Intentional

Our vision is to raise up a new generation of disciplined, focused leaders. We visually communicate this by keeping our brand clear and simple. This means less is more, visual white space is a good thing, and all communications should have a clear purpose.

BRAND VALUE #2



Relational

At the heart of the TeenPact experience is Christian discipleship. We communicate this through our brand by encouraging community and creating a safe, trustworthy environment.

BRAND VALUE #3



Classic

As an educational organization focused on developing leaders, our brand is a mix of classic design and modern elements. We convey the value of TeenPact through communications that honor the history of TeenPact and the political process on which our classes are founded. Our brand is never trendy, but always communicated in innovative ways.

BRAND VALUE #4



Dynamic

The TeenPact experience is hands-on and on-site—it's relevant, intense, and always fun. Like a TeenPact class, our brand communications are engaging, memorable, positive, and excited! We convey this through dynamic photographs, bold typography (fonts), and interesting content.

BRAND VALUE #5



Excellent

At TeenPact, excellence is not about being the best—it's about honoring the Lord in all we do. Through the TeenPact Brand, we seek to live out Colossians 3:23—"Whatever you do, work heartily, as for the Lord..." Our goal is to inspire, challenge, and influence all who interact with the TeenPact Brand to aspire to excellence. Everything that goes out into the world representing TeenPact should reflect this spirit.

After defining the brand, the Amenable. team got to work developing coaching and reference tools to help TeenPact maintain consistency moving forward.

- **Say This, Not That Guide** – a dictionary type resource to bring clarity to the cultural words and phrases and how to use them.
- **Editorial Guide** - everything the team needed to know about writing style to keep all communications consistent and professional, including correct spellings, abbreviations, and so on.
- **Brand Guide** - all the information about how to use the TeenPact logo, fonts, and colors to maintain a strong and consistent brand identity.



We later developed event sub-brands; a website and a registration system; educational resources; marketing tools, training, and strategies; swag and fundraising resources as well as a promotional store sub-brand and products.

For us, partnering with TeenPact on their brand was more than a project; it was an opportunity to come alongside this dynamic nonprofit as they pursue their vision of changing lives to change the world. We loved helping them refresh their brand so they could continue to grow their reach and impact across the nation.

SEE THIS WORK IN OUR PROJECT CASE STUDY

But don't just take our word for it—TeenPact Leadership Schools' Director of Communications, Quinton Cools, shared this after our project, **"They will pour her energy into transforming your brand to amplify your message and achieve greater heights.** I enjoyed the discovery process as we enhanced our brand. There was space and time to ask questions, answer questions, and consider alternatives. The process resulted in greater consistency and excellence throughout TeenPact and for all who come into contact with our organization. Our updated branding further amplifies the message of TeenPact."

A brand refresh is a unique kind of project. We love the challenge of taking an established brand to the next level through minor enhancements that make a huge impact. Like with TeenPact, we can help you grow toward your goals with further definition or a refresh to your existing brand. **If you see yourself in this story...we'd love to partner with you!** **Refreshing your brand might be simpler than you think.**

Email us at hello@weareamenable.com to get started. We'd love to hear from you and have a conversation!



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