

A man with a beard, wearing a blue button-down shirt, is holding a grey and white tabby cat. The cat is looking directly at the camera with green eyes. The background is a warm, out-of-focus indoor setting.

BRANDING PRESENTATION

Dumb Friends League



WHAT IS A BRAND?

A brand is more than a logo

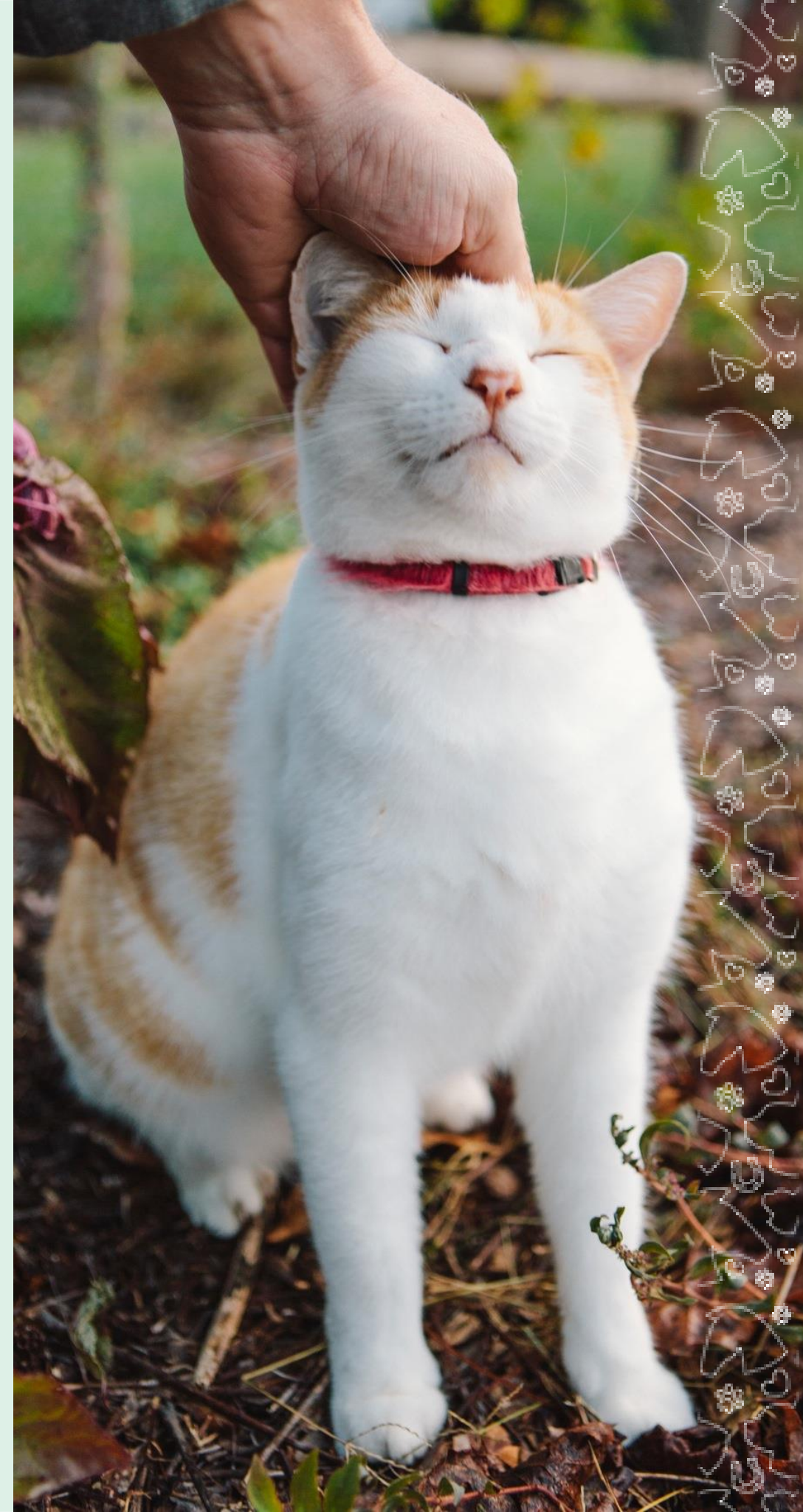
- 🐾 A brand is our strategy
- 🐾 A brand is our messaging
- 🐾 A brand is our people and facilities
- 🐾 A brand is how we're viewed by the community



WHY IS DUMB FRIENDS REBRANDING?

Proactive Reasons

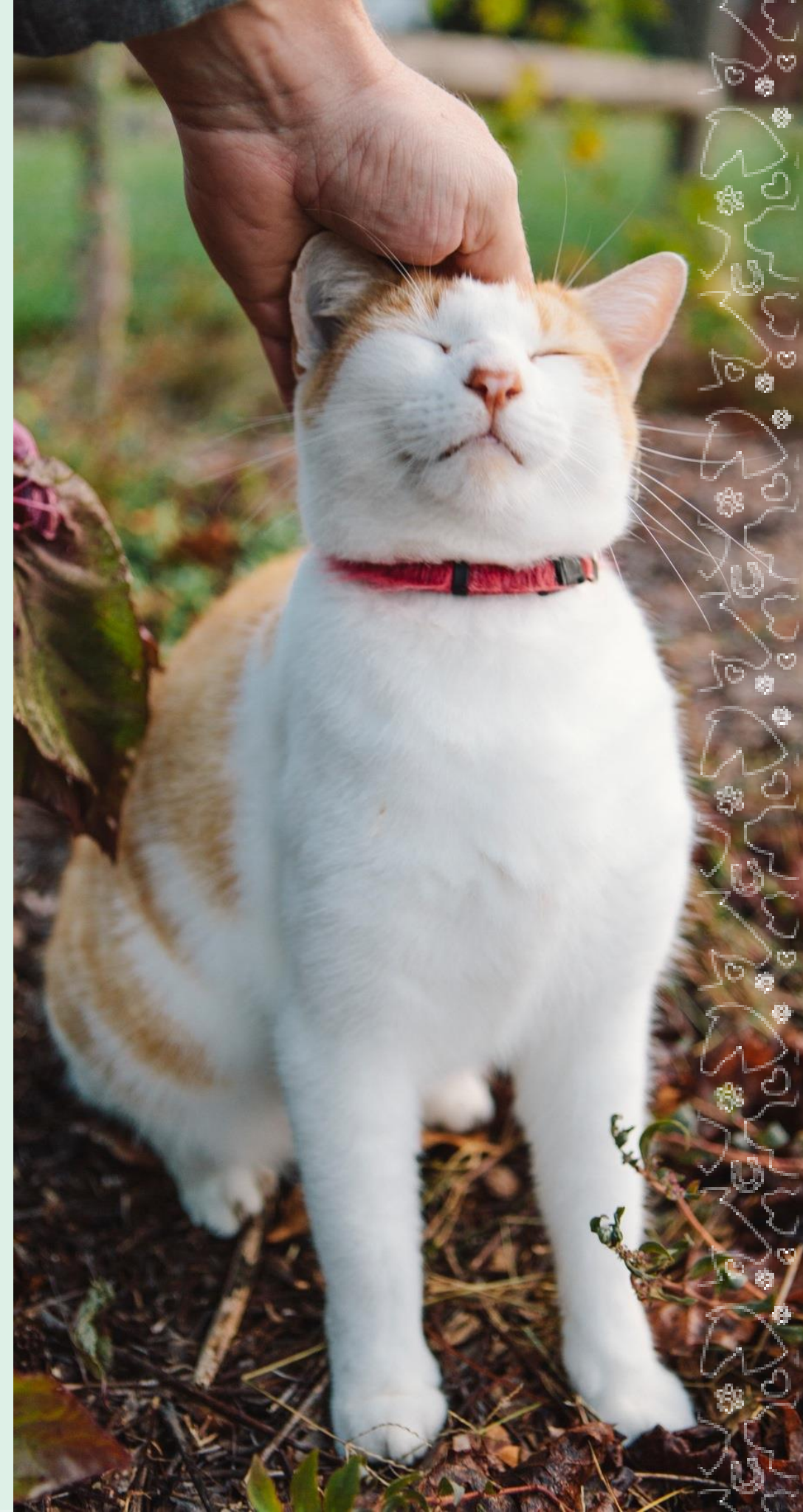
- 🐾 Predicted growth in some services, such as veterinary and behavior care
- 🐾 New market in Harmony Equine Center
- 🐾 Reach a broader audience
- 🐾 To remain relevant and current



WHY IS DUMB FRIENDS REBRANDING?

Reactive Reasons

- 🐾 A more crowded adoption environment, with new and updated shelters, rescues and stores offering adoptions via improved marketing
- 🐾 The availability of puppies brought in from other states through these organizations
- 🐾 Our changing inventory: more cats than dogs, with more adopters wanting dogs
- 🐾 The No Kill Movement



WHY AN INVESTMENT IN BRANDING?

A new brand has the potential to engage through a fresh approach:

- 🐾 Reenergizing our current and lapsed donors
- 🐾 Attracting new donors and adopters
- 🐾 Partnering with more corporations who reach younger, broader audiences
- 🐾 Ensuring that our messaging, facilities, and vision of the future continue to attract the best and the brightest



THE FIRST STEPS

Looking at the League from the inside out...

- 🐾 Messaging through internal brand team
- 🐾 Interviews with key stakeholders
- 🐾 Public survey
 - To see how the world has changed
 - To see how others view us
 - What programs should look like



THE RESULTS



BRAND MESSAGING SHIFTS

The following brand messaging shifts have taken place as a result of Dumb Friends League's new positioning:





From place to partner



From shelter to full-service organization





**From animals to the relationship
between people and animals**



From community transaction to
community transformation



THE NEW BRAND



MISSION STATEMENT

**Working with our compassionate community,
we will end pet homelessness
and animal suffering.**

NEW TAGLINE

Dumb Friends League
COMPASSION ALWAYS



Dumb Friends League

COMPASSION ALWAYS

WHY IT WORKS

🐾 Modern

Fresh color palette and simple shapes appeal to younger adopters, donors and volunteers

🐾 Compassionate

The heart is a simple way to say compassion for pets without showing people

🐾 Comprehensive

Includes a horse to show a broader range of services

🐾 Cohesive Logo System

Allows for one logo for all centers





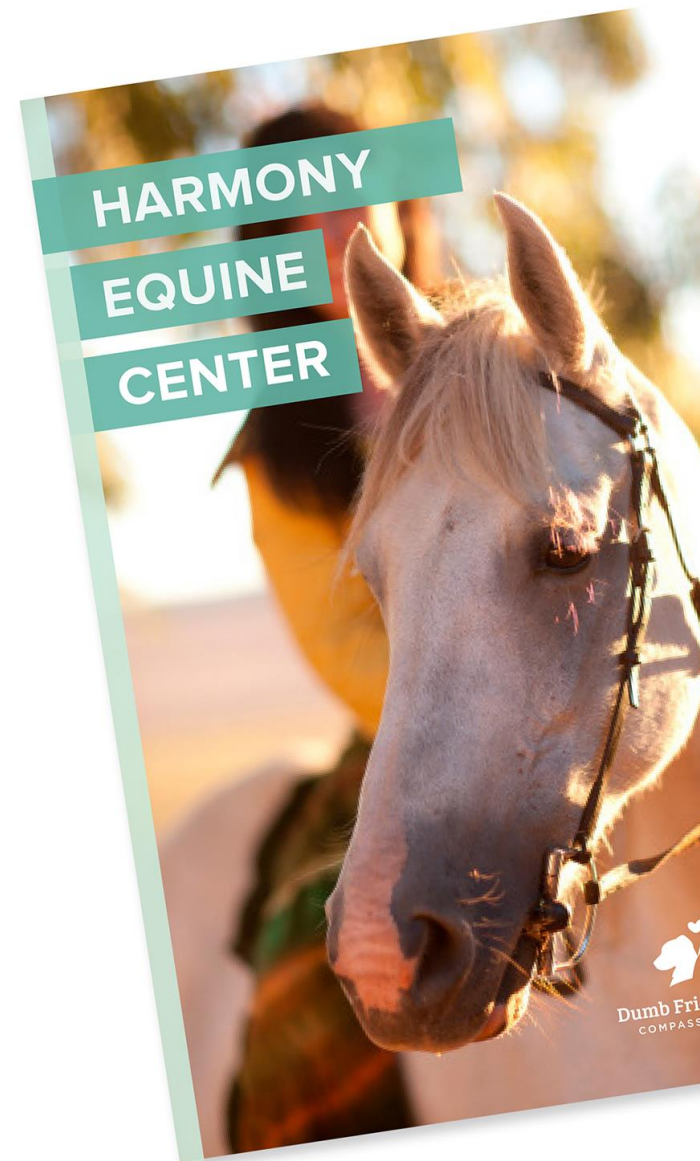
Dumb Friends League
HARMONY EQUINE CENTER



Dumb Friends League
COMPASSION ALWAYS



Dumb Friends League
BUDDY CENTER





WHAT'S NEXT

POTENTIAL TIMELINE



October 2015

Internal brand training for staff
and volunteers

Signage, print, and decor work
begins for January 2016 launch

March 2015

Project plan finalized with
timeline for rollout

November 2014

Revise mission statement

January 2016

Signage and décor work
complete

Launch to public

July 2015

Preliminary work on digital
assets begins

February 2015

Inventory of impacted
signage, digital and print
assets, and décor



Dumb Friends League
COMPASSION ALWAYS