

Elevate Your Nonprofit Event with Strategic Branding



Lidia Varesco Design
WWW.LSVDESIGN.COM

- Why event branding matters
- Developing your event brand identity
- Key components of event branding
- Must-have event graphics
- Best practices for implementation
- Boosting engagement with branding
- Sample event planning schedule
- Case studies
- Q&A
- Resources

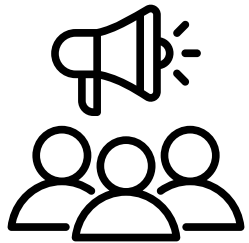
POLL:

What's your biggest challenge when it comes to branding your events?

1. Creating a cohesive visual identity
2. Crafting clear and consistent messaging
3. Limited time or budget
4. Not sure where to start

Why event branding matters

Boosts attendance and engagement



- Helps your event stand out and encourages early sign-ups
- Builds familiarity and trust—especially among new attendees
- Creates excitement and anticipation
- Gives attendees something to share—amplifies reach

Reinforces mission and values



- Visually communicates what you stand for
- Makes the event feel authentic, not transactional
- Helps attendees understand your work and why it matters
- Reinforces emotional connection with your audience

**Creates a
professional,
memorable
experience**



- Elevates the value and credibility of the event
- Shows that you are thoughtful and organized
- Experience stays with attendees
- Encourages future engagement

How event branding supports your goals



How event branding supports your goals



event visuals
and messaging
with your
mission

How event branding supports your goals



event visuals
and messaging
with your
mission



recognition of
and trust in your
organization and
its work

How event branding supports your goals



event visuals
and messaging
with your
mission



recognition of
and trust in your
organization and
its work



donor and
sponsor
confidence and
activity

How event branding supports your goals



81% of donors attend nonprofit fundraising events. (Double the Donation)

Developing your event brand identity

1. Choose a mission-aligned event theme

- Align theme with your mission and core values (WHY)
- Select a theme that will resonate with your audience
- Highlight a key aspect of your mission or work
- Draw from current events, patterns or trends



“Before you gather, ask yourself: Why is this gathering different from all my other gatherings? Why is it different from other people’s gatherings?”

— Priya Parker, The Art of Gathering

2. Create messaging aligned with theme

- Develop a compelling tagline or narrative
- Incorporate storytelling and outcomes
- Use the right tone and language (urgent, heartfelt)
- Use consistent messaging across print/digital channels



3. Translate theme into visuals

- Create an event logo, color palette and typography that reflect your brand and theme
- Use mission-aligned imagery
- Extend the visual theme into the venue (tablescape, signage, projections, lighting)



4. Craft event-related experiences

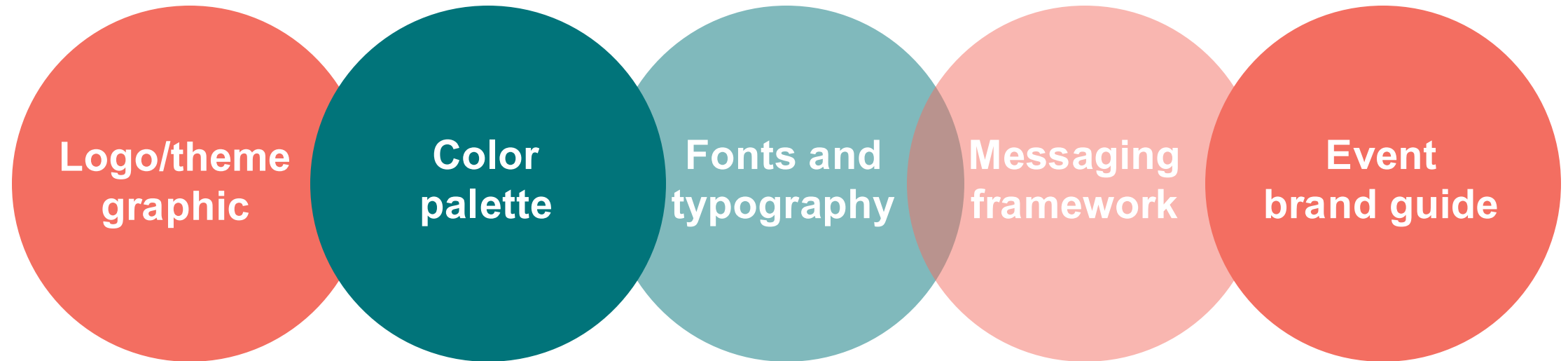
- Develop theme-related interactive events or activities
- Provide a demo or storytelling opportunity
- Feature live elements to reinforce your theme (testimonials, artists/performers)



“Specificity sharpens the gathering because people can see themselves in it.”
— Priya Parker, *The Art of Gathering: How We Meet and Why It Matters*

Key components of event branding

KEY COMPONENTS OF EVENT BRANDING





Logo/theme graphic

- Engaging
- Aligned with brand and mission
- Inspired by theme or venue
- Versatile: multiple orientations, color variations and file formats



CMYK: 100/83/38/29
RGB: 20/54/92
HEX: 14365c
Pantone: 654 C



CMYK: 88/64/18/3
RGB: 47/96/149
HEX: 2F6094
Pantone: 653 C



CMYK: 54/32/11/0
RGB: 123/154/191
HEX: 7B9ABE
Pantone: 652 C



CMYK: 6/28/26/0
RGB: 235/189/175
HEX: EABDAF
Pantone: 7520 C

Color palette

- Based on brand colors
- Incorporate theme
- Look to venue or location for color inspiration
- Add accent colors



Fonts and typography

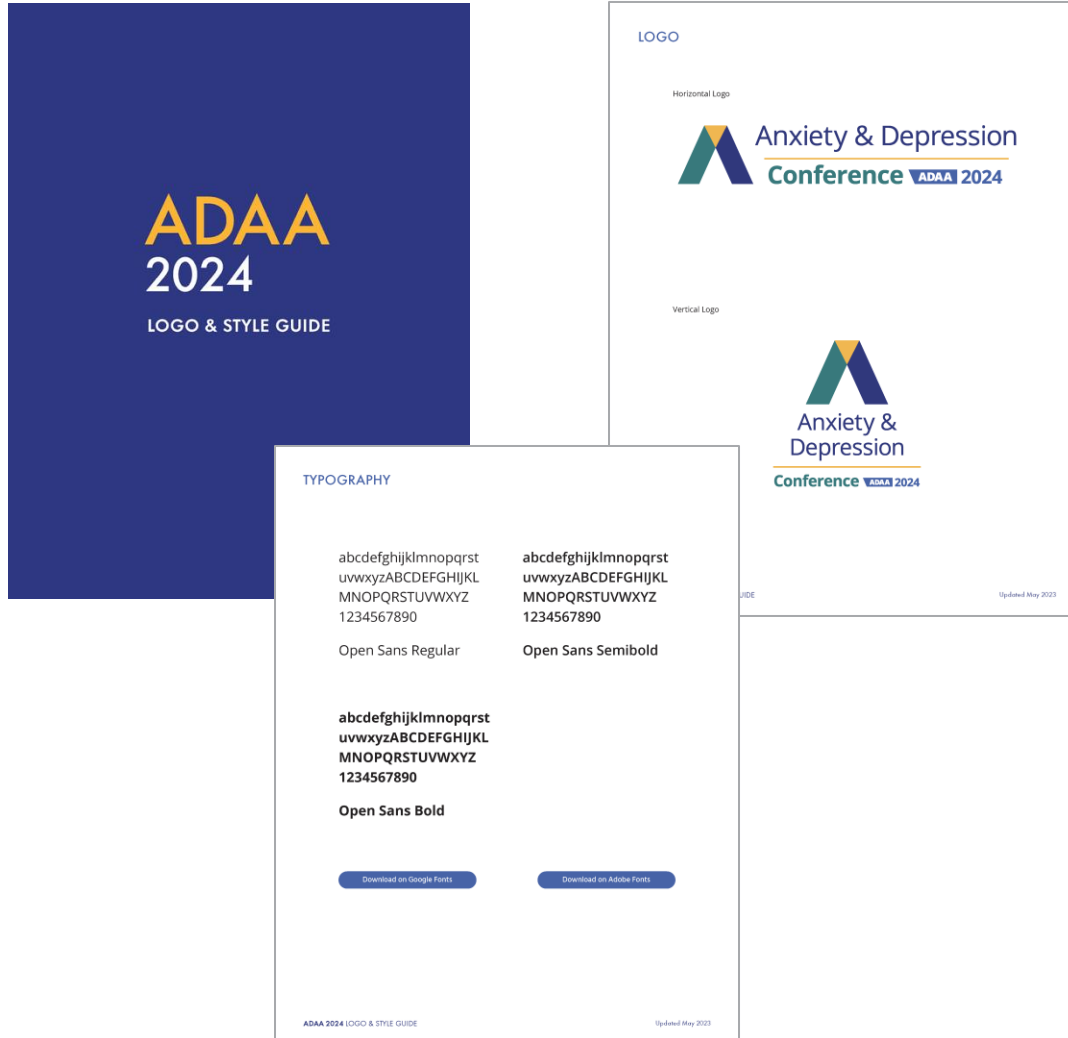
- Based on brand fonts
- Incorporate theme
- Get inspiration from venue
- Add accent fonts

 It's not just a conference.
IT'S YOUR COMMUNITY. | #ADAA
2023

 **STAY UP TO DATE.**
Connect with experts. | WWW.
ADAA.
ORG

Messaging framework

- Based on theme
- Who, what and why of the event
- Guides all outreach (print, digital, social)



Event brand guide

- Logo and theme
- Color palette
- Typography
- Graphics
- Design templates

Must-have event graphics

BEFORE the event

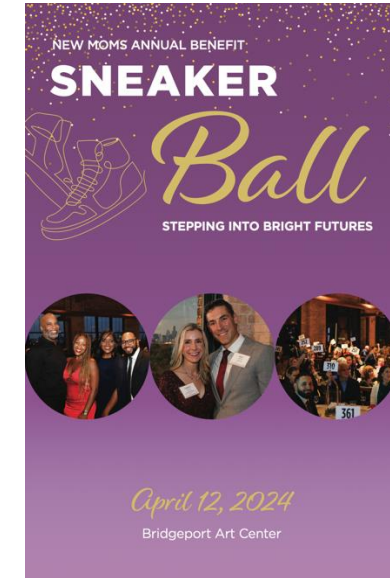
- Save the Date graphic
- Registration announcement
- Reminders/countdowns
- Speaker graphic (“I’m speaking”)
- Sponsor graphic (Proud sponsor of”)
- Email header
- Email signature



DURING the event

- Event program or agenda
- Signage: programming & directional
- Photo backdrop
- Name tags or badges
- Presentation template

MUST-HAVE EVENT GRAPHICS

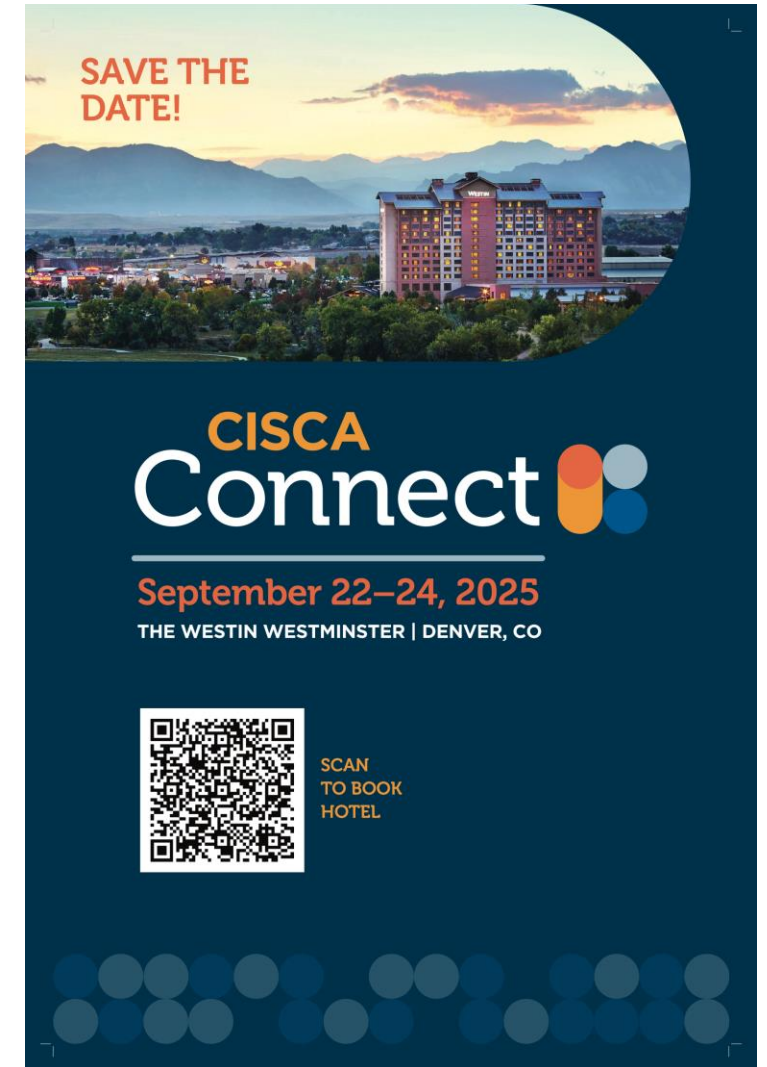


AFTER the event

- Thank you graphics
- Event highlights (video)
- Save the date (next year)



MUST-HAVE EVENT GRAPHICS



Best practices for implementation

Keep it simple and mission-aligned

- Use on-brand images and graphics
- Don't overdo it with colors and fonts
- Simple has more impact than over-designed



Maintain consistent branding throughout

- Make checklist of deliverables—
how and where will they be used?
- Apply event branding to all materials
- Use same voice and tone throughout
- **Use your event brand guide!**

Prioritize accessibility

- Use high-contrast colors
- Choose legible fonts
- Consider font size and viewing distance
- Ensure digital graphics are also screen-reader friendly

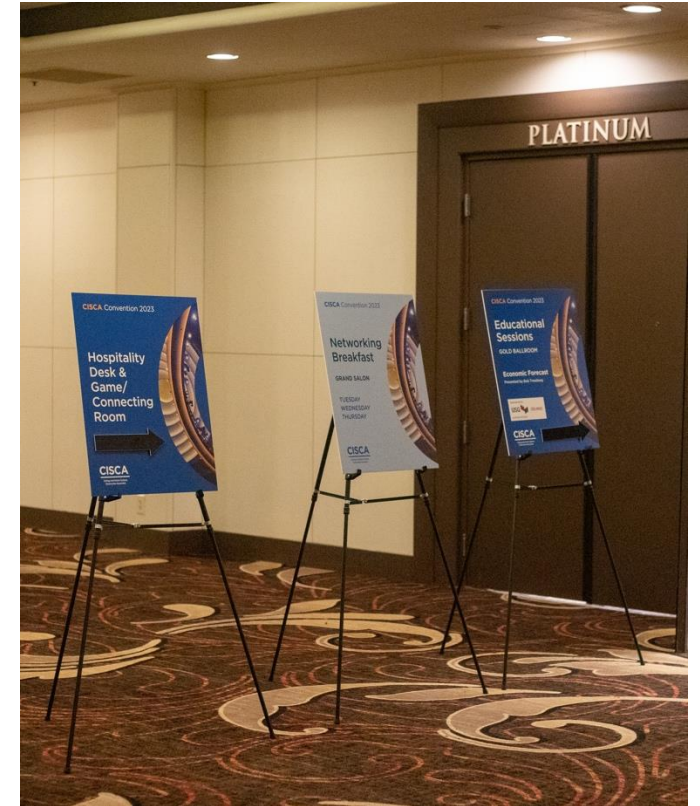


Work closely (and early) with your designer

- Start thinking about theme 4–6 months in advance
- Request design templates that can be edited in-house
- Build in time for review, revisions and printing

Consider attendee experience at every touchpoint

- Think from the attendee's perspective
- Make graphics welcoming and easy to navigate
- Consider various abilities
- Use signage to direct and engage
- **Refer to your event brand guide**



Use templates to simplify production

- Work with designer to create editable templates: Canva, Adobe Express, PowerPoint, Word
- Share templates with team members
- Keep design flexible so it can be reused if needed

Repurpose assets across channels

- Turn one graphic into multiple
- Use event graphics throughout marketing outreach (social, email, blog)
- Adapt event visuals into evergreen content

Partner with vendors for branded materials

- Talk to vendors early to determine timelines
- Consider local vendors for out-of-town events
- Use their knowledge to your advantage
- Choose vendors familiar with nonprofit work
- Sponsorship is an option

Be strategic with budget

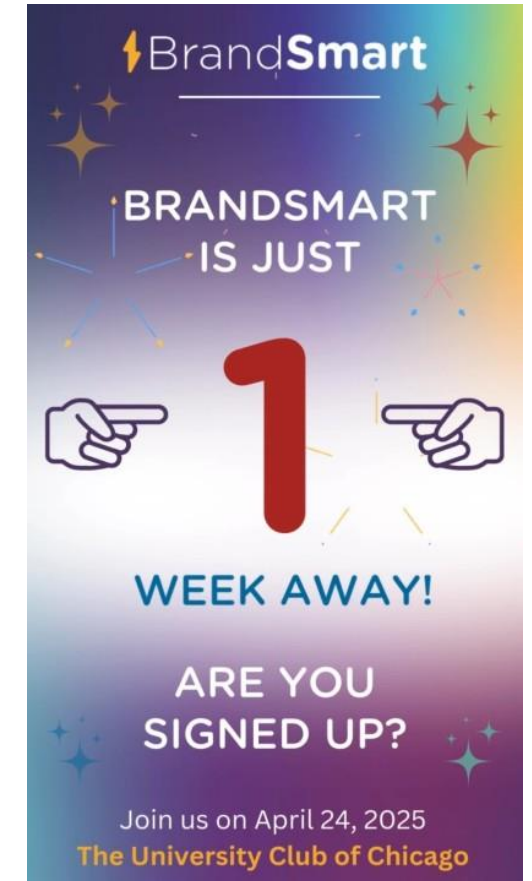
- Focus on high-impact items like the event branding, signage and design templates
- DIY the less visible pieces
- Consider sponsorship



Boosting engagement with branding

Share graphics early—and often

- Start promoting as soon as event details are finalized
- Add regular posts to your content calendar
- Use teaser and countdown graphics
- Share sneak peeks from event organizers and speakers



Encourage attendees to share content

- Create a unique event hashtag and share it widely—especially during the event
- Design branded visuals for attendees to share easily (“I’m attending”)
- Make it easy for speakers and sponsors to share in their networks
- Consider creating a social media toolkit (event branding, sample post copy)



Brand your giveaways and photo ops

- Add event branding to all giveaways and swag
- Design a photo backdrop—ask people to tag you/event
- Have a video station for storytelling



Video by Gather Voices for ASAE MM&C Conference

Sample event planning schedule



6+ months out

- Define event goals and objectives
- Set the date and location
- **Develop your event theme and branding**
- Start outreach to speakers, partners and sponsors
- **Begin promotion planning**



4-5 months out

- Confirm key vendors
- **Launch early promotions, i.e. save the date graphics**
- Build registration page/system
- **Begin creating branded materials**
- Finalize sponsorship packages



2–3 months out

- **Promote event on all channels**
- Finalize speaker details and event agenda
- **Print or produce branded materials**
- Confirm logistics
- Begin scripting or planning run-of-show



1 month out

- **Send reminder/ countdown graphics**
- Do tech and logistics walkthroughs
- Finalize and rehearse presentations or activities
- **Prepare branded thank-you gifts or follow-up assets**
- Confirm volunteers and day-of support roles



Week of

- Do a final run-through and checklist review
- **Print extras of onsite materials (signs, handouts, name tags)**
- **Post behind-the-scenes content**
- Double-check signage and other onsite materials
- Take a breath!



Post-event (1+ wk after)

- **Share thank-you and recap graphics**
- Send post-event survey or feedback form
- Analyze results (attendance, engagement, social shares)
- Debrief with your team
- Start a folder for next year!

Case studies: Effective event branding

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NEW MOMS ANNUAL BENEFIT **SNEAKER Ball**

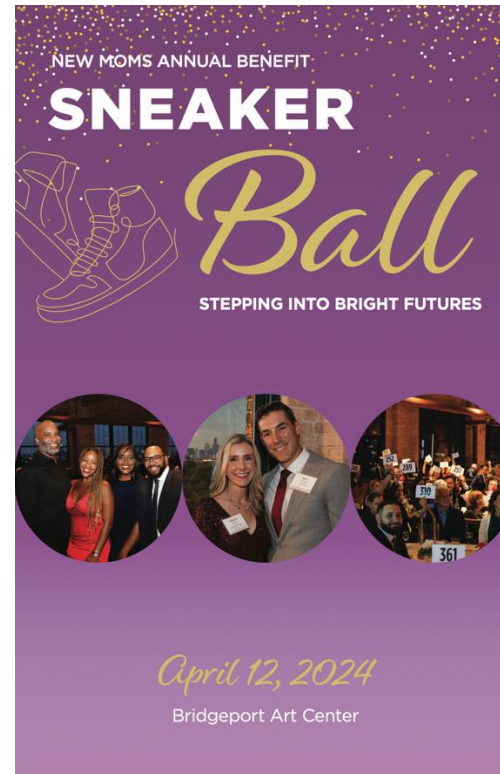
Yes, I look forward to attending.
Please reserve _____ tickets @ \$250 each.

I would like to be a **Gala Ambassador** at \$3,000, which includes 10 tickets and your name listed. List my name in the program as:

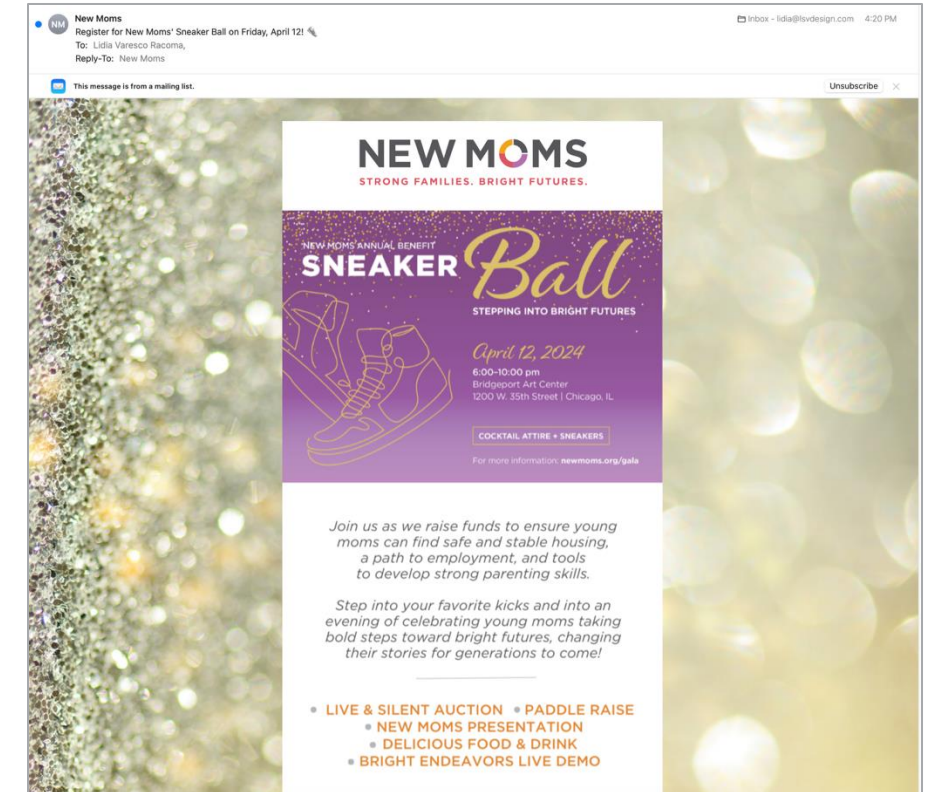
No, I am unable to attend, but I would like to make a gift to support New Moms.

Total amount enclosed \$ _____

Please write the name(s) of your guest(s) below:



CASE STUDIES



- Event theme and tone is fun, but mission-aligned
- Used brand color/font + accent color/font
- Event graphics used consistently throughout

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CASE STUDIES

CISCA
Summit

April 21-24, 2025

BELLAGIO HOTEL | LAS VEGAS



CISCA
Summit | April 21-24, 2025
BELLAGIO HOTEL | LAS VEGAS



- Event branding inspired by main brand + accent font
- Consistent use of color, theme, and messaging
- Provided attendee experiences (photo frame, construction challenge)
- Unified on-site and digital experience

**“The first step in convening
people meaningfully: committing
to a bold, sharp purpose.”**

— Priya Parker, *The Art of Gathering: How We Meet and Why It Matters*

Keep in touch!



LIDIA@LSVDESIGN.COM

www.lsvdesign.com

blog.lsvdesign.com

www.lidiataalks.com



UPCOMING TALKS

Tue, May 20: The Parentpreneur Panel:
Navigate Business Growth & Family Life

Wed, May 21: Ask Me Anything: Nonprofit Branding

Wed, June 18: Brand-Driven Content Marketing:
How To Build & Engage Your Audience

Learn more at www.lidiataalks.com



Listen to my guest podcasts at
bit.ly/SpotifyLidiaTalks

Resources

- [10 Must-Have Conference Graphics to Make Your Event Memorable](#) (blog)
- [Make a Milestone Memorable: How to Create an Appealing Anniversary Logo](#) (blog)
- [116 Event Statistics Shaping the Industry in 2025](#) (Cvent)
- [The Art of Gathering: How We Meet and Why It Matters](#) by Priya Parker



Book a free 30-minute **Brand Chat**:
tidycal.com/lidia/brandchat



Sign up for a 1-hour **Canva Branding Quick Start** session:
tidycal.com/lidia/canvabrandqs



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