

# Thoughts on branding for AF

## Initial thoughts on messaging

The copy that's been written is really evocative and clear as to what you do and the values that guide you when doing so. The themes around innovation, proof of concept, use of evidence for the aim of social change is really clear.

Once the projects have been listed and divided into themes, then there will be a much clearer sense of the specific issues you care about, the people/organisations you work with, and the impact of your work.

The structure is good, but I think you can communicate what you do much more effectively using a structure that inspires engagement and curiosity - 'Explore Our Work' 'Work with Us' 'Impact' - rather than simply the purpose of conveying information. I think it's also important that you have a small bio about yourself so that people understand where the foundation came from and can empathise with the brain behind it!

## Imagery

Use images with people in it - ideally your own pictures from the projects you've done or some interesting graphic design, whichever looks more professional. Use images that are representative of the themes you work with. I know you like the pic of the rainbow books....but is that the best image to represent what it is you do around innovation and people? Would a picture of you giving a talk, or a youth group you've worked with, or something pertinent be a better use of the home page space?

## The priority for the redesign

In my mind, the most important objective of the redesign is to reframe the website so that the person viewing the website has a clear idea of what the Adora Foundation can do for them and vice versa. It's important that you're not just listing what you do and things you have done, but that you paint a picture of what working with you would look like. Demonstrate and articulate exactly the services you can provide, the opportunities that you'd be well equipped for, the types of people you have worked with, etc. so that people can really visualise what they'll get out of working with you. The redesign will be

a really good opportunity to work out how you can inspire others to work with you on their own projects.