



ERGBrandingLab Out & Equal 2017

@JAYZENPATRIA | #JAYZENPATRIA



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SPEAKER
FACILITATOR
CONSULTANT





LOS
ANGELES
LGBT
CENTER

NBCUniversal
talentlab



Out



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LGBT & Ally Alliance

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What are some of your
favorite brands?





So what is a brand
anyway?

A Brand Is NOT...

- a logo
- a tagline
- an advertisement
- a product



A brand is the sum of all the experiences, information, and expectations that define an organization or offering for its target audiences.





What are they doing right?

Differentiation they stand for a distinctive position

Centered they stay true to who they are

Relevance they constantly evolve to stay relevant to their target audiences

Loyalty they have brand advocates

Clarity they convey their values and beliefs every day

Differentiation they have a clear area of expertise



Why Brands Matter

Great brands make it easier for organizations to:

- Expand into new markets and countries
- Introduce new products and services
- Build loyal relationships
- Get people to pay more, do more, contribute more





The bottom line is...
A brand is all about
expectations.

AUDIENCE SEGMENTATION

Identify your audience and determine their key motivators and drivers.

Who is your audience?
What do they need?
What do they want?
What do they care about?

KEY ATTRIBUTES

These are the traits that the brand embodies. How would you want people to describe your brand? List adjectives in the following table.

We Are...	Which Includes This...	And Never This...



BRAND FOUNDATION

Answer the following questions to determine your brand foundation.

What do we believe?
What do we do?
What do we offer?
What do people believe about us?
What is our brand promise?
What is our brand position?

BRAND FILTER

These elements inform and guide execution of your programs & initiatives. Each circle determines the elements that should be accounted for and represented in program design – which brings to life the brand foundation and key attributes. Table Stakes are the key elements that must exist in order for your initiative to move forward.



A close-up of a Na'vi woman's face from the movie Avatar. She has blue skin, yellow eyes, and intricate braided hair. The background is a blurred forest with glowing green and purple lights. A large white circle is overlaid on the left side of the image, containing text.

What Avatars Exist
in Your ERG
Universe?

AUDIENCSESEGMENTATION

Identify your audience and determine their key motivators and drivers.

- Who is your audience?
- What do they need?
- What do they want?
- What do they care about?





What adjectives describe
your ERG?



If your ERG was a type of car, which would it be?



If your ERG was a retail store or business, which would it be?

KEY ATTRIBUTES

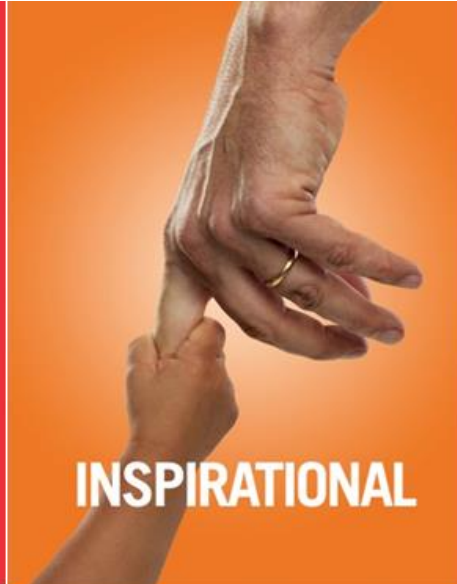
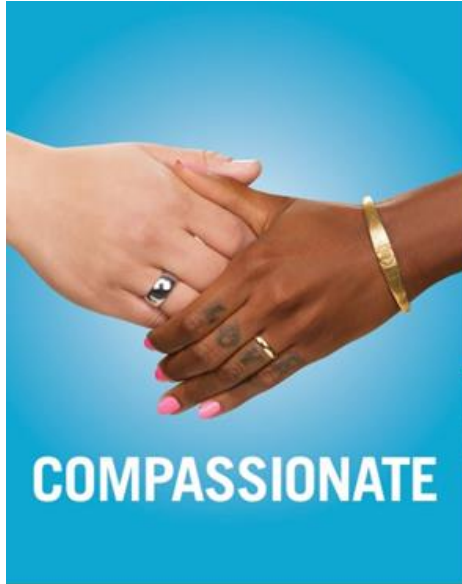
These are the traits that the brand embodies. How would you want people to describe your brand? List adjectives in the following table.

We Are...

Which Includes This...

And Never This...





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BRANDFOUNDATION

- **What do we believe?**
- **What do we do?**
- **What do we offer?**
- **What do people believe about us?**
- **What is our brand promise?**
- **What is our brand position?**



What We Believe

LGBT people have a fundamental right to be healthy, equal and complete members of society.



**LOS
ANGELES
LGBT
CENTER**



Core Promise

Building a better
world for LGBT
people – one person
at a time



**LOS
ANGELES
LGBT
CENTER**



Position

No one does more
for LGBT people



**LOS
ANGELES
LGBT
CENTER**



What We Believe

LGBT & straight ally people who can bring their whole selves to work can fulfill their career aspirations at NBCUniversal by creating and delivering content so compelling it entertains, informs and shapes our world.

Out



@NBCUniversal
LGBT & Ally Alliance



What We Do –

our activities and services are centered around:

- **Attract** – We attract new employees by being visible in the local LGBT community and building NBCUniversal's reputation as an employer of choice.
- **Develop** – We develop employees by providing networking opportunities, learning & speaker series, and access to executives.
- **Retain** – We help retain employees by providing meaningful volunteer and charity opportunities, helping people make the most of their benefits, and advocating for policies that promote an inclusive work environment.
- **Reach** – We help our businesses reach our community by providing employees for focus groups, marketing labs and assistance with direct-to-consumer events such as local Pride festivals.



What We Offer – what our members can trust we will always provide:

- **Connection** – We connect our members to each other to build their professional networks, the bigger picture of the NBCUniversal landscape, and the broader LGBT community which the company supports via philanthropy & volunteerism
- **Support** – We support our members by helping them navigate both their career and life stages as they relate to employment (e.g. coming out at work, gender transition, domestic partner/same-sex spousal benefits, etc.) allowing them to grow both personally and professionally.
- **Information** – We inform our members about groundbreaking stories, coverage and content as well as behind-the-scenes actions (HRC 100% Score, philanthropy, St. Patrick’s Day Parade etc.) that Comcast NBCUniversal is part of.



What People Believe

We are fun, bold, proud and above all else, professional.

We are advocates and role models within our community.

We are a safe place to come to.

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Core Promise

We allow you to
bring your full self to
work.



@NBCUniversal
LGBT & Ally Alliance



Position

No other media company has as rich and groundbreaking legacy, breadth in current inclusive content & talent, and innovative workplace inclusion programs & initiatives as NBCUniversal.

Out

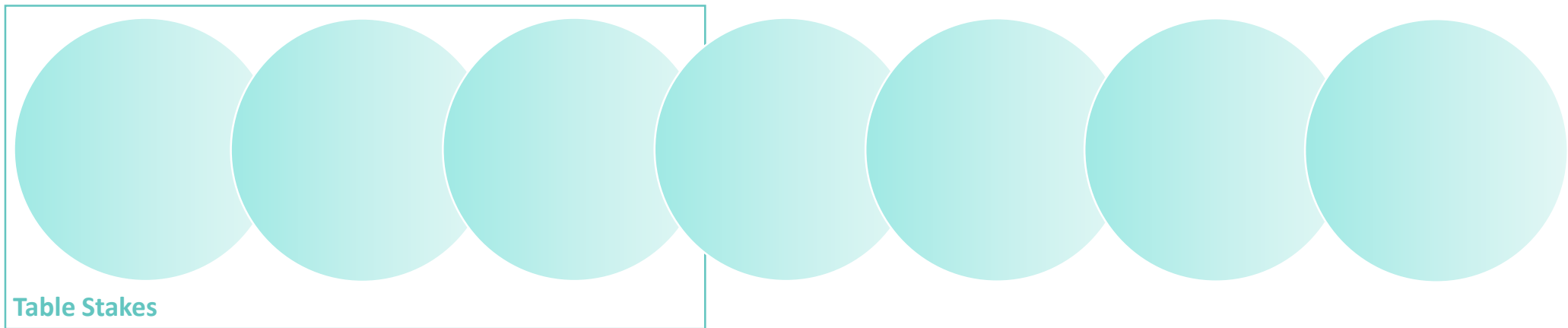


@NBCUniversal
LGBT & Ally Alliance



BRANDFILTER

These elements inform and guide your visual design, event execution and programming. Each pod notes the content that should be accounted for and represented in design – which brings to life the brand foundation and key attributes. Table Stakes are the key elements that must exist in order for the design to move forward.





What's the #1 Food Show
on Cable TV?





You've got a brand...

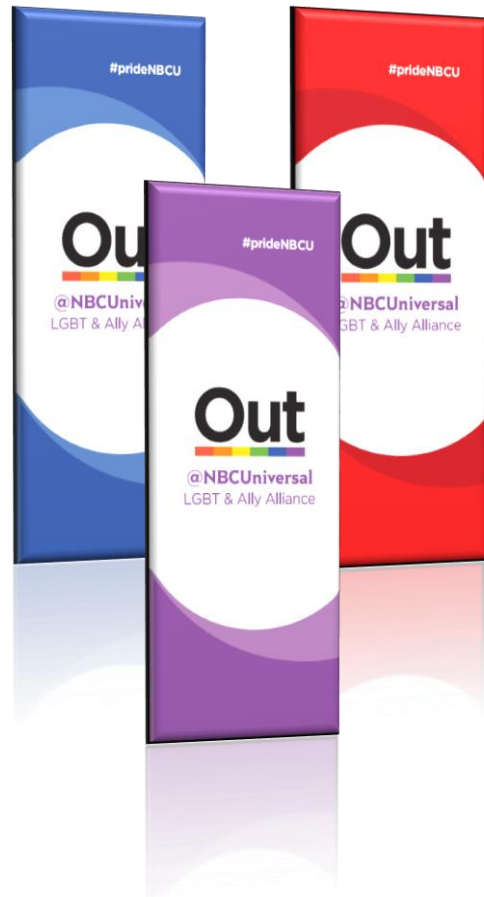
Now, create your assets to bring
it to life.

Brand Assets

- Name & Logo
- Written
 - Boilerplate
 - Terminology
- Digital Templates
 - PowerPoint
 - E-communications
 - Poster shells
- Evergreen Assets



Branding Assets & Tools



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**SPECIAL EVENT AT
TELEMUNDO IN HIALEAH** #prideNBCU

**Trans@NBCUniversal:
A Conversation with Gender Variant Employees**
Thursday, June 18th | 12-1PM EDT
Telemundo Programming Department Telepresence, Hialeah FL

[REGISTER NOW – limited seating available](#)

Join us for a unique live event with OUT members via telepresence in Englewood Cliffs, London, Los Angeles, New York, Miami & Universal City. Hear from a panel of trans experts and employees on their experiences in life and in the workplace. Ask questions and gain an understanding of the trans community. Learn steps you can take to be supportive and inclusive of all LGBT people.

facebook.com/OUTNBCUniversal | twitter.com/outnbcuniversal | myinbcu.com/out

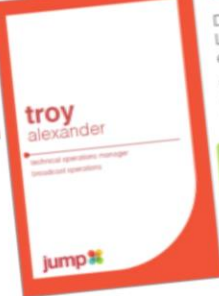


Brand Guide

credentials



magnetic badges
Brings a polished cache to the experience
Used for all formal Kick-Off and Finale labs.



lanyards
Delivers an active, behind-the-scenes experience. Like credentials to a film festival, it's your ticket to everything.
Can be used for formal or one-off labs. Most valuable when talent needs to be easily identified on site visits or talent needs quick access to information.



3x4 sticker badges
Provides a quick invite to join us and get connected
Used for short, informal events/gatherings at the Talent Lab (Leadership Spotlight viewing, networking cocktails, etc.)

lab collateral



placemat
The placemat is a piece that can be used in any lab setting.
Used for highlighting: agenda, model, activity or talent roster. If you can't find a reason to use it - don't. Need something smaller? Our Talent Lab branded paper is also an option.

agenda/talent roster
The agenda is savvy way to share the lab's schedule and talent.
If used, the information should not be redundant of anything on the placemat.



Check out our updated **table numbers**. Use these for any lab that requires seating.



dinner tent
Designed for formal labs where talent is located at smaller table settings with limited space



lab tent
Designed for formal labs pre-set at the talent's seat before they arrive



meeting tent
Designed for informal functions held in the Talent Lab (e.g. Leadership Spotlight viewings)

look book



must have



customized

The Look Book's role is to connect our talent with each other and the experience. Everything in the booklet ties back to our filters.

Look Books should be created for formal Kick-Off's & Finales and should not be used in individual labs.



photography guidelines

DO:



DON'T:



Use high res photos that fill the full petal. There should be no white space, and no gradation from a low quality image.
 Tip: In Google, you can search for "large" images to avoid low quality photos (Images > Search Tools > Size)

Graphics should not overlap with the curved border artwork. Instead, paste the border over the image.
 Tip: All PPT talent lab art are shapes that you can copy & paste (View > Slide Master > Click on graphic)

We never, ever use clip art. Use stock images that are high-quality and dynamic instead.



typography

our font

Helvetica Neue, Helvetica and Arial are our default fonts.

Helvetica Neue is the default formal design tool (InDesign) font
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_~'"/

Helvetica is the default web font
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_~'"/

Arial is the default MS Office applications (eg: PowerPoint, Word, etc.) and email font
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_~'"/

lower case

Just like our experience names, we start headers and sub headers in lower case. This stands true for e-mail headings, names on credentials, agenda dates, and lab handouts. When using PowerPoint, slide titles can use lower case or title case, but it needs to be consistent through the deck headings.



show, don't tell

The role of photography is to represent and build upon our brand, which means they should represent the Talent Lab's key attributes.

- Wow!
- Current & Modern
- Smart & Challenging
- A Shared Experience
- Uniquely NBCUniversal

use high res photos of:

- NBCUniversal content, talent, graphics
- Talent Lab experiences: un-staged activities & real human interaction
- Photos from our Talent Acquisition partners



stock images

There's an entire universe of stock photos at your fingertips. Most of them are completely off-brand. Why? Because they are too staged, too cliché or not uniquely NBCUniversal.

When you choose stock images of people and activities - find authentic, genuine emotions and situations. The same way we want photos to represent the "we are" brand attributes, don't pick photos that fall into the "but never this" category.



our font in powerpoint

Arial is our default font in PowerPoint. The default color for typography is the grey from the Talent Lab logo.

- R - 151
- G - 151
- B - 157

Tip: In the Talent Lab PowerPoint template, the leading "theme colors" are the branded petal colors. Click on "font color" and select any of the colors in the first row for on-brand text colors.



text on colored background

On white background:

You are encouraged to use the default grey with the branded petal colors. Make sure to follow the "Look & Feel" guidelines when designing the text on your slides.



On colored background:

Use only white, grey, or black on colored backgrounds to ensure the text is not lost. Text must exist on the color portion of the slide and not bleed into the images/white space.



