

**Good design for those that do good.**

We create simple solutions to untangle even the most complex nonprofit problems.



## WHO IS 501c DESIGN?

We are a team of dedicated professionals who have worked collaboratively with nonprofit clients for more than 20 years. We have developed brand identities, narrative stories, social media, and strategic materials for mission-driven organizations. We figure out your optimal message and successfully communicate it to multiple audiences and stakeholders. We only work on projects that are committed to making the world a more just place.



501c Design builds on Kerstin Vogdes Diehn's 20+ years as a designer and strategic thinker working primarily on mission-driven projects. Kerstin knows and understands NoHo West NC's particular needs: multiple stakeholders, lean budgets, and impactful storytelling. Kerstin speaks your language – and does it visually. She's not afraid to ask questions and take risks.



### **Kerstin Diehn, Principal**

Kerstin has dedicated her career to designing for nonprofit 501(c)3 and 501(c)4 organizations working to improve the world. She's designed for clients large and small, and everything in between. This ranges from massive international humanitarian organizations like UNICEF, and grassroots advocacy groups, like North Hollywood North East Neighborhood Council in LA.

Kerstin teaches graphic design at Seton Hall University, and has taught at the Art Institute of New York, FIT, and Pace University. She has an M.S. in Communication Design from Pratt Institute and a B.A. in Literature from American University. She is an active volunteer with Civic Power of Change, an organization that matches comms professionals with down-ballot progressive political candidates.

Since starting her business in Brooklyn, NY, she's moved a few times, gotten married, had two children, and cycled through more than a few cats. Kerstin brings a passion and energy to everything she does and hopes to apply it to what you do, too.





## How do you know it works? Because we've already done it.

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We took 34 separate state and national Common Cause chapters with different identities and united them under one flexible brand. This connected new, younger audiences, brought in new members, and increased donations. The result speaks for itself: an organization that visually stands out as the leader of reform in the most tumultuous period in American democracy.

## CASE STUDY:

### Common Cause

**Common Cause** is a nonpartisan democracy advocacy organization. Common Cause wins concrete, pro-democracy reforms that break down barriers to participation, ensure each of us has an equal voice and vote, and rebuild trust in our government.

#### CONTACT INFO:

#### **Katie Scally**

Director of Communications  
Common Cause  
805 15th Street, NW, Suite 800  
Washington, DC 20005  
[kscally@commoncause.org](mailto:kscally@commoncause.org)

Following the 2016 election, Common Cause's membership hit the 1 million mark. With a rising profile in an era of divisive politics, Common Cause needed a new brand identity and strategy that would unite its state chapters and position it as a major player in the democracy reform movement. The catch? They couldn't afford or justify the cost of a big agency to their Board.

Kerstin had been working with Common Cause for over five years and offered to collaborate with the organization on a brand strategy and redesign at significant cost savings. The assembled team began by surveying key stakeholders (board members, staff, donors, and the public). Kerstin synthesized the findings along with a visual brand audit and presented the findings at the annual Common Cause retreat. Kerstin designed a new look for the organization and then built a brand book that reflected Common Cause as the nonpartisan, modern, and in-touch-with-the-times organization it is. Kerstin also solved the issue of inconsistency — and therefore, dilution — of the brand across the state chapters by creating designs that worked in all orientations. She updated the brand again in 2023 to reflect WCAAG accessibility guidelines.

# CASE STUDY:

## Common Cause

### The challenges:

- Inconsistent logo iterations for state and national offices
- Typography inconsistent and hard to read at a distance and not optimized for digital use
- Design reads as “old-fashioned”
- Colors bland and inconsistent



### The solution:

- A system of flexible layouts and consistent positioning and colors for taglines and state names.
- A new bolder symbol and type make it easier to read from afar and works in print and digital environments
- Incorporates red and blue to indicate bipartisan nature of organization



 **Common Cause**

 **Common Cause**

**Minnesota**

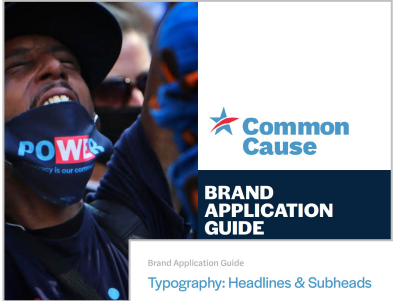
  
**Common  
Cause**

*Holding Power Accountable*

  
**Common  
Cause**

**Louisiana**

# Brand Toolkit, Social Media, & Collateral



Brand Application Guide  
 Typography: Headlines & Subheads

## Halyard Display

Headline font: Halyard Display Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%^&\*()\_+~=-

Reassigned esquetrian fez bewilders picky monarch.

Halyard Display Bold is a DIFFERENT font from Halyard Text Bold and as such, needs to be selected from the font menu in your design / word processing program. Do not use the BOLD character on Halyard Text Regular to create a bold headline. Select Halyard Display from your font menu.

## Color Palette

### Primary



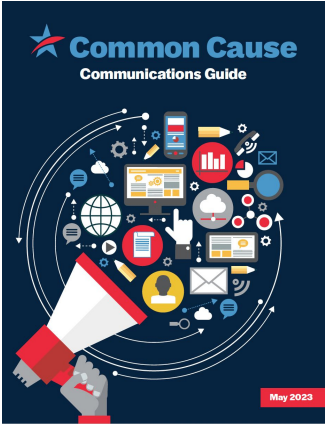
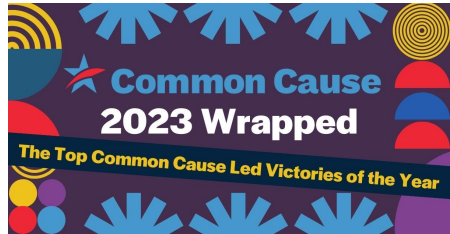
### Secondary: Darks (use primarily for backgrounds)



### Secondary: Pops (use primarily to create contrast)

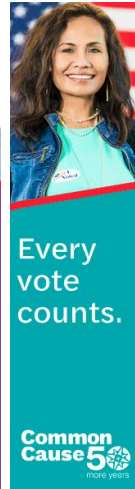
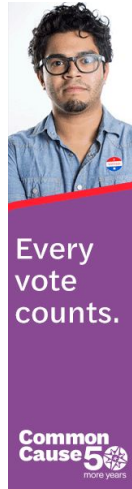


## Color Proportions



# A New, Modern Look Across Platforms

Paid digital campaigns



Sub-brands



Merch: visit [shop.commoncause.org](https://shop.commoncause.org) to see all 501cDesign designed merch!







“

I've worked with several dozen designers over the past 20 years, and no one has been able to **turn ideas into dollars as quickly or creatively** as Kerstin. She's a wonderful partner and source of inspiration. And she's a lot of fun!

—Dalton Fuqua  
Director, Membership & Development Planning

”





## How can we work together to promote breastfeeding support initiatives in the U.S.?

Sometimes design is slow to follow a growing organization's needs. The USBC found itself in a situation where it had haphazard design and no real cohesive brand. They came to 501c Design as they rewrote their mission statement and wanted to focus on collaboration and equity. It was time for a change.

## CASE STUDY:

### U.S. Breastfeeding Committee

**U.S. Breastfeeding Committee** is a coalition of more than 100 organizations that support a mission to drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States.

#### CONTACT INFO:

#### Camille Abbe

Campaign & Convening Manager  
U.S. Breastfeeding Committee  
712 H Street NE, Suite 1738  
Washington, DC 20002  
(773) 359-1549 x27  
[cabbe@usbreastfeeding.org](mailto:cabbe@usbreastfeeding.org)

Kerstin had been working with USBC for several years when they came to her ready for a rebrand. Kerstin performed a comprehensive brand audit, which included a presentation analyzing their current brand visuals and data from a stakeholder survey of board members, staff, and coalition partners. What emerged was a clear directive: overhaul the whole visual identity to more accurately reflect USBC's mission and remove the visual obstacles that the old logo and color palette presented in creating marketing collateral. This meant shifting the focus away from mothers and infants (as USBC is not a lactation support group) and focus on the collaborative drive to create *policies that support breastfeeding practices*. The new logo needed to reflect their core attributes: "network," "inclusion," "collaboration," and "equity." The typography and colors needed to be updated to be more user friendly and have stronger visual impact.

The new design achieved all of their needs. It can be read as a group of people (or abstract shapes) joining together to form one new symbol that coalesces around a core element in the center. The colors and type are modern and softer without being overly feminine. The staff is now empowered to create their own designs and socials.

# CASE STUDY:

## U.S. Breastfeeding Committee

### The challenges:

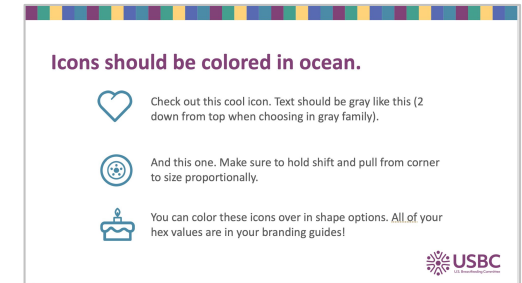
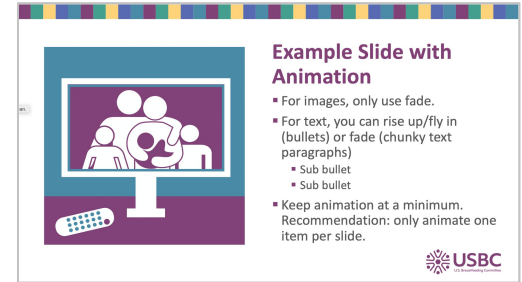
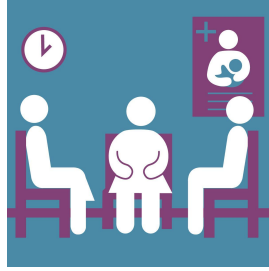
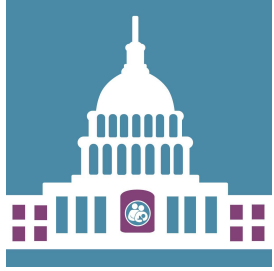
- A “fussy” old-fashioned logo with too much text, in too many fonts, in too many sizes that is hard to read
- Not adaptable or optimized for web usage
- Color palette dark and not reflective of advocacy and femininity
- Type-only logo does not personify or illustrate the nature of USBC’s work

### The solution:

- A new bolder symbol and type make it easier to read from afar and works in print and digital
- Symbol design reflective of top desired traits: “network,” “inclusion,” “collaboration” and “equity”
- Two simple logo iterations allow flexible positioning
- New color palette has more contrast and is soft without being overly feminine



# Legislative Issue Illustrations & Powerpoint Template



**Illustrations:** Custom drawings highlight USBC's core advocacy areas.

**PPT Template:** Master pages make it easy for staff to adapt to their needs.

# Brand Toolkit & Social Media Templates

## Brand Application Guide

### Horizontal Logo

When possible, it is preferred to use the horizontal format.



The logo is available in 3 formats: USBC plum, black, and white.



Each logo is available in EPS and PNG format. Plum and black logos are also available as PDF.

## Brand Application Guide

### Logo Usage

To provide the required clear-space of the logotype, use the one of the figures in the logo once it is placed at its required file size. Use its square area to determine the minimum space requirement around the logo.

Ex: (partner banner)



Use as minimum

## Brand Application Guide

### Color Palette

Pantone (PMS) and CMYK colors should be used for professional printing, and RGB and Hex values are to be used for digital productions.

#### Primary



**PLUM**  
PMS 7662  
C50 M90 Y34 K0  
R130 G65 B118  
HEX #824176

#### Secondary



**OCEAN**  
PMS 7697  
C72 M85 Y25 K1  
R74 G138 B167  
HEX #4a8aa7

#### Tertiary



**BUTTERCUP**  
PMS 1215  
C22 M72 Y61 K0  
R255 G211 B123  
HEX #f03b70

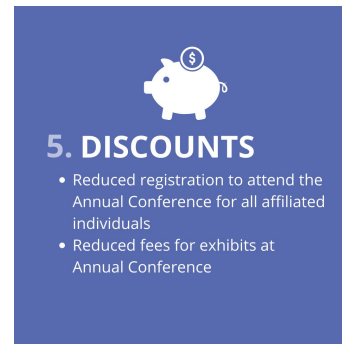
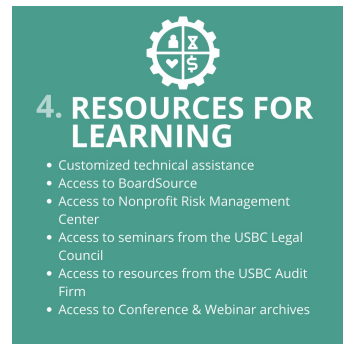


**TEAL**  
PMS 7223  
C72 M65 Y18 K0  
R74 G137 B141  
HEX #4a988d



**CORNFLOWER**  
PMS 7456  
C72 M65 Y18 K0  
R88 G106 B175  
HEX #5a86af

Ex:



“

⋮

**Working with Kerstin from 501c Design for our logo and brand redesign was fantastic!** Her work has completely refreshed our organization's look and feel, and she was a joy to work with! She always responds promptly to requests, worked with us through several rounds of feedback with our stakeholders, and created a dynamic logo and color palette that reflects our organization's values and role in the field.

—Sarah Wal

**Senior Communications & Program Coordinator**

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# How do you increase awareness and satisfy an unwavering commitment to nonpartisanship?

The Constitutional Rights Foundation struggled with issues of perception. Some thought it was a right-wing PAC, and others thought it was a liberal indoctrination program for young people. In reality, it is an organization dedicated to bringing civics to life in the classroom by teaching young people how to engage in democracy and justice through interactive educational experiences.



## CASE STUDY: Teach Democracy

**Teach Democracy (formerly Constitutional Rights Foundation)** inspires lifelong civic engagement through interactive programs and resources for teachers and youth because democracy depends on informed participation by all.

### CONTACT INFO:

#### **Keri Doggett**

Vice President

Teach Democracy (formerly CRF)

601 Kingsley Drive | Los Angeles, CA 90005

[Keri@crf-usa.org](mailto:Keri@crf-usa.org)

After 60 years of pioneering civic education, the Constitutional Rights Foundation was being perceived as exactly the opposite of what it stands for: politically right- or left-leaning depending on who you asked, when in fact, the organization is resolutely non-partisan; a funder when it's a nonprofit; and wedded to the constitution, when civics is so much broader. The nonprofit knew it needed a name change, but what it got was a whole new identity and launch strategy.

After a comprehensive competitive analysis, dozens of interviews and workshops to identify the organization's unique value proposition and "personality," the 501c Design came up with a two-word descriptive, and illustrative name: Teach Democracy. Along with it, a new tagline communicates the *raison d'être*: *civic participation begins with civic education*. 501c Design created a brand-new design scheme and brandbook. Then, they developed a launch strategy to introduce the new name and identity to the world. This included negotiating to get a new desired URL and social handles, redesigning and developing their flagship materials, and providing guidance for a future web redesign. The transition is still in its infancy, but the roll out has been very successful thus far.

## CASE STUDY:

### Teach Democracy

#### The challenges:

- A name that communicated all the wrong things
- A nonexistent brand strategy
- A large well connected Board that had to be convinced about a new direction
- Designs that did not reflect the serious nature of the work

#### The solution:

- Renaming strategic process resulted in a new name embraced by the organization, including the Board!
- New name, tagline, and design identity accurately represent the organization's mission
- Messaging guidance for staff to introduce the organization to new donors and schools. This included a new elevator pitch and strategic messaging
- Social design templates and staff workshops to deploy new social media



Educate. Engage. Empower.



Civic participation begins with civic education

# Social Media Templates, Collateral, & Brand Guidance



“

501c Design was just the right company at just the right time for Teach Democracy (formerly Constitutional Rights Foundation).

Prior efforts to change the name had failed, but 501c Design brought the right mix of patience and professionalism.

**The research and process were exhaustive and inclusive, so much so that stakeholders were very confident in the work and were won over to the prospect of change.**

—Amanda Susskind  
President, Teach Democracy

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# 501c Design Knows How to Create Distinct Brands



# ESTIMATED TIMELINE

## **MESSAGING: BRAND & DESIGN BRIEF: 1 WEEK**

Develop a brand brief for NoHo West NC based on survey results. Info includes: key audiences, Unique Value Proposition, its market position, and brand personality.

## **LOGO DESIGN: 2-3 WEEKS**

Create 3-4 design directions for a new logo. 4 rounds of revisions on chosen design

Deliver jpg, png, SVG, and EPS versions of final design in color and black and white. If tagline created, versions created with and without taglines

## **BRANDING DELIVERABLES (SPECIFICS TBD): APPROX 2 WEEKS**

Provide brand guidelines document for NoHo West NC, reiterating messaging guidelines and including color palette, typography scheme, suggested design motifs and elements, best practices

Design templates for printed collateral & social (*optional at additional cost*)

🎉 **THAT'S A WRAP!** 🎉

## **~2 MONTH MARK**

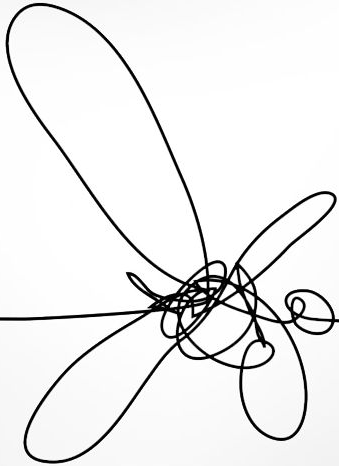
Any outstanding final materials delivered.

## Estimated Costs

### Logo & Brand Design

- Brand audit: Develop creative brief based on audit (comparative analysis and stakeholder survey)
- 3-4 logo design directions; 4 rounds of revisions to chosen design
- JPG, PNG, SVG, and EPS versions of logo in color and black and white; versions with and without tagline (if there is one)
- Brand guideline document, including typography, colors, brand motifs

**TOTAL: \$2,000**



**THANK YOU!**