# 4 WAYS YOUR WEBSITE SHOULD REFLECT YOUR BRAND

Your business cards, letterhead and shiny new coffee mugs all look great donning your organization's logo. But what about your website? You want to tell your story and showcase your mission, but how do you make your website immediately recognizable?

The key to seamless branding is *consistency.*

CONSISTENT TYPOGRAPHY

CONSISTENT COLOR

CONSISTENT TONE

CONSISTENT IMAGERY

NONPROFIT

Preparing for the Future

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1 CONSISTENT TYPOGRAPHY

Using similar typography in your website and marketing materials impacts the look and feel of your brand in a big way. If you're using big, bold sans serif headers in your printed work, incorporate that into your site. Attention to detail is the difference between decent and high quality branding.

Regular Weight

Serif

Sans Serif

Aa

Bold Weight

Bb
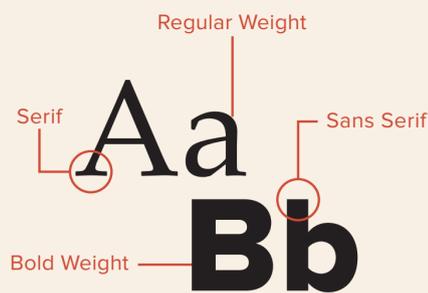
Primary Brand Color

Secondary Brand Color

2 CONSISTENT COLOR

Incorporate existing colors from your logo and other branding materials into your website. Using established colors helps site visitors draw the connection to your brand.

3 CONSISTENT TONE

Writing in a consistent tone makes it easy for supporters to connect and feel familiar with you as an organization whether they're on your website or looking at your printed materials.
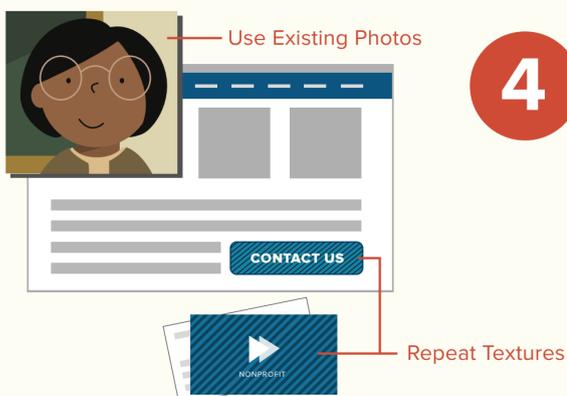
4 CONSISTENT IMAGERY

Do you use photography or specific graphics in your printed materials? Incorporate some of the same imagery into your website.

Use a compelling photo from your brochure as a focal point on your website's homepage to help tell your story, or add in a texture that is used throughout your branding.

Use Existing Photos

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Repeat Textures

WIREDIMPACT

At Wired Impact, we focus on results-driven online marketing for nonprofits.

We believe there's a huge need for nonprofits to more effectively utilize the web. By creating a custom approach based on your nonprofit's goals, we ensure your web presence benefits your nonprofit in tangible ways.

To learn more about how online marketing can benefit your nonprofit, visit us at wiredimpact.com.