

Client: ECFA

Summary:

Industry Setting - ECFA is a nonprofit that sets the financial standards and manages membership through pass/fail annual, financial audits. The organization has over 1,700 members

Project Desire -ECFA desired to widen their awareness, expand their services, and grow their church membership.

Solution - Abiah worked with ECFA leadership to identify their strengths, enhance their awareness, and articulate their value through multiple touchpoints and campaigns, including video, print, and web.

Result - Over the last few years membership has been nearly double that of the previous ten years.

ECFA

Industry: Nonprofit Ministry/Financial
Brand/Messaging Enhancement
Country Base: United States
Below: Before Images, Rebrand Images

After

Why our landmark is so important

Our landmark is the visual cue that communicates to organizations, donors and the watching public that we are the "Christian" standard of financial accountability. The more recognizable our landmark becomes, the easier it will be for a nonprofit and church leader to decide to become a member. People subconsciously say, *"if the organization cares this much about how they look and communicate, their service must be great."*

Once an organization chooses to become a part of our family they will tie their memories and experiences to us and our landmark, defining our organization and brand.

Our landmark is the promise of value our fans will come to know us by. The strength of our brand depends on how we perform as a team.

It is up to us to maintain the characteristics of trust, integrity and consistency our members have come to define us by.



New Tagline

Enhancing Trust

*"A brand should strive to own a word in the mind of the consumer."
-Al Reis and Laura Reis*

04

After



Refreshed logo.



New program logo



Some brand elements. Logo color options. Business card, tagline.

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Brandmark meaning

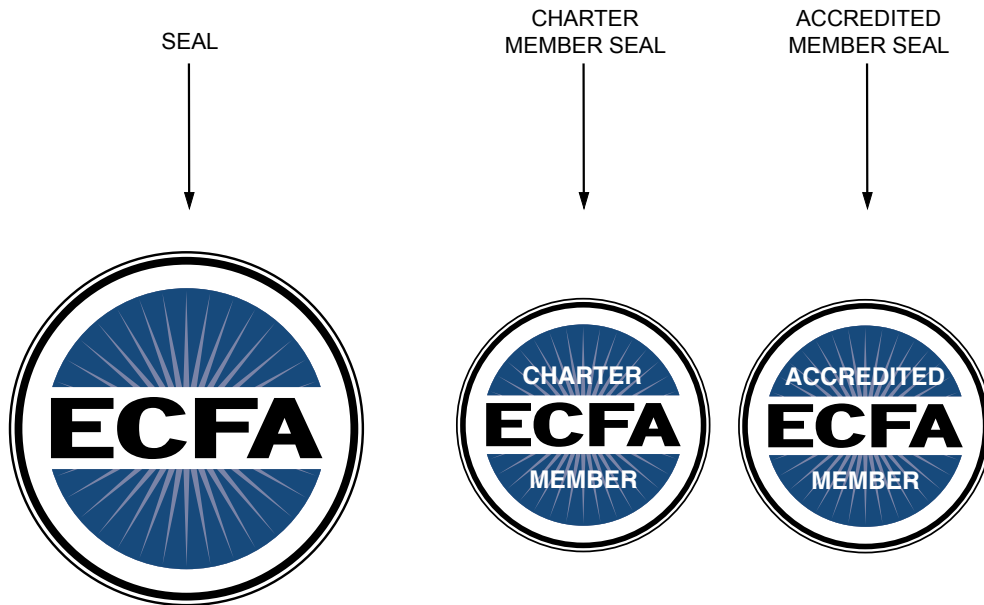
Our brandmark represents the trust, integrity and consistency that has been built over 3 decades.

Brandmark importance

Brands first appeared in the Middle Ages as a way for one tradesman to distinguish his work from that of other tradesmen. As consumers purchased the products of an individual tradesperson and developed a preference for one brand over another, the icon itself grew in importance.

Just as certain corporate images come to mind when you think of sneakers, computers, and hamburgers, we want ours to be the image in our member's and donor's minds when they think of our service, or business segment.

What's referred to as the "icon" is a simple image that, when seen, resonates with the viewer. Over time we want this icon to become as recognizable as our name.



*"Products are made in the factory, but brands are created in the mind."
-Walter Landor, Brand Pioneer*

“ECFA faithfully exhibits biblical accountability”



“ECFA faithfully exhibits biblical accountability and uprightness in its engagement with ministries and organizations. Awana’s 60-plus years of ministry continually reinforces the importance of co-laboring with ECFA. ”

Jack Eggar, President
Awana Clubs International

Become a member
WWW.ECFA.ORG



After



Annual booklet that lists ECFA members. Reinforces value and influences membership.

After



Value proposition video. Shown at national Christian conferences.