

# Story Branding Your Organization into the Future

Sjogren's Syndrome Foundation  
To  
Sjogren's Foundation

**Presented by:**

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**Board Chairperson**  
**Sjogren's Foundation**

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**Founder**  
**The Storybranding Group**





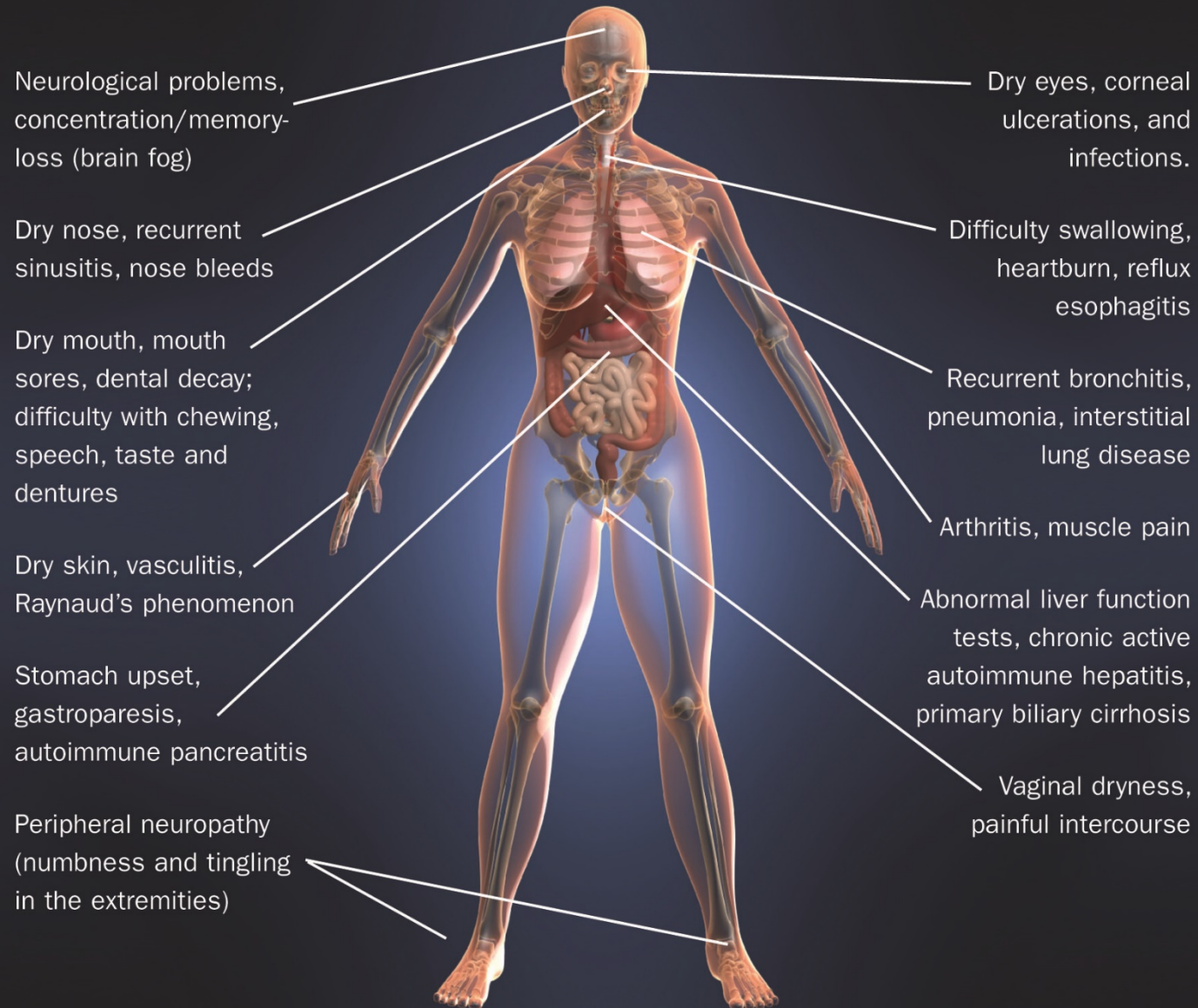
# History

- 💧 Founded in 1983 in Long Island
- 💧 Moved to Washington DC area in 2001
- 💧 Currently have 15 full-time staff & 65 chapters/support groups in US
- 💧 Annual Budget of \$3 Million
- 💧 We reach hundreds of thousands of individuals:
  - 💧 115,000 patients in our database
  - 💧 50,000 followers on Facebook
  - 💧 10,000 paid newsletter subscribers

# Sjogren's – What is it?

- 💧 Sjögren's is a systemic autoimmune disease that affects the entire body.
- 💧 Along with symptoms of extensive dryness (dry mouth, dry eye, dry skin, etc.), other serious complications include:
  - 💧 Profound fatigue
  - 💧 Chronic pain
  - 💧 Major organ involvement
  - 💧 Neuropathies
  - 💧 Lymphoma
- 💧 Estimated 4 million Americans have Sjögren's
  - 💧 (90% are women/10% men)

## Ways Sjögren's syndrome may affect the body







# Old Mission

- 💧 To increase public and professional **awareness** of Sjögren's
- 💧 To **educate** patients and their families
- 💧 To encourage **research** for new treatments and ultimately a cure for Sjögren's

# So Why Make A Change?

1. Our mission was getting outdated!
2. Patients have been asking for us to drop “syndrome.”
3. We had started to expand our impact in Sjogren’s
4. Our look was getting old!

**A paradigm shift was needed  
and our brand needed to be refreshed!**

# NEW Updated Mission

- 💧 Support Sjögren's patients and their loved ones through education, resources and services
- 💧 Provide credible resources and **education for healthcare professionals.**
- 💧 **Serve as the voice for all Sjögren's patients through advocacy and awareness initiatives**
- 💧 **Lead**, encourage and **fund** innovative research projects to better understand, diagnose and treat Sjögren's

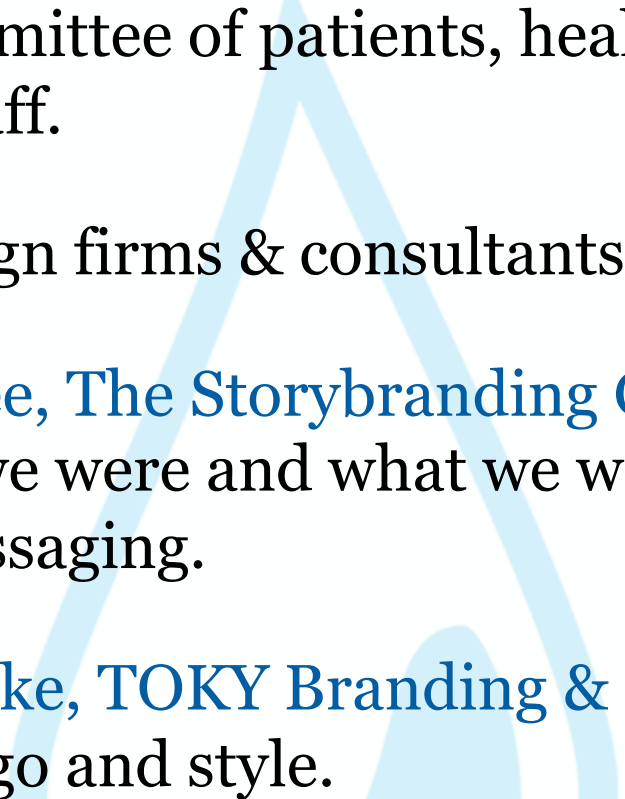
# Sjögren's Foundation Vision Statement

To create a community where patients,  
healthcare professionals and researchers  
come together to **conquer the  
complexities of Sjögren's.**

Next Stop — A Brand Refresh!



# Steps To Refreshing Our Brand...

1. Recruited a Committee of patients, healthcare professionals, researchers & staff.
  2. Interviewed design firms & consultants.
  3. Chose [Cindy Atlee, The Storybranding Group](#) to help us determine who we were and what we wanted to portray in our look and messaging.
  4. Chose [Eric Thoelke, TOKY Branding & Design](#), as our design firm to design logo and style.
- 



Storybranding aligns  
organizational identity  
with an authentic,  
inspiring, distinctive,  
universally known  
character type we all  
know and value









# Why Brand With Story Type?

- Create instant recognition & relevance
- Tap deep human meaning & motivation
- Leverage strengths & values as a dynamic
- Personify what's best & most engaging about you





# Organizational Story Types You Know

# The Caregiver

- Taking care of others

A close-up photograph of a person's open palm, facing up. The palm is light-skinned and has a gold ring on the ring finger and a brown leather watch strap on the wrist. Five red lines with circular endpoints labeled A through E point to specific lines on the palm. Red text labels are connected to these points by thin red lines:

- A** (near the base of the ring finger) points to the text "driven to succeed".
- B** (on the lower palm) points to the text "have capital to invest".
- C** (on the lower palm) points to the text "possess an entrepreneurial spirit".
- D** (on the lower palm) points to the text "would like to make money".
- E** (on the lower palm) points to the text "want to run your own show".

The background is a blurred image of a person's face and shoulder.


# The Everyperson

- Democratizing the skies



# The Innocent


- Delivering happiness

A smiling man with short dark hair, wearing a blue t-shirt, is holding a large white box. The box has the text "DELIVERING Happiness" in large letters, followed by "A PATH TO PROFITS, PASSION, AND PURPOSE". The Zappos logo is on the front, with "Zappos.com" and "POWERED by SERVICE™". To the right of the logo, it says "TONY HSIEH CEO, Zappos.com". In the top right corner of the image, there is text: "One of Fortune Magazine's 25 Best Companies to Work for".

One of  
*Fortune*  
Magazine's  
25 Best  
Companies  
to Work for

**DELIVERING**  
**Happiness**

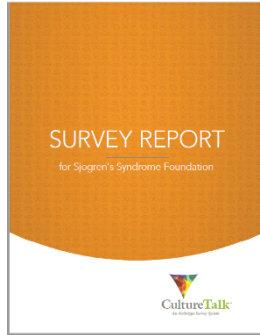
A PATH TO PROFITS,  
PASSION, AND PURPOSE

**Zappos**   
Zappos.com  
POWERED by SERVICE™

**TONY HSIEH**  
CEO, Zappos.com

# The Sjögren's Storybranding Process

Discovery	Development
<ul style="list-style-type: none"><li>• Organizational survey<ul style="list-style-type: none"><li>• Measure alignment with each of 12 story types</li></ul></li><li>• Organizational focus groups<ul style="list-style-type: none"><li>• Deepen/customize survey findings</li><li>• Personify audience mindset</li></ul></li><li>• Materials audit<ul style="list-style-type: none"><li>• Assess current delivery of brand story type</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Brand story type platform<ul style="list-style-type: none"><li>• Define personality, style and inspiring brand role</li></ul></li><li>• Brand story line<ul style="list-style-type: none"><li>• Define brand story arc (quest, conflict, happy ending)</li><li>• Articulate brand purpose &amp; promise</li></ul></li><li>• Creative brief<ul style="list-style-type: none"><li>• Convey visual identity parameters &amp; guide expression</li></ul></li></ul>

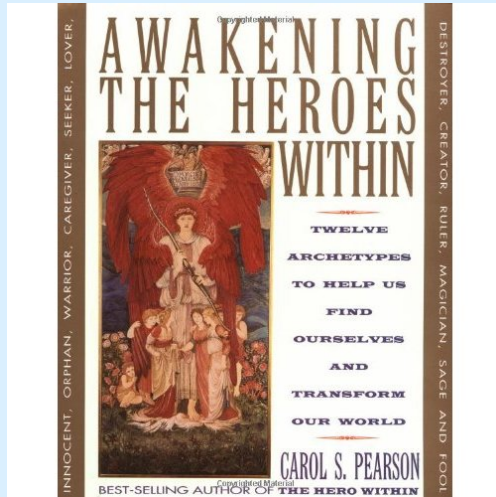




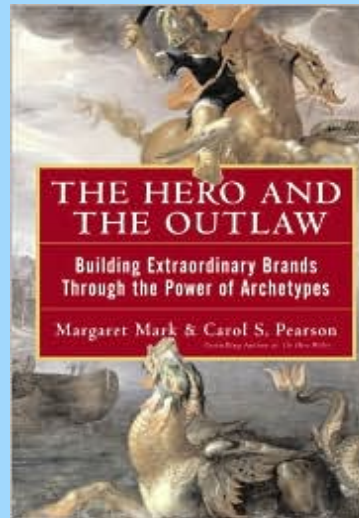
# Who Developed The Theories?

- Conceptualized by psychologist Carl Jung
- Popularized by mythologist Joseph Campbell
- Systemized by archetype/leadership expert Dr. Carol S. Pearson
- Validated by communications giant Young & Rubicam

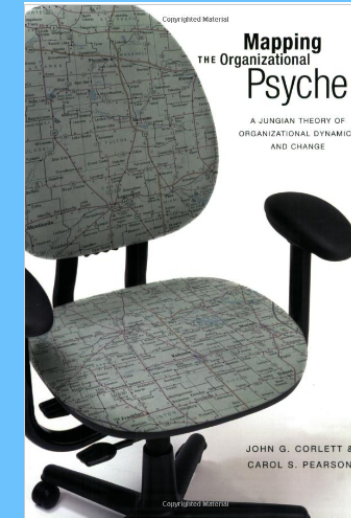
## Individuals



## Brands






## Organizations






# A Framework For Organizing Story Type

MAKING THINGS WORK (STABILITY)	GETTING RESULTS (MASTERY)
<b>Creator</b> <ul style="list-style-type: none"><li>• Ideas/imagination/inventing</li></ul> <b>Caregiver</b> <ul style="list-style-type: none"><li>• People/compassion/supporting potential</li></ul> <b>Ruler</b> <ul style="list-style-type: none"><li>• Resources/progress/leading the way</li></ul>	<b>Hero</b> <ul style="list-style-type: none"><li>• Achievement/courage/making a difference</li></ul> <b>Revolutionary</b> <ul style="list-style-type: none"><li>• Reform/activism/challenging status quo</li></ul> <b>Magician</b> <ul style="list-style-type: none"><li>• Transformation/vision/realizing dreams</li></ul>
WORKING WITH OTHERS (BELONGING)	LEARNING/ADAPTING (GROWTH)
<b>Jester</b> <ul style="list-style-type: none"><li>• Joy/resourcefulness/lightening things up</li></ul> <b>Everyperson</b> <ul style="list-style-type: none"><li>• Interdependence/empathy/justice seeking</li></ul> <b>Lover</b> <ul style="list-style-type: none"><li>• Connection/appreciation/relationship building</li></ul>	<b>Innocent</b> <ul style="list-style-type: none"><li>• Beliefs/positivity/living values</li></ul> <b>Explorer</b> <ul style="list-style-type: none"><li>• Discoveries/initiative/scouting new terrain</li></ul> <b>Sage</b> <ul style="list-style-type: none"><li>• Answers/curiosity/critical thinking</li></ul>




# Making Things Work (Stability)

Caregiver	Ruler	Creator
		
<b>People</b>	<b>Resources</b>	<b>Ideas</b>
<b>Values</b> Compassion Support Advocacy Dedication	<b>Values</b> Progress Effectiveness Responsibility Strategy	<b>Values</b> Imagination Innovation Originality Expression
<b>Strengths</b> Provide great service Offer care/concern Support potential	<b>Strengths</b> Lead way/set standards Provide stewardship Manage complexity	<b>Strengths</b> Design/re-invent Generate Make something new




# Getting Results (Mastery)

Hero	Revolutionary	Magician
 <p><b>Achievement</b></p> <p><b>Values</b> Determination Courage Energy Action</p> <p><b>Strengths</b> Rise to challenge Deliver mission Make a difference</p>	 <p><b>Reform</b></p> <p><b>Values</b> Activism Non-conformity Radical thinking Re-engineering</p> <p><b>Strengths</b> Push envelope Challenge status quo Think outside box</p>	 <p><b>Transformation</b></p> <p><b>Values</b> Vision Inspiration Intuition Intention</p> <p><b>Strengths</b> Effect change Enable possibility Realize dreams</p>

# Relating To Others (Belonging)

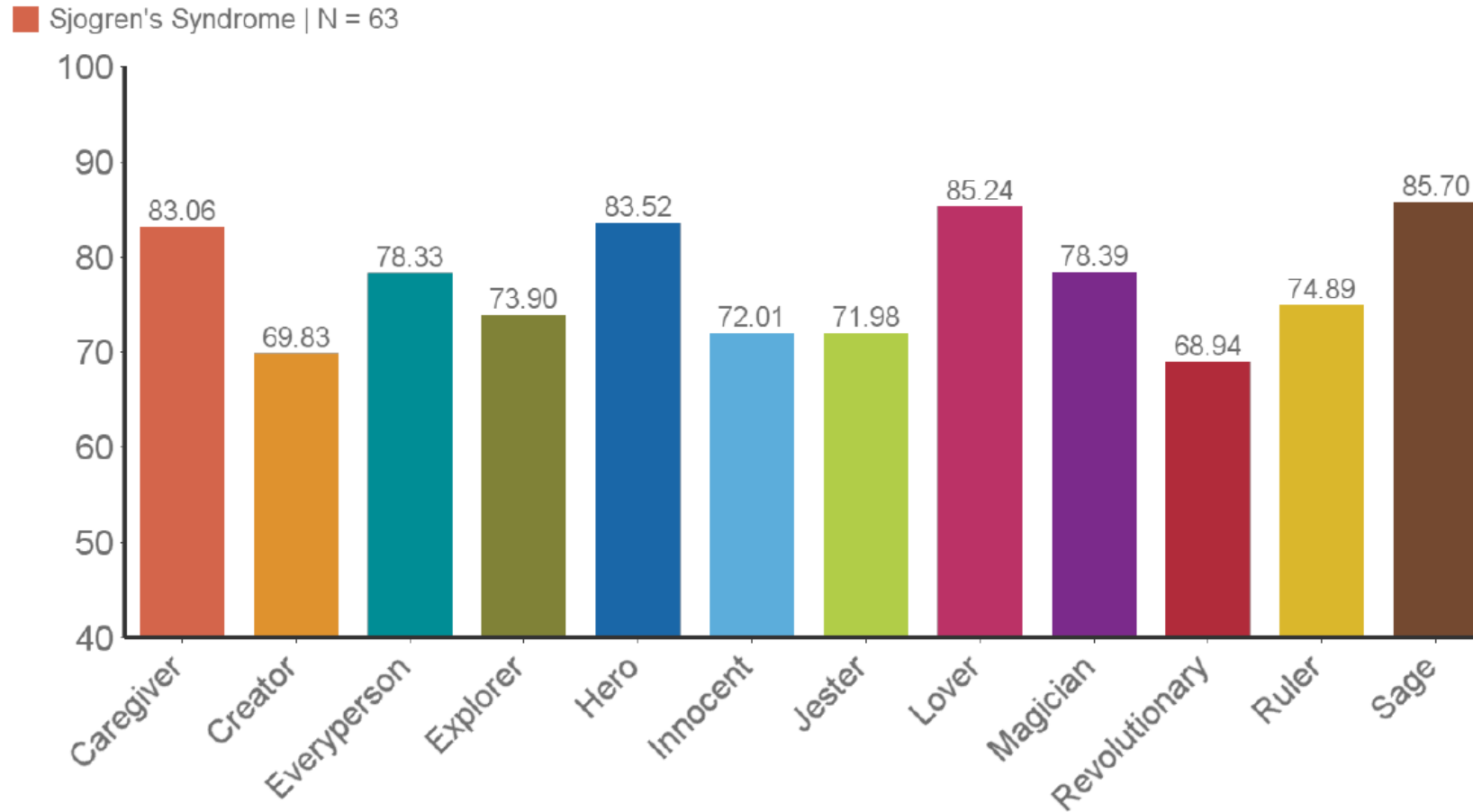
Jester	Everyperson	Lover
		
<b>Joy</b>	<b>Interdependence</b>	<b>Connection</b>
<b>Values</b> Presence Playfulness Humor Resourcefulness	<b>Values</b> Empathy Unity Dignity Fairness	<b>Values</b> Appreciation Partnership Passion Commitment
<b>Strengths</b> Enjoy the moment Lighten things up Be clever/witty	<b>Strengths</b> Build community Band together Seek justice	<b>Strengths</b> Build relationship See what's special Seek joie de vivre

# Learning & Adapting (Growth)

Innocent	Explorer	Sage
		
<b>Beliefs</b>	<b>Discoveries</b>	<b>Answers</b>
<b>Values</b> Idealism Positivity Perseverance Hope	<b>Values</b> Pioneering Entrepreneurialism Independence Integrity	<b>Values</b> Wisdom Truth Clarity Curiosity
<b>Strengths</b> See what's right Keep the faith Live values	<b>Strengths</b> Find new paths/options Experience new things Encourage initiative	<b>Strengths</b> Critical thinking Synthesis/analysis Develop insight



# Sjögren's Brand Survey Results



# “Loving Hero” Brand Story Type

- **Subtypes:** Dragon Slayer/Coach/Connector/Partner
- **Values:** Action, empowerment, tenacity, courage, connection, emotional intelligence
- **Tone:** Passionate, committed, vital, fearless, resilient, positive
- Combines a fierce passion for the cause with a deeply felt connection to people who benefit from action
  - **Emotionally intelligent** (able to see, acknowledge and appreciate individuals)
  - **Emotionally engaged** (willing to ruffle feathers, takes on daunting challenges)
- Conquers what's in the way, bounces back when adversity surfaces

# What's In Every Storyline?

- Protagonist
  - Personality (look & feel)
  - Point of view (voice & tone)
- Plot or main quest
  - Purpose
- Conflict & resolution
- Shift or turn
- Outcome & happy ending
  - Promise



# “Loving Hero” Brand Storyline

- **Main quest/plot (brand purpose)**
    - Conquering the complexities of Sjogren’s
  - **Conflict (what gets in the way)**
    - Misdiagnosed/misunderstood/ complicated disease
    - No sound bite descriptions/no “one size fits” all treatments
    - Major quality of life impact
    - Patients who feel unseen, disrespected, even belittled
  - **Resolution**
    - Support, advocacy, leadership, resources
- Fierce passion, deeply felt connection, energized action
  - **Mindset shift**
    - There are people like me and others who get me/fight for me
    - I have less anxiety & stress/more acceptance, peace of mind & hope
    - Life feels more normal, dreams are possible
  - **Happy ending (brand promise)**
    - Sjogren’s empowers every patient to thrive

# The “Loving Hero” Creative Brief ...

Step 1 – Audit Materials

Step 2 – Design Range of Logos

Step 3 – Finalize Logo & Design Style

Step 4 – Develop Website




# The Materials Audit...

## Step 1

Audited and evaluated all current brand materials and discussed what was important to the Foundation.

For example:

- We wanted to ensure Sjögren's was the star of the logo!
  - We wanted to show our “loving”, “connector” side
  - We wanted to pay homage to our old logo in some way
- 



# Brochures, Newsletters, Quarterly, and ...




# “Loving Hero” Logo Process

## Step 2

TOKY then designed a range of logo concepts.

## Step 3

Finalized logo with a style guide that gave us a unified appearance to be used across all media and to adhere to color, type, layout and use of visuals.





Sjögren's  
Syndrome  
Foundation  
**Sjögren's**  
**FOUNDATION**



# Symbolic New Icon



Two linking water droplets symbolizing community support and mutual empowerment – a loving hero!





# Color Palette & Font

## COLOR PALETTE

**NAVY**  
PANTONE® 286

C-100 R-028  
M-093 G-051  
Y-003 B-151  
K-001

HEX #1C3397

**AZURE**  
PANTONE® 7710

C-070 R-033  
M-005 G-183  
Y-014 B-212  
K-000

HEX #21B7D4

**AQUA**  
PANTONE® 3105

C-060 R-000  
M-000 G-223  
Y-016 B-234  
K-000

HEX #00DFA

**SEAFOAM**  
PANTONE® 7486

C-031 R-178  
M-000 G-228  
Y-041 B-173  
K-000

HEX #B2E4AD

**GRAY**  
PANTONE® 419

C-057 R-070  
M-050 G-070  
Y-050 B-070  
K-052

HEX #464646

## Source Serif Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0123456789 (!&,.?)

## Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0123456789 (!&,.?)

# “Loving Hero” Brand Elements





# Old Brochure

## What is Sjögren's Syndrome?



### What is Sjögren's Syndrome?

Sjögren's (pronounced SHOW-grins) syndrome is a chronic autoimmune inflammatory disease in which moisture-producing glands are damaged, significantly decreasing the quantity and quality of saliva and tears. The disease was first identified by a Swedish physician, Henrik Sjögren, in 1933.

Although the hallmark symptoms are dry eyes, dry mouth, fatigue and joint pain, Sjögren's may cause dysfunction of other organs, affecting the kidneys, gastrointestinal system, blood vessels, lungs, liver, pancreas, and the nervous system. Patients also have a higher risk of developing lymphoma. Sjögren's is one of the most prevalent autoimmune disorders, striking as many as 4,000,000 Americans. Nine out of ten patients are women.

About half of the time Sjögren's occurs alone, and the other half it occurs in the presence of another connective tissue disease such as rheumatoid arthritis, lupus, or scleroderma. All instances of Sjögren's syndrome are systemic, affecting the entire body. Symptoms may plateau, worsen, or, uncommonly, go into remission. While some people experience mild discomfort, others suffer debilitating symptoms that greatly impair their functioning. Early diagnosis and proper treatment are important — they may prevent serious complications and greatly improve a patient's quality of life.



**Visit [www.sjogrens.org](http://www.sjogrens.org)  
to learn more about  
Sjögren's and the SSF.**

### What are the symptoms of Sjögren's syndrome?

Symptoms vary from person to person but may include a dry, gritty, or burning sensation in the eyes; dry mouth; difficulty talking, chewing, or swallowing; a sore or cracked tongue; dry or burning throat; dry, peeling lips; a change in taste or smell; increased dental decay; joint pain; vaginal and skin dryness; digestive problems; dry nose; and fatigue.

### Who is most likely to develop Sjögren's syndrome?

Nine out of ten Sjögren's patients are women. The average age of diagnosis is around 40, although it can occur in all age groups (including children) and in both sexes.

### Is it easy to diagnose Sjögren's syndrome?

Sjögren's often is undiagnosed or misdiagnosed. The symptoms of Sjögren's syndrome may mimic those of menopause, drug side effects, or medical conditions such as lupus, rheumatoid arthritis, fibromyalgia, chronic fatigue syndrome, and multiple sclerosis. Because all symptoms are not always present at the same time and because Sjögren's can involve several body systems, physicians and dentists sometimes treat each symptom individually and do not recognize that a systemic disease is present. The average time from the onset of symptoms to diagnosis is over four years.



# New Look, New Style

BROCHURE





# Old vs New Info Sheet

**Sjögren's Syndrome Foundation**

## THIS IS SJÖGREN'S

As many as **4 MILLION AMERICANS** have Sjögren's with an estimated **2.5 MILLION PATIENTS** currently undiagnosed

**9 OUT OF 10** Sjögren's patients ARE WOMEN

The average age of Sjögren's diagnosis is **40 YEARS** It can occur in all age groups

Frequency appears to INCREASE WITH AGE

It now takes an average of **2.8 YEARS** to receive a Sjögren's diagnosis

Sjögren's ("SHOW-grins") is a systemic autoimmune disease that affects the entire body.

- Neurological problems, concentration/memory loss, dysautonomia, headaches
- Dry eyes, corneal ulcerations and infections
- Dry nose, recurrent sinusitis, nose bleeds
- Dry mouth, mouth sores, dental decay, difficulty with chewing, speech, taste and dentures
- Swollen, painful parotid/salivary glands
- Difficulty swallowing, heartburn, reflux, esophagitis
- Fatigue, vasculitis, lymphoma, dry skin
- Recurrent bronchitis, interstitial lung disease, pneumonia
- Arthritis, muscle pain
- Abnormal liver function tests, chronic active autoimmune hepatitis, primary biliary cholangitis
- Peripheral neuropathy, Raynaud's
- Stomach upset, gastroparesis, autoimmune pancreatitis
- Irritable bowel, autoimmune gastrointestinal dysmotility
- Interstitial cystitis
- Vaginal dryness, vulvodynia (women only); chronic prostatitis (men only)

LEARN MORE [sjogrens.org](http://sjogrens.org)

© Sjögren's Syndrome Foundation

**Sjögren's FOUNDATION**

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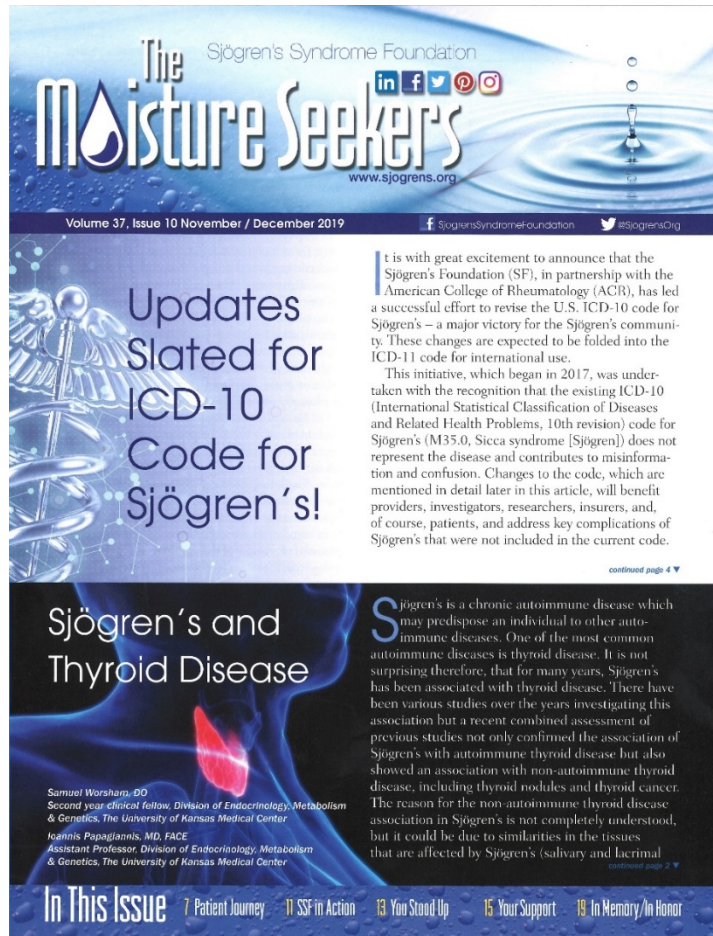
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LEARN MORE [sjogrens.org](http://sjogrens.org)


# Old vs New Newsletter



# “Loving Hero” For Our Website

## Step 4

Developed our new website to incorporate refreshed brand and style guide elements. A website that welcomes everyone!

A decorative blue wavy line that spans the width of the slide, starting with a darker blue on the left and transitioning to a lighter blue on the right.



# Current Website



YOUR CREDIBLE SJÖGREN'S RESOURCE

Login/Register | [SSF Store](#) | [Contact Us](#)  [Go](#)

[About Sjögren's](#) | [About the Foundation](#) | [Get Connected](#) | [Provider/Researcher](#) | [Member Community](#)



**EXPLORING SJÖGREN'S**  
*Hosted by Steven Taylor*

Sjögren's ("SHOW-grins") is a systemic autoimmune disease that affects the entire body.  
#ConqueringTheComplexitiesOfSjogrens

**Living With Sjögren's**

Being a systemic disease, Sjögren's can affect all aspects of your life. Visit our [Living With Sjögren's section](#), or look below to see a Survival Tip.

**Survival Tip:**

[Take a 20-minute time-out every few hours during the day to help with the fatigue...](#)

[MORE TIPS >>](#)  
or  
[DOWNLOAD OUR SELF-HELP BOOKLET >>](#)

**What is Sjögren's?**

Sjögren's is a systemic autoimmune disease that affects the entire body. Along with symptoms of extensive dryness, other serious complications include profound fatigue, chronic pain, major organ involvement, neuropathies and lymphomas.

Today, as many as 4 million Americans are living with this disease...

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**2019 Patient Conference Audio Downloads**

[LEARN MORE >>](#)

**Become an SSF Member**

[LEARN MORE >>](#)

**Get Our Newsletter!**

Join now with thousands of others who subscribe to our newsletter and receive discounts on Sjögren's resources.

[JOIN NOW!](#)

**Follow Us Online!**

[View the SSF Blog](#)

[Join the SSF on Twitter, YouTube, Facebook, and LinkedIn!](#)



**Donate Today**

Your support will help us continue to meet the needs of millions of people with Sjögren's and those who care about them.

[MAKE A DONATION NOW](#)

**News** | **Events**

[SAVE THE DATE: 2020 National Patient Conference](#)

[Apply for an SSF Research Grant!](#)

[Team Sjögren's Goes TURKEY!](#)

[View our Sjögren's Stars!](#)

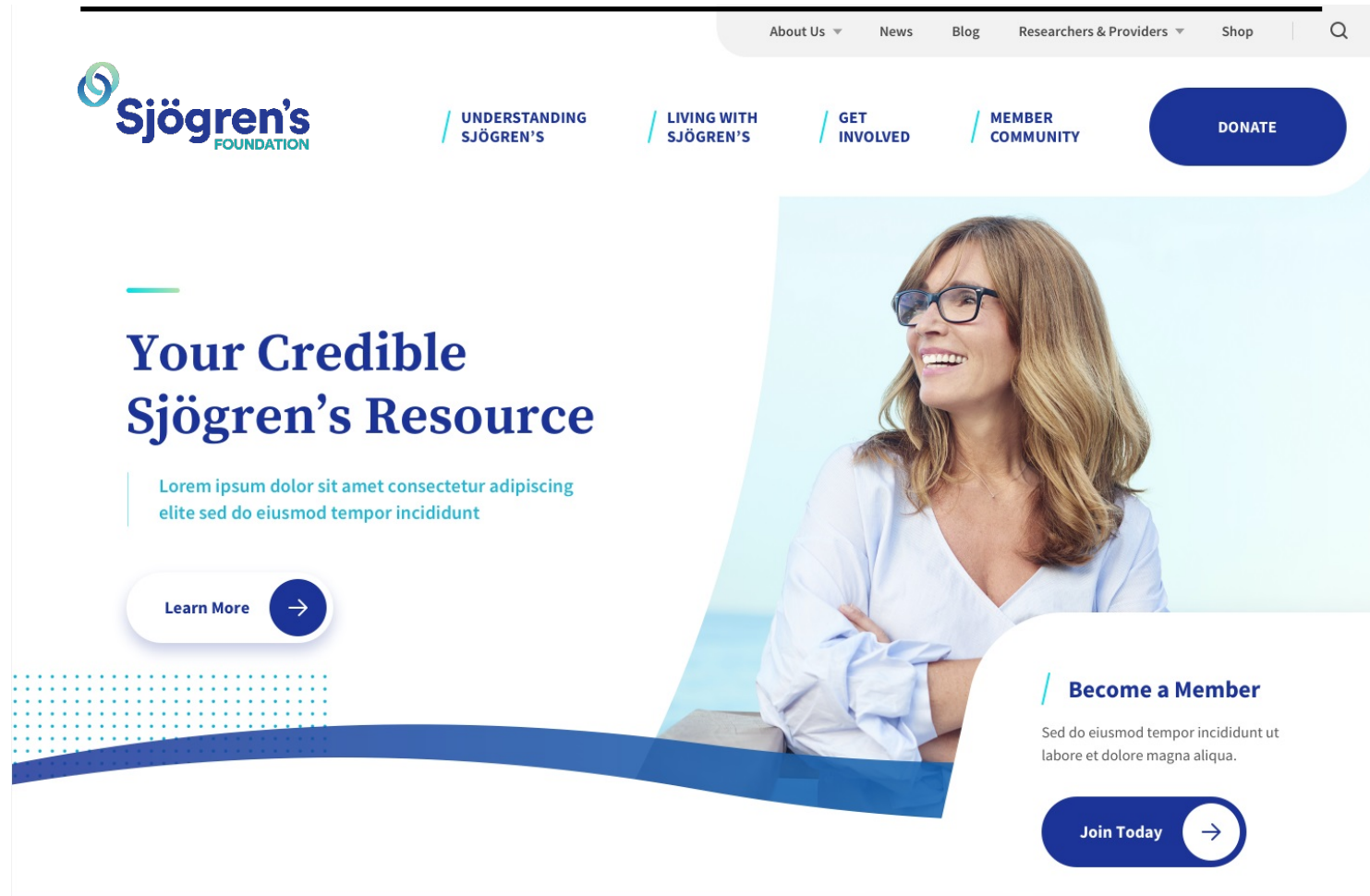
[DRY EYE PRODUCT RECALL](#)

[World Sjögren's Day 2019](#)

[Explore Sjögren's YouTube Series](#)

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# New “Loving Hero” Website



The NEW Sjögren's Foundation



**Sjögren's**  
**FOUNDATION**



# Questions



# Who is your organization most like?

- Everyperson
- Lover
- Jester
- Caregiver
- Creator
- Ruler


- Hero
- Revolutionary
- Magician
- Innocent
- Explorer
- Sage



# Story Branding Your Organization into the Future

Developed by Cindy Atlee, The Storybranding Group  
Tel 202-316-2137 [www.storybranding.com](http://www.storybranding.com) cindy.atlee@storybranding.com

## Applying your story type...

- Does your organization reflect your story type:
    - Mission, vision and values alignment?
    - Organizational culture/strategies/structure alignment?
    - Brand identity alignment?
  - What needs to change for you to be more like this character?
    - Should you be communicating/saying something different?
    - Should you be doing something different?
- 

# Step #1: Creating a story-based brand

- Build a story-based brand platform
  - Cast yourself in a resonant role/storyline (internal qualitative and/or quantitative assessment)
  - Explore target audience mindset (personification and/or external research)
  - Develop brand platform & storyline



## Step #2: Creating a story-based brand

- Tell your story
  - Create a visual identity system and collateral
  - Craft story-based key messages, language library & messaging assets (elevator speech/bio/resume/about us/social media profiles)
  - Align communications & marketing activities



## Step #3: Creating a story-based brand

- Stay “in character”
  - Take a thought leadership stand (idea/cause/topic)
  - Align leadership & build culture/operations to support identity
  - Display on-brand behaviors & deliver brand-relevant experiences

