Story Branding Your Organization into the Future

Sjogren’s Syndrome Foundation

To

Sjogren’s Foundation

Presented by:

- Steven Taylor
  President & CEO
  Sjogren’s Foundation

- Janet Church
  Board Chairperson
  Sjogren’s Foundation

- Cindy Atlee
  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

- Neurological problems, concentration/memory-loss (brain fog)
- Dry eyes, corneal ulcerations, and infections.
- Dry nose, recurrent sinusitis, nose bleeds
- Difficulty swallowing, heartburn, reflux esophagitis
- Dry mouth, mouth sores, dental decay; difficulty with chewing, speech, taste and dentures
- Recurrent bronchitis, pneumonia, interstitial lung disease
- Dry skin, vasculitis, Raynaud’s phenomenon
- Arthritis, muscle pain
- Stomach upset, gastroparesis, autoimmune pancreatitis
- Abnormal liver function tests, chronic active autoimmune hepatitis, primary biliary cirrhosis
- Peripheral neuropathy (numbness and tingling in the extremities)
- Vaginal dryness, painful intercourse
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 Our mission was getting outdated!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

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Caregiver</strong></td>
<td>Taking care of others</td>
<td><img src="image1.png" alt="Caregiver Example" /></td>
</tr>
<tr>
<td><strong>The Everyperson</strong></td>
<td>Democratizing the skies</td>
<td><img src="image2.png" alt="Everyperson Example" /></td>
</tr>
<tr>
<td><strong>The Innocent</strong></td>
<td>Delivering happiness</td>
<td><img src="image3.png" alt="Innocent Example" /></td>
</tr>
</tbody>
</table>
# The Sjögren’s Storybranding Process

<table>
<thead>
<tr>
<th>Discovery</th>
<th>Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Organizational survey</td>
<td>• Brand story type platform</td>
</tr>
<tr>
<td>• Measure alignment with each of 12 story types</td>
<td>• Define personality, style and inspiring brand role</td>
</tr>
<tr>
<td>• Organizational focus groups</td>
<td>• Brand story line</td>
</tr>
<tr>
<td>• Deepen/customize survey findings</td>
<td>• Define brand story arc (quest, conflict, happy ending)</td>
</tr>
<tr>
<td>• Personify audience mindset</td>
<td>• Articulate brand purpose &amp; promise</td>
</tr>
<tr>
<td>• Materials audit</td>
<td>• Creative brief</td>
</tr>
<tr>
<td>• Assess current delivery of brand story type</td>
<td>• Convey visual identity parameters &amp; guide expression</td>
</tr>
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</table>

- **Discovery**
  - Organizational survey
    - Measure alignment with each of 12 story types
  - Organizational focus groups
    - Deepen/customize survey findings
    - Personify audience mindset
  - Materials audit
    - Assess current delivery of brand story type
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

<table>
<thead>
<tr>
<th>Individuals</th>
<th>Brands</th>
<th>Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Awakening the Heroes Within" /></td>
<td><img src="image" alt="The Hero and The Outlaw" /></td>
<td><img src="image" alt="Mapping the Organizational Psyche" /></td>
</tr>
</tbody>
</table>
# A Framework For Organizing Story Type

<table>
<thead>
<tr>
<th>MAKING THINGS WORK (STABILITY)</th>
<th>GETTING RESULTS (MASTERY)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Creator</strong></td>
<td><strong>Hero</strong></td>
</tr>
<tr>
<td>• Ideas/imagination/inventing</td>
<td>• Achievement/courage/making a difference</td>
</tr>
<tr>
<td><strong>Caregiver</strong></td>
<td><strong>Revolutionary</strong></td>
</tr>
<tr>
<td>• People/compassion/supporting potential</td>
<td>• Reform/activism/challenging status quo</td>
</tr>
<tr>
<td><strong>Ruler</strong></td>
<td><strong>Magician</strong></td>
</tr>
<tr>
<td>• Resources/progress/leading the way</td>
<td>• Transformation/vision/realizing dreams</td>
</tr>
<tr>
<td>WORKING WITH OTHERS (BELONGING)</td>
<td>LEARNING/ADAPTING (GROWTH)</td>
</tr>
<tr>
<td><strong>Jester</strong></td>
<td><strong>Innocent</strong></td>
</tr>
<tr>
<td>• Joy/resourcefulness/lightening things up</td>
<td>• Beliefs/positivity/living values</td>
</tr>
<tr>
<td><strong>Everyperson</strong></td>
<td><strong>Explorer</strong></td>
</tr>
<tr>
<td>• Interdependence/empathy/justice seeking</td>
<td>• Discoveries/initiative/scouting new terrain</td>
</tr>
<tr>
<td><strong>Lover</strong></td>
<td><strong>Sage</strong></td>
</tr>
<tr>
<td>• Connection/appreciation/relationship building</td>
<td>• Answers/curiosity/critical thinking</td>
</tr>
<tr>
<td></td>
<td>Caregiver</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td><strong>People</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Values</strong></td>
<td>Compassion</td>
</tr>
<tr>
<td></td>
<td>Support</td>
</tr>
<tr>
<td></td>
<td>Advocacy</td>
</tr>
<tr>
<td></td>
<td>Dedication</td>
</tr>
<tr>
<td><strong>Strengths</strong></td>
<td>Provide great service</td>
</tr>
<tr>
<td></td>
<td>Offer care/concern</td>
</tr>
<tr>
<td></td>
<td>Support potential</td>
</tr>
</tbody>
</table>

**Making Things Work (Stability)**
Achievement

Values
- Determination
- Courage
- Energy
- Action

Strengths
- Rise to challenge
- Deliver mission
- Make a difference

Revolutionary

Values
- Activism
- Non-conformity
- Radical thinking
- Re-engineering

Strengths
- Push envelope
- Challenge status quo
- Think outside box

Transformation

Values
- Vision
- Inspiration
- Intuition
- Intention

Strengths
- Effect change
- Enable possibility
- Realize dreams

Getting Results (Mastery)
### Relating To Others (Belonging)

<table>
<thead>
<tr>
<th>Jester</th>
<th>Everyperson</th>
<th>Lover</th>
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<tbody>
<tr>
<td>Joy</td>
<td>Interdependence</td>
<td>Connection</td>
</tr>
<tr>
<td><strong>Values</strong></td>
<td><strong>Values</strong></td>
<td><strong>Values</strong></td>
</tr>
<tr>
<td>Presence</td>
<td>Empathy</td>
<td>Appreciation</td>
</tr>
<tr>
<td>Playfulness</td>
<td>Unity</td>
<td>Partnership</td>
</tr>
<tr>
<td>Humor</td>
<td>Dignity</td>
<td>Passion</td>
</tr>
<tr>
<td>Resourcefulness</td>
<td>Fairness</td>
<td>Commitment</td>
</tr>
<tr>
<td><strong>Strengths</strong></td>
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<td><strong>Strengths</strong></td>
</tr>
<tr>
<td>Enjoy the moment</td>
<td>Build community</td>
<td>Build relationship</td>
</tr>
<tr>
<td>Lighten things up</td>
<td>Band together</td>
<td>See what’s special</td>
</tr>
<tr>
<td>Be clever/witty</td>
<td>Seek justice</td>
<td>Seek joie de vivre</td>
</tr>
<tr>
<td>Innocent</td>
<td>Explorer</td>
<td>Sage</td>
</tr>
<tr>
<td>----------</td>
<td>----------</td>
<td>------</td>
</tr>
<tr>
<td><strong>Beliefs</strong></td>
<td><strong>Discoveries</strong></td>
<td><strong>Answers</strong></td>
</tr>
<tr>
<td>Strengths: See what’s right, Keep the faith, Live values</td>
<td>Strengths: Find new paths/options, Experience new things, Encourage initiative</td>
<td>Strengths: Critical thinking, Synthesis/analysis, Develop insight</td>
</tr>
</tbody>
</table>

**Learning & Adapting (Growth)**
Sjögren’s Brand Survey Results

Sjögren’s Syndrome | N = 63

- Caregiver: 83.06%
- Creator: 69.83%
- Everyperson: 78.33%
- Explorer: 73.90%
- Hero: 83.52%
- Innocent: 72.01%
- Jester: 71.98%
- Lover: 85.24%
- Magician: 78.39%
- Revolutionary: 68.94%
- Ruler: 74.89%
- Sage: 85.70%
### “Loving Hero” Brand Story Type

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

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.
Symbolic New Icon

Two linking water droplets symbolizing community support and mutual empowerment – a loving hero!
Color Palette & Font

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
What is Sjögren’s Syndrome?

Sjögren’s 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, wax or, 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 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 49, although it can occur in all age groups (including children) and in both sexes.

Is it easy to diagnose Sjögren’s syndrome?

Sjögren’s is often undiagnosed or misdiagnosed. The symptoms of Sjögren’s syndrome may mimic those of mono, flu, cracks, 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
Old vs New Info Sheet
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!
New “Loving Hero” Website
The NEW Sjögren’s Foundation
Questions
Who is your organization most like?

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

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