



Branding Buddy

## A project of The Youth Harbour

### ABOUT US

The Youth Harbour is a project of the Foundation for Environmental Stewardship (FES), a youth-led, youth-serving registered charity with a mission to empower youth to take bold and meaningful climate action. The Youth Harbour is a place of support, convening, and collaboration for the youth-led climate movement. We are committed to building climate-resilient communities by providing, flexible, long-term support to the youth-led climate movement in the form of financial, technical, and networking assistance.

Youth are the best agents of change but have been continuously (and frustratingly) under-resourced and under-supported. We are here to change that by providing meaningful core-capacity support to ensure that youth can start, sustain, and scale their projects to new heights! To do so, we're connecting youth to folks that can provide professional services to ensure that organizers can stay focused on their mission, not burdensome administrative tasks.

### WHAT IS THE BRANDING BUDDY PROGRAM?

We are offering in-kind branding services to youth-led organizations that are looking to develop their brand identity or revitalize their current brand. Recipients that are approved for our Branding Buddy Program will be provided with one-on-one branding consultations with FES' partner design agencies, to develop a branding package and strategy for youth-led climate projects.

### WHY IS BRANDING IMPORTANT FOR YOUTH?

Branding is a way for youth-led organizations to establish themselves. A positive and strong digital identity is necessary for youth-led initiatives as it's often their first foot forward in communications and community building. Funding and capacity for quality/professional branding are thin in many youth-led grassroots movements, so The Branding Buddy program is looking to engage with partners and allies in the sector to design branding resources and pathways to uplift and amplify youth work.

### PROGRAM DELIVERABLES:

Deliverables are flexible and will be agreed upon between the Branding Buddy Mentor and youth participant, dependent on capacity and need. Outcomes may include one or a few of the following:

- Logo design & usage guidelines
- Colour palette & typography
- Language & marketing recommendations
- Editable design templates
- Webpage design recommendations



THE YOUTH HARBOUR

POWERED BY FES

# SO WHAT'S THE ASK FOR PARTNERS?

## COMMITMENT

The provision of services will depend on the frequency of the partner's availability for consultations. After an introductory meeting to go over expectations, a recommended timeline consists of:

<b>Meeting 1</b>	An initial consultation meeting with the Branding Buddy Mentor and Branding Buddy applicant to discuss design goals and your brand service requests. The Branding Buddy Mentor will develop some initial design ideas to present at the next meeting.
<b>Meeting 2</b>	The Branding Buddy Mentor will present and gather feedback on their first design draft, and incorporate feedback after the meeting.
<b>Meeting 3</b>	The Branding Buddy Mentor will present and gather feedback on updated design draft, and incorporate feedback after the meeting. This will be the final round of feedback before the final product is delivered.
<b>Meeting 4</b>	The Branding Buddy Mentor present the final branding design, and ensure the Branding Buddy applicant will receive all necessary assets and files to utilize the brand successfully. The Branding Buddy partnership will come to a close.

## HOW CAN YOU SUPPORT?

The Branding Buddy Program is looking to expand to meet the branding needs of more youth-led projects. We are looking for marketing and design professionals who are willing to join the Branding Buddy team and donate their time and skills to the youth-led climate organization that make sustainable and social change.

### INTERESTED IN SUPPORTING BRANDING BUDDY?

CONTACT KATHRYN, OUR CREATIVE DIRECTOR  
KATHRYN@FESPLANET.ORG

\*Please note we have a humble honourarium available for smaller firms and Branding Buddies that are aged 30 and under.



THE YOUTH HARBOUR

POWERED BY FES



Branding Buddy