



# Using Graphic Design for Fundraising Success



# about me + vibrant grace studio

- my name is Aliana Grace Bailey
- NC A&T Alum
  - Social Work
  - Visual Arts Media Design
- MICA MFA in Community Arts
- interdisciplinary fiber artist: weaving, industrial sewing, collage, surface pattern design.
- officially founded vibrant grace studio in december 2021 after doing freelance graphic design since 2013.



vibrant grace studio works with health, social justice, and wellness-centered initiatives dedicated to the wellness, joy and liberation of Black communities



# Benefits of Thoughtful Design

1. Most information processed by the brain is visual.
2. Visuals evoke emotions and in turn, promote action.
3. Easy navigation shows you care about your audience's experiences and ease.
4. Builds trust—it helps viewers buy into your impact.
5. Communicates professionalism and investment.
6. Attracts attention and helps you stand out.
7. Your brand becomes memorable—you'll be recognizable to your supporters immediately.
8. It's a learning tool—it makes your information digestible and quickly apparent.
9. Helps you tell your story—effectively translates your mission and values.
10. It can streamline your work and translate from web, print, to products.

# Know Your Audience & Study Your Funders

- Who is your audience and how do they spend their time?
- How do your supporters typically engage with you?
  - In-Person?
  - Instagram?
  - Email?
  - Phone?
  - Zoom Meetings?
- What is the motivation behind their support?
- Track Behavior: What patterns in their giving do you recognize?

# Stand Out Through Cohesive Branding

- Identify your Branding or Establish It
- Locate your Brand Guidelines
- Logo
- Fonts
- Color scheme
- Imagery
- Personality

# Stand Out Through Cohesive Branding

brand guidelines  
2021



## The Colors

The color scheme is sophisticated, bold, and full of creative energy.



Pink Magenta

Pantone 226  
HEX #EA1588

RGB  
234, 21, 136

CMYK  
1, 98, 4, 0



Blue Egyptian

Pantone 7687  
HEX #194888

RGB  
25, 72, 136

CMYK  
99, 82, 17, 4



Yellow Carrot

Pantone 717  
HEX #F47524

RGB  
244, 117, 36

CMYK  
0, 67, 98, 0



Orange Scarlet

Pantone 485  
HEX #ED3926

RGB  
237, 57, 38

CMYK  
0, 67, 98, 0



Black  
HEX #000000



White  
HEX #FFFFFF

## The Number One, Secondary Logo

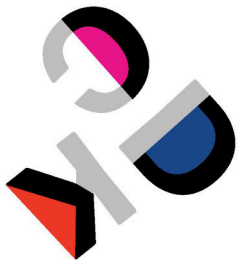


# Stand Out Through Cohesive Branding

## The Symbol Breakdown



The symbol is a further play on white space, the concept of building community, encouraging exploration, and the shapes making up the letters K, D, and C.



## The Don'ts



While blue is a part of the brand, it should not be used as a background color for the logo.



Do not ever stretch the logo.



Do not fill the logo with gradients.



Do not rotate the symbol in the logo. The only exception is if the rotation is used in a logo bumper/animation.



Do not change the colors in the primary logo nor the symbol.

**"The logos look great! I love this! Wow! This is fantastic, as a non-visual person, this brand book makes it extremely easy to understand!"**



# Stand Out Through Cohesive Branding



## our language • the case

vibrant grace studio's language  
is expressed in lowercased letters.

we love intimacy—and enjoy the *softness*,  
*familiarity*, *harmony*, and *quietness* of lowercase.

**we capitalize Black,**  
and at times use all caps to draw attention to our **BODY TYPE.**

# Stand Out Through Cohesive Branding

our logo • primary

vibrant  
grace  
studio

vibrant  
grace  
studio

our colors

primary



#d40d8c



#d9471f



#73055e



#b1201d

secondary



#faa31a



#edc2e3



#fb4b4b

# Stand Out Through Cohesive Branding

## our language • the emojis 🌸

we think communication without emojis is boring 😞  
we like our energy to always radiate ✨  
never overdo it though. no more than four emojis in a row.  
our preference is one or two. we like a delicate touch.

our primary emojis



our hearts



for special  
circumstances



## our language • the type

headers only, always lowercased.

**magiona display**  
gallery modern

body type + headers occasionally

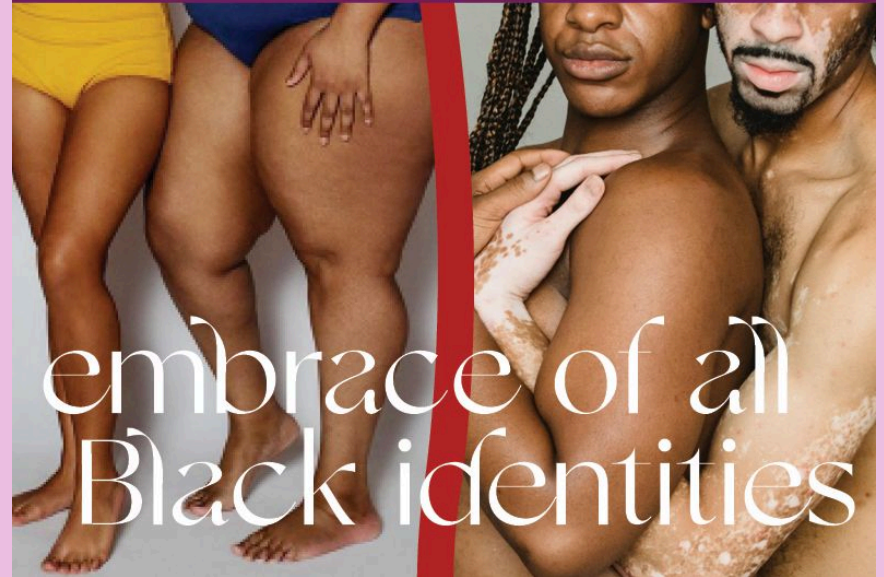
josefin sans thin  
josefin sans thin italic  
josefin sans extralight  
josefin sans extralight italic  
josefin sans light  
josefin sans light italic  
**josefin sans regular**  
**josefin sans italic**  
**josefin sans medium**  
**josefin sans medium italic**  
**josefin sans semibold**  
**josefin sans semibold italic**  
**josefin sans bold**  
**josefin sans bold italic**

# Stand Out Through Cohesive Branding

our energy • our vibe



our energy • our vibe





# Stand Out Through Cohesive Branding

our energy • our vibe



gentleness  
& intimacy

our energy • our vibe



flowers & plants


# Assess Your Capacity & Use Graphic Design to Support It

- How much time do you have to dedicate to design & engagement?
- Who is on your team and what are their skill sets?
  - graphic designer?
  - social media manager?
  - copywriter?
  - media influencers?




**Wherever you fall, there's options.**


- [CLLCTIVGIVE](#) pre-made resources
- Use [Canva](#) Templates
- Hire a designer and/or marketing manager
- Hire a designer to create personalized templates for you.


# Canva Organization


 **Personal**  
Pro • 81


**vibrant grace studio**


Brand Kit shared with:  Your Personal Brand   Add to a folder


 Back to Brand


 Brand Kit


 Logos


 Colors


 Fonts


 Brand voice

 Photos


 Graphics


 Icons

 Create a team


 Trash


**Logos (2)**


  
vibrantgrace\_white-03...  
Image · 11 months ago


  
vibrantgrace\_magenta-...  
Image · 11 months ago


**Colors (4)**

**Color palette** 

  
#74045f

  
#d40e8c

  
#da471f

  
#faa41a

**Fonts**

body

body

Heading

**Create a folder**


Folder name


CLLTIVGIVE


Share with your team (Optional)


Type one or more names, groups or emails


Continue



 Easily organize your designs and brand assets

 Keep your designs aligned with Brand Kits

 Create Brand Templates to help your team get started

 Import content from Google Drive, Dropbox & more

# Find the Templates that Work for You

Canva

statistidinstagram

Canva templates X All Filters Category Media

874,629 templates

Visual Chart Red Green Christmas...  
Instagram Post by The Template Tribe

Yellow Teal Facebook and Instagram Post by The Template Tribe

Red Pink and Beige Griddy Big Ty...  
Instagram Post by Canva Creative Studio

Blue and White Light Professional...  
Instagram Post by Canva Creative Studio

Purple Modern Statistic Instagram Post by POPTical

Green and Black Dark Professional...  
Instagram Post by Canva Creative Studio

Purple Clean Business Statistic Instagram Post by Antler

Orange and White Light Professional...  
Instagram Post by Canva Creative Studio

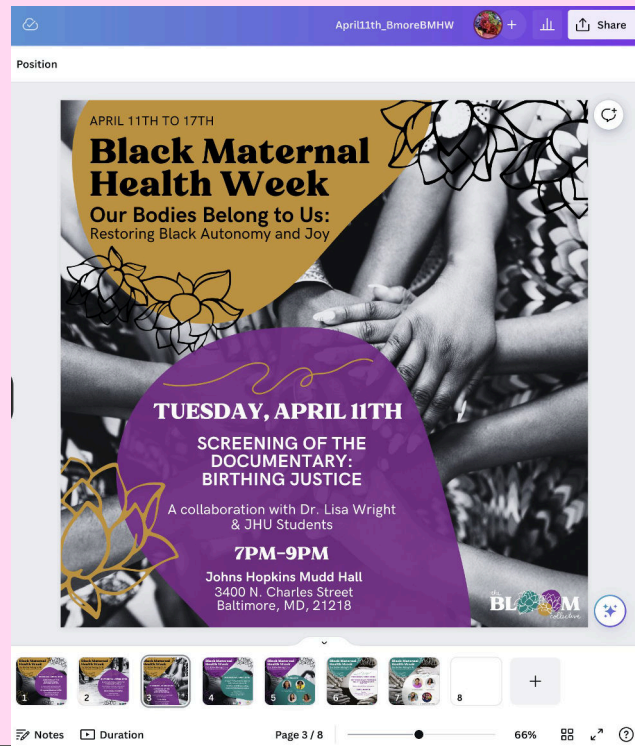
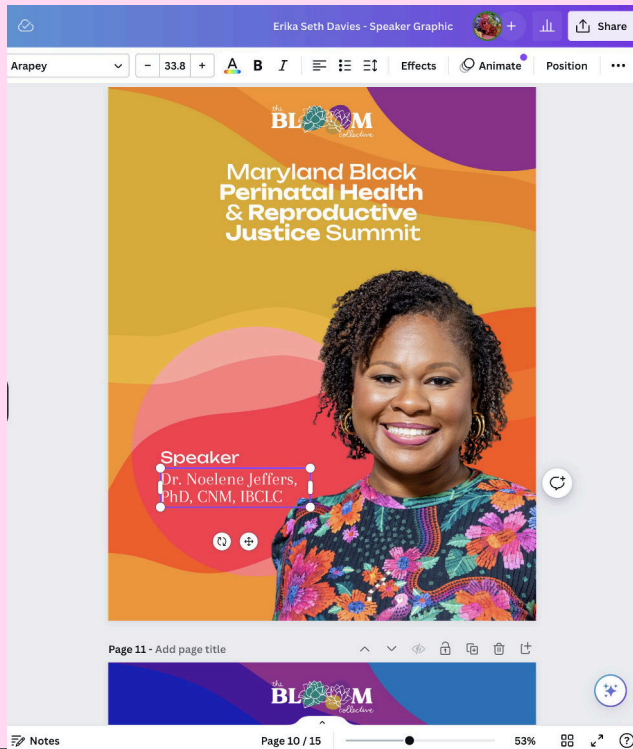
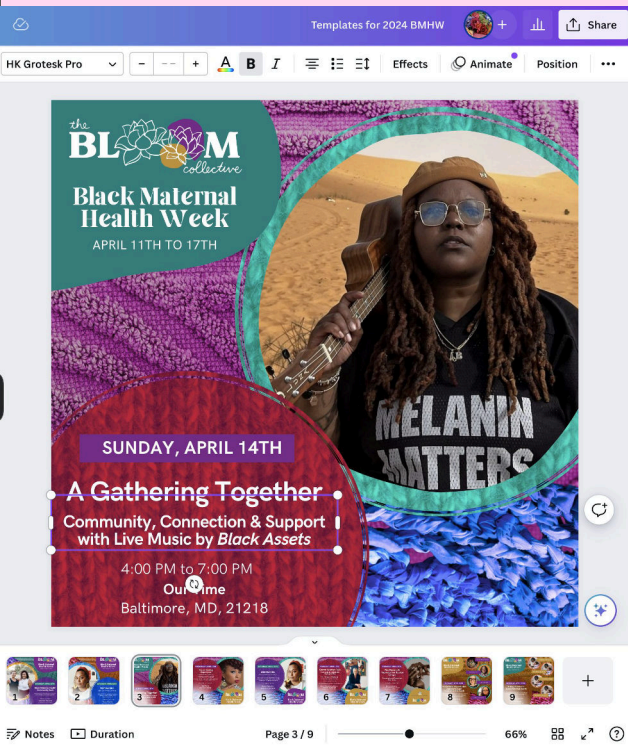
Fun fact  
Instagram Post by Benson Creatives

Green and Yellow Hexagonal Geometric Presentation by Asking Studio



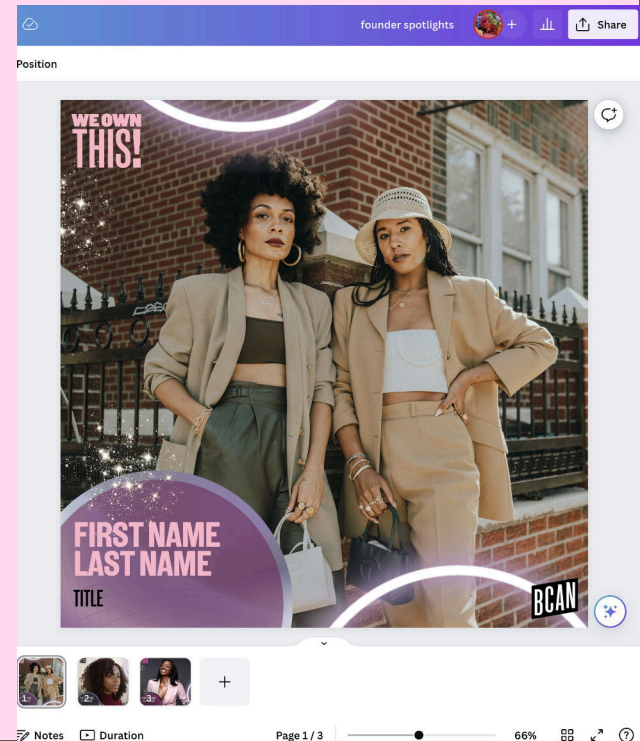
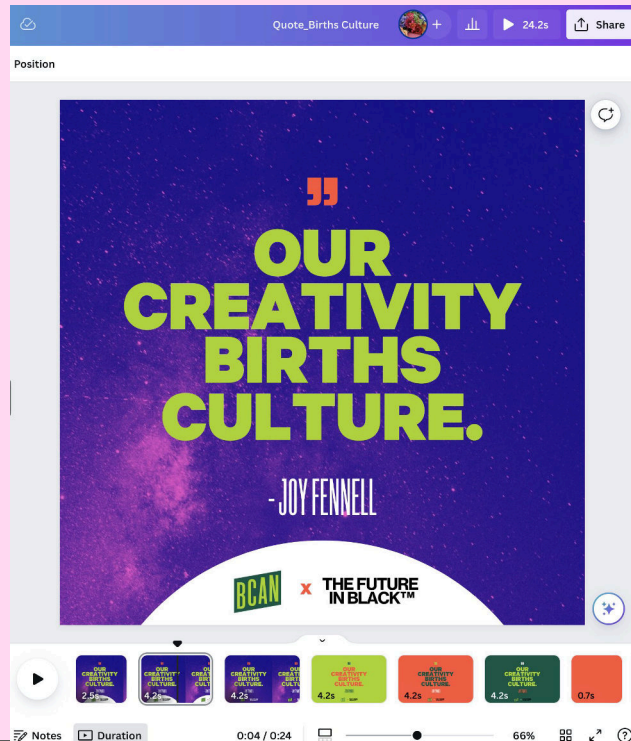
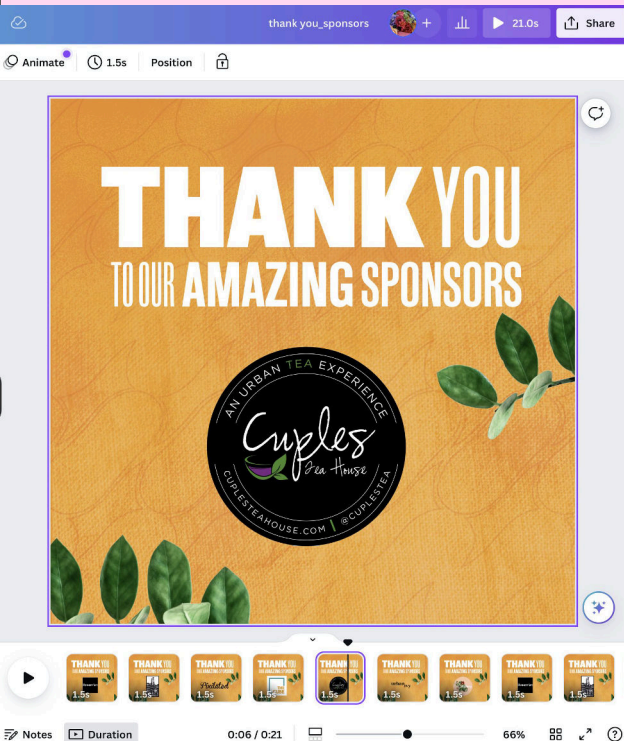


# A Graphic Designer + Canva: A Supportive Match





# A Graphic Designer + Canva: A Supportive Match



# CLLTIVGIVE Examples



# Types of Social Media Designs to Utilize for Fundraising

- Statistics
- Impactful quotes
- Campaign updates
- Feature real people and real voices to lift up your vision via Reels
- Focusing on one case study of your work and telling a story
- Story polls to build engagement
- Showcase your goals + where funding goes
- Spotlight people in your community that the work benefits



# Design Beyond Your Social Media

- Newsletters
- Printed Posters with QR codes
- Postcards with QR codes
- Build a team of advocates
- Presenting decks to supporters & people interested in what you do
- Create a social media kit and invite your supporters to advocate for you on your behalf

# Design Beyond Your Social Media



# Design Beyond Your Social Media



# Design Beyond Your Social Media





# Resources



- Utilize CLLCTIVGIVE's Resources
  - With a designer or on your own.
  - Download: [www.cllectivgive.com/info/downloads](http://www.cllectivgive.com/info/downloads)
- Free to use stock images, video, and icons
  - Canva
  - Nappy
  - Unsplash
  - Pexels
  - Rawpixel
  - The Noun Project
- Utilize a Color Contrast Checker
  - [www.audioeye.com/color-contrast-checker](http://www.audioeye.com/color-contrast-checker)

Canva

Home  
Leaderboards  
Prizes  
Black Business Quest  
**Business Fundraiser Toolkit**  
Events  
FAQ  
**Nonprofit Toolkit**  
Terms of Service  
Trainings

# Getting Ready Checklist Overview

- ❑ **Download CLLCTIVGIVE resources**
- ❑ **Imagery:** Collect & organize strong photographs & videos that represent your brand & mission. Build a library.
- ❑ **Quotes:** Collect & organize your testimonials from over the years.
- ❑ **Audience & Platforms:** Identify your audience + where they are.
- ❑ **Brand:** Establish your branding (logo, color, fonts, language, type of imagery)
- ❑ **Braindump:** Do a 10 minute braindump of engagement ideas (reels, newsletters, stats, posters around the city, etc.)
- ❑ **Time:** Figure out how much time you can dedicate to engaging your audience.
- ❑ **Templates:** Get templates created for you or select from Canva.
- ❑ **Support Team:** Delegate the graphic design, copywriting, or marketing to someone else if needed.
- ❑ **Apply for Canva for Nonprofits**
- ❑ **Add your branding to Canva's Brand Kit**

# thank you!

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