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# BRANDING

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## Purposes

Caritas' branding serves multiple purposes. First and foremost, the brand elements identify Caritas and differentiate it by using the Caritas name, which is well-recognized and respected throughout Waco. The branding efforts also aim to build brand equity by capitalizing on the trusted Caritas name. By using the brand elements on stores, vehicles, events and more, Caritas builds credibility and recognition throughout Waco for the work they do in the community.



## Brand Image

The well-established Caritas brand is perceived as trustworthy and dedicated. The organization has been present in the Waco community for fifty years and has made an impact on many individuals and families during that time. As a result, the brand is well-known and is viewed as an organization truly working for the good of the community. Caritas clients speak highly of the help they have received, and donors believe in the power of this organization to make a difference in Waco. Overall, the perception of the Caritas brand is extremely positive.

## Brand Identity

**Visual expression:** Simple. Calming. Trustworthy.

**Name:** Caritas of Waco

**Tagline:** "Beyond Hunger to Hope." This catchy tagline sums up what Caritas aims to do – end hunger and bring hope to people in times of need.

**Packaging:** Caritas' brand elements are present on a variety of materials, including stores and buildings, vehicles, event promotional items, social media sites and more.

**Colors:** The main color present in Caritas' branding is blue. Blue is perceived as a calm, soothing color and is often said to symbolize stability and trust. Using this color in branding helps Caritas build brand loyalty, as constituents are more likely to believe in and trust the organization.



**Logo:** The Caritas logo, seen to the left, is simple and clearly identifiable. It consistently incorporates the catchy tagline and utilizes the standard Caritas shade of blue.

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