



NATIONAL LOW INCOME  
HOUSING COALITION

# **NLIHC's Training Institute Communication & Branding 101**

July 31, 2025

# Agenda



## Welcome & Intro

- Dee Ross, Tenant Leader Fellow, NLIHC

## Communication & Branding 101

- Lisa Marlow, Director of Communications
- Carlton Taylor Jr, Senior Graphic Communications Coordinator

## Next Steps

- Dee Ross, Tenant Leader Fellow, NLIHC

# Welcome & Intro



**Dee Ross**

*Tenant Leader Fellow*

National Low Income Housing Coalition

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Lisa Marlow (she/her)  
Director of  
Communications



Carlton Taylor (any/all)  
Sr. Graphic Communications  
Coordinator

## Communications & Branding 101

Thursday, July 31, 2025  
4 pm to 5 pm ET



**“The art of  
communication is  
the language of  
leadership.”**

- James C. Humes, author & former presidential speechwriter

“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

- Sydney J. Harris, journalist & author

# Elements of a Communications Plan

- Audience
- Message
- Channel
- Timing
- Engagement
- Feedback Capture



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**Visual storytelling** is the practice of using **images, graphics, videos**, and **overall design** to convey messages, evoke emotions, and drive engagement. It goes beyond words by harnessing the power of visual elements to make content more impactful, memorable, and accessible. Across all methods of communication, visual storytelling plays a crucial role in shaping how audiences interact with and understand information.

Videos

Graphics

Marketing  
Materials



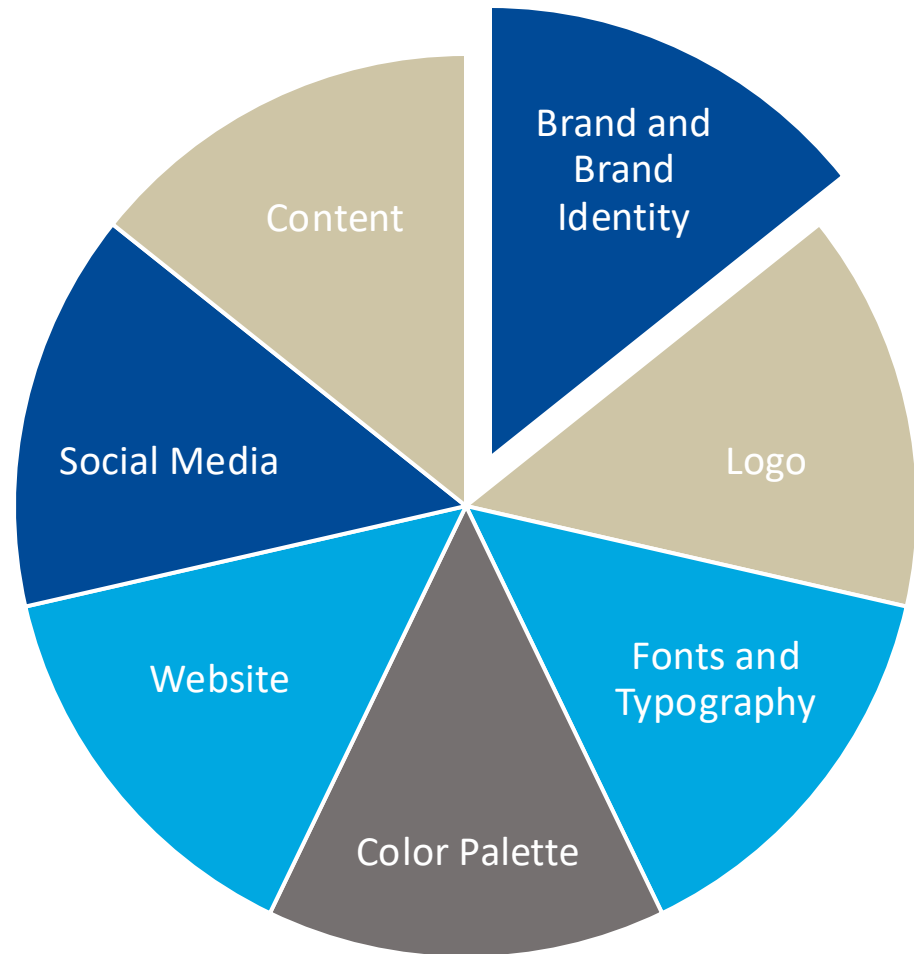
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# Branding:

## Terms to Know



A **brand** is the overall perception and reputation of an organization, company, or person, shaped by its values, messaging, and customer experience. It encompasses the emotional and psychological associations that people have with a name, logo, product, or service.

**Brand identity** refers to the visual and strategic elements that define a brand and distinguish it from others. This includes the logo, color palette, typography, design system, brand voice, and overall aesthetic used across all marketing materials. It represents how a brand looks, sounds, and feels to its audience.



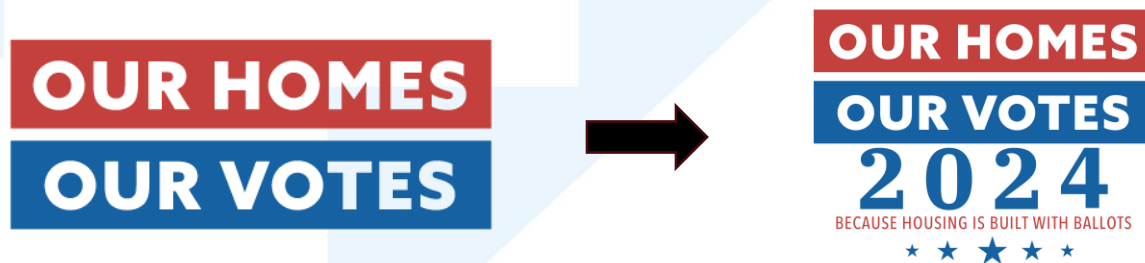
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**Heading**  
Subheading  
Body

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A **logo** is a visual symbol, mark, or design that represents a brand, organization, or business. It is a key component of brand identity, often consisting of text, imagery, or a combination of both to create a distinctive and recognizable mark. A logo serves as a quick visual reference that conveys the essence of a brand in a simple and memorable way.



# Let's consider this logo.



OGC

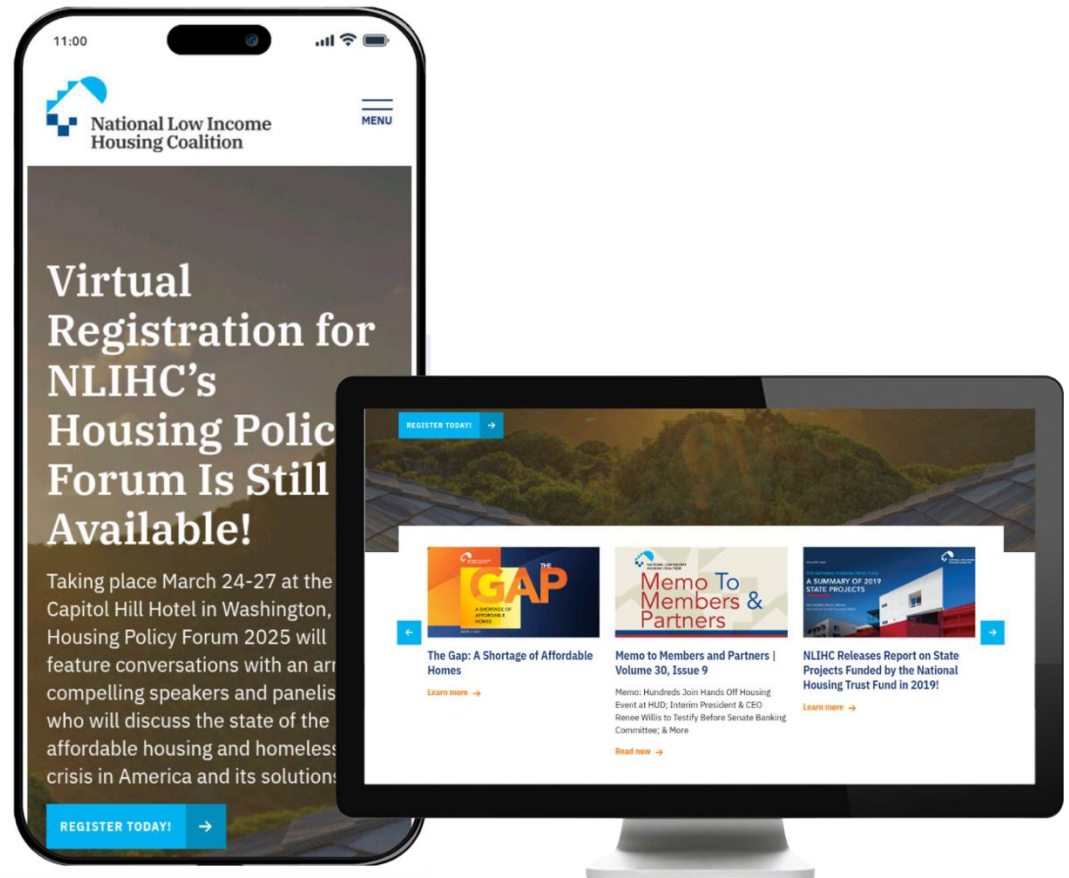
# Let's consider this logo...again.





A **website** is a collection of web pages that are hosted on the internet and accessible through a domain name.

It serves as a digital presence for a brand, business, or organization, providing information, services, and engagement opportunities for visitors.





**Content** refers to any form of information, media, or communication that is created and shared to engage, inform, or entertain an audience. It can include text, images, videos, audio, graphics, infographics, blog posts, social media updates, newsletters, and more. Content is the foundation of this current era of visual storytelling.





Creating **content** isn't just about producing eye-catching visuals or compelling videos—it's about making intentional, ethical, and effective choices that align with your audience's needs, accessibility standards, and the ever-evolving landscape of technology.





## Static Graphics, Motion Graphics, and Video

These three forms of visual content combine with your brand, website and social media to effectively convey whatever message you desire.

Here are some resources to create both static and motion graphics along with some best practices.



When making content, keep these three things in mind.

**Quality. Audience. Accessibility.**

# Quality

High-quality content doesn't mean expensive production—it means clarity, intentionality, and effectiveness. It needs:

- Clear messaging
- Visual clarity
- Accuracy over perfection

## **Best practice:**

A well-lit, thoughtfully composed phone video can be more engaging than an overproduced, corporate-style piece. A decent photograph that you took yourself will go farther than a stiff stock image.



# Audience

Understanding who you're speaking to is key to content success.

Make sure to:

- Know their preferences
- Meet them where they are
- Check for cultural sensitivity

## **Best practice:**

Test different visual formats and analyze engagement metrics to refine what works best for you and your audience.

# Accessibility

Content that isn't accessible may exclude the very people you're trying to reach. Here's how to make sure everyone can engage:

- Use alt text for images
- Add captions to all videos
- Use contrasting colors for readability
- Use plain language where possible

## **Best practice:**

Use tools like WebAIM Contrast Checker or Rev.com for captions to improve accessibility.

# Speaking of accessibility...



CHECK OUT  
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**JUNE 2nd, '12 7:00 AM till NOON**



# Why is any of this important?



Having a polished brand leads to:

- Instant recognition
- Emotional connection
- Trust & credibility
- Brand engagement & interaction
- Avenues for storytelling, leading to action
- Educating & informing
- Audience loyalty
- 24/7 availability



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**Any  
questions?**





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# Coming Soon Tenant Talk Vol. 16, Issue 2



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Resources



**Thank  
you!**





# Previous Courses

- **Pilot kick off:**

- Recording from the webinar [here](#).
- PowerPoint from the webinar [here](#).

- **Organizing 101: Community Organizing & Power Building:**

- Recording from the webinar [here](#).
- PowerPoint from the webinar [here](#).

- **Fundraising & Sustainability 101:**

- Recording from the webinar [here](#).
- PowerPoint from the webinar [here](#).

# Upcoming Courses



- We invite you to stay tuned for our next three-part series in our pilot training course for tenants and residents, **relaunching in September 2025!**