

VISUALIZING A MISSION

Developing Brand Strategies for
Nu Deco Ensemble, HistoryMiami
Museum, Seraphic Fire, and iSing

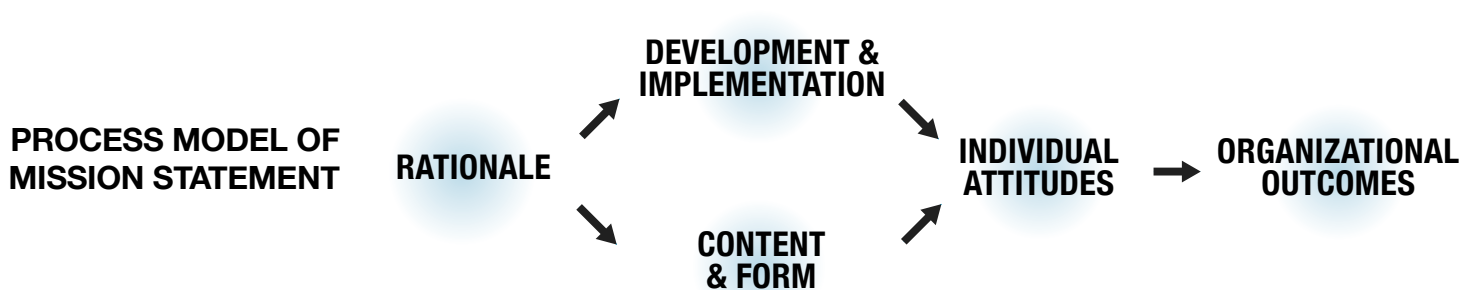


Visualizing a Mission: Developing Brand Strategies for Nu Deco Ensemble, HistoryMiami Museum, Seraphic Fire, and iSing

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All cultural organizations have one thing in common—their work is grounded in and guided by their unique mission statement, which describes their cause, their actions, and their impact. To be effective, these statements must be powerful, memorable, actionable, specific, and written in a language that speaks to the organization’s audience, all while being concise. A significant amount of research and data has shown how important the role of a mission statement is and how this short text can steer a successful organization and help define its overarching brand strategy.

An effective mission statement is developed through a detailed process involving contributions from various stakeholders to align the organization’s goals, values, and policies. The missions of cultural institutions become refined over time with the growth of the organization and, in turn, the growth of the brand.



A mission statement is also intrinsically tied to the culture of the region and city or town that the institution is located in or represents. Research has shown that the specific branding of a city’s cultural organizations can impact local economic development and support policymakers and others involved in urban planning. At Someone & Somebody, we are particularly aware of how this relation plays out in South Florida—we celebrate the region’s vitality and dynamism in creating brand strategies that can have a positive impact on local culture and development.

Everything about the organization is built around this statement, and must align with it, including its messaging, design, and programming.

In 2022, Americans gave

**\$499.33
Billion**

to charity.

Giving USA 2023 Report

S&S had the distinct pleasure of working with Nu Deco Ensemble from the very beginning of their process in envisioning how they wanted to present themselves to the world. We worked closely with Nu Deco to create the very ethos of their brand, developing every facet of their brand strategy, from the prospectus to the brand standards, logo, and marketing materials, which eventually helped them structure strategic partnerships and secure funding.

Their mission is “to create compelling and transformative genre-bending musical experiences that inspire, enrich, and connect new and diverse audiences and artists.” We were able to translate this concept visually, across print materials, video production, and more, in a way that shaped and refined the presentation of the organization, helping to determine its future success and potential for growth. Years later, this solid foundation we created brings the organization continued success and is indicative of its fundamental value.

75% of supporters give to nonprofit organizations because they are passionate about its mission.

Charities Aid Foundation, cafonline.org

The approach to brand management often involves first asking mission-focused questions and then applying them in practice. Everything about the organization is built around this statement, and must align with it, including its messaging, design, and programming. HistoryMiami Museum entrusted us to make this bridge between the overall brand strategy and an important program—their 75th anniversary celebration. The challenge was to create a feeling that evokes the energy of South Florida while authentically telling the region’s complex stories and celebrating the people and the happenings that have contributed to the museum’s 75-year history.

When partnering with arts organizations, we have found it to be essential to immerse ourselves in the organizations’

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genre or art practice in order to best inform our collaboration. Seraphic Fire, a choir that “presents the highest quality performances of historically significant and under-performed music” offered an abundance of inspiration via their music. Listening to their albums while working on creating the design of their brand strategy allowed us to weave graphic elements into our visuals that are related to the choir’s specific sounds and vibrations. The design also needed to communicate the local energy South Florida while at the same time conveying the group’s world-class reputation and prestige.

When an organization eats, breathes, and lives their mission, it is abundantly clear. This is the case with iSing Silicon Valley, which is “changing the lives of young women through choral music.” The leadership of this organization not only lends their expertise to this cause, but also brings their passion and artistry to the mission. This synergy helped the organization communicate their branding ideas and needs to S&S clearly, bringing a sense of ease and fluidity to the design that ultimately has strengthened the brand. In the end, iSing’s branding helps it speak directly to its audience and reinforces their cause, actions, and impact.

Someone & Somebody, August, 2023

1. PROCESS MODEL OF MISSION STATEMENT INFLUENCE ON ORGANIZATIONAL OUTCOMES
(ADAPTED FROM BART ET AL., 2001)

Braun, Susanne & Wesche, Jenny & Frey, Dieter & Weisweiler, Silke & Peus, Claudia. (2012). Effectiveness of Mission Statements in Organizations – A Review. *Journal of Management and Organization*. 18. 430-444. 10.5172/jmo.2012.18.4.430.