

Beautiful Branded Experiences that Build Trust

Communicating your brand visually and verbally to connect with your audience and build rapport with in your community..

About Me

Simone Thompson

Content Writer
Centercode

Writing, art & design, and
& customer service

✉ simone@centercode..com

🌐 [linkedin.com/in/simone-thompkins/](https://www.linkedin.com/in/simone-thompkins/)



Agenda



1. Why Trust Matters
2. Communicating Trustworthiness
3. The Benefits of Beautiful Branding
4. Branding in the Centercode Platform

Beautiful Branded Experiences that Build Trust

Communicating your brand visually and verbally to connect with your
your testers and build rapport with in your community..

Agenda



1. Why Trust Matters
2. Communicating Trustworthiness
3. The Benefits of Beautiful Branding
4. Branding in the Centercode Platform

Beautiful Branded Experiences that Build Trust

Communicating your brand visually and verbally to connect with your audience and build rapport with in your community..

logo is hard to see

cut off at the top

logo should be here

photo isn't in position

incorrect title casing

wrong alignment

Beautiful Branded Experiences that Build Trust

title isn't centered

extra space

Communicating your brand visually and verbally to connect with your
your audience and build rapport with in your community..

extra period

double word

with in = within

random slide number

Beautiful Branded Experiences That Build Trust

Communicating your brand visually and verbally to connect with your audience
and build rapport within your community

TRUST IS LIKE AN ERASER:

It gets smaller and smaller
after every mistake.

1. **Why Trust Matters**
2. Communicating Trustworthiness
3. The Benefits of Beautiful Branding
4. Branding in the Centercode Platform

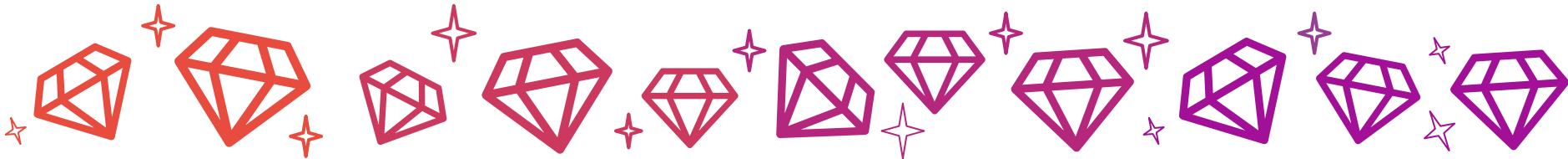
Why Trust Matters

First indicator of product quality

Vital to communication *and* product development

Essential to brand reputation

Connected to perceptions of quality, reliability, and value

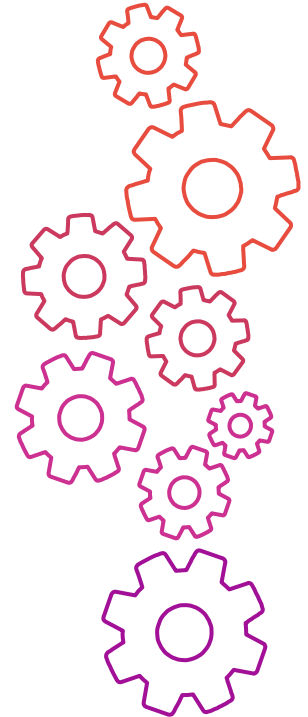


Why Trust Matters

More than your logo
(but that's a good place to start!)

Don't just "spell check it and forget it"

Use communication to build trust
and promote your brand values



Why Trust Matters



Testers want to feel like they're part of the team!

If brand looks careless = mistrust

"Is this the real deal?"

If brand looks uncaring = low participation

"Why bother?"

Poor branding = poor quality product

1. Why Trust Matters
2. **Communicating Trustworthiness**
3. The Benefits of Beautiful Branding
4. Branding in the Centercode Platform

Communicating Trustworthiness

Verbal Branding

Visual Branding

Packaging

Reporting

Resources



Verbal Branding

Reflect brand values

Use familiar language

Align your language with your brand

Remember spelling, punctuation,
grammar, and consistency



Verbal Branding: Examples

Thank you for your interest in beta testing.

There is an upcoming beta test that requires the participation of female Android smartphone users.

[Refer a friend](#)

We have an upcoming beta test and we're looking for female Android smartphone users to help us test.

We'd really appreciate it if you [forward this email](#) to anyone you feel may be a good fit.

Thank you for your help!

Rule of thumb: **Always be clear, courteous, and conversational.**

Visual Branding

Your logo

Prominent, clear, adequate space

Your brand colors

Accurate and consistent



Visual Branding: Fonts

Pick one (max of two) fonts that are easy-to-read and on-brand

Use consistent sizing and weight

DON'T YELL

Bold, italicize, and underline sparingly
(**And never all at once!**)



Visual Branding: Examples



STARBUCKS
Coffee Co.



qualtrics
survey software



centercode
Customer Validation

Packaging Hardware

Include and organize necessary components

e.g., welcome letter, usage instructions

Clean, clearly marked packaging

Consistent with branding and project



Reporting

Branding your reports shows

- Consistency

- Cohesiveness

- Professionalism

= **Adding value to your CV Program**



Resources



Branding doesn't have to be complicated,
but it does require effort and attention.

Ask your co-workers for help
Marketing, Sales, Support

Brand Guidelines, Style Guide, file types



1. Why Trust Matters
2. Communicating Trustworthiness
3. **The Benefits of Beautiful Branding**
4. Branding in the Centercode Platform

Benefits of Beautiful Branding

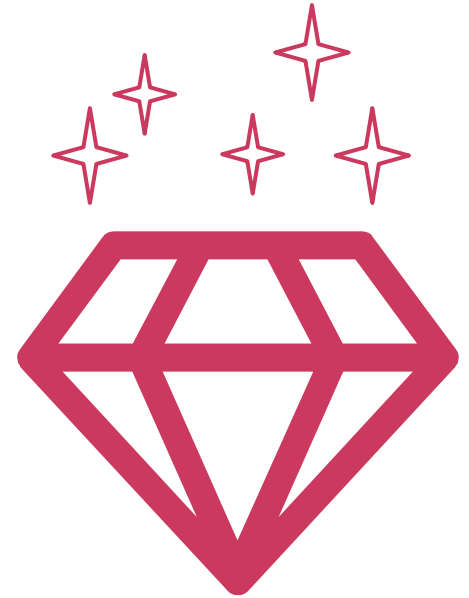


Sense of legitimacy = higher participation

Higher participation = more tester feedback

Higher perception of product quality

Testers > advocates > brand evangelists



1. Why Trust Matters
2. Communicating Trustworthiness
3. The Benefits of Beautiful Branding
4. **Branding in the Centercode Platform**

Centercode Platform



The **Centercode Platform** has built-in features that help you design a branded experienced.

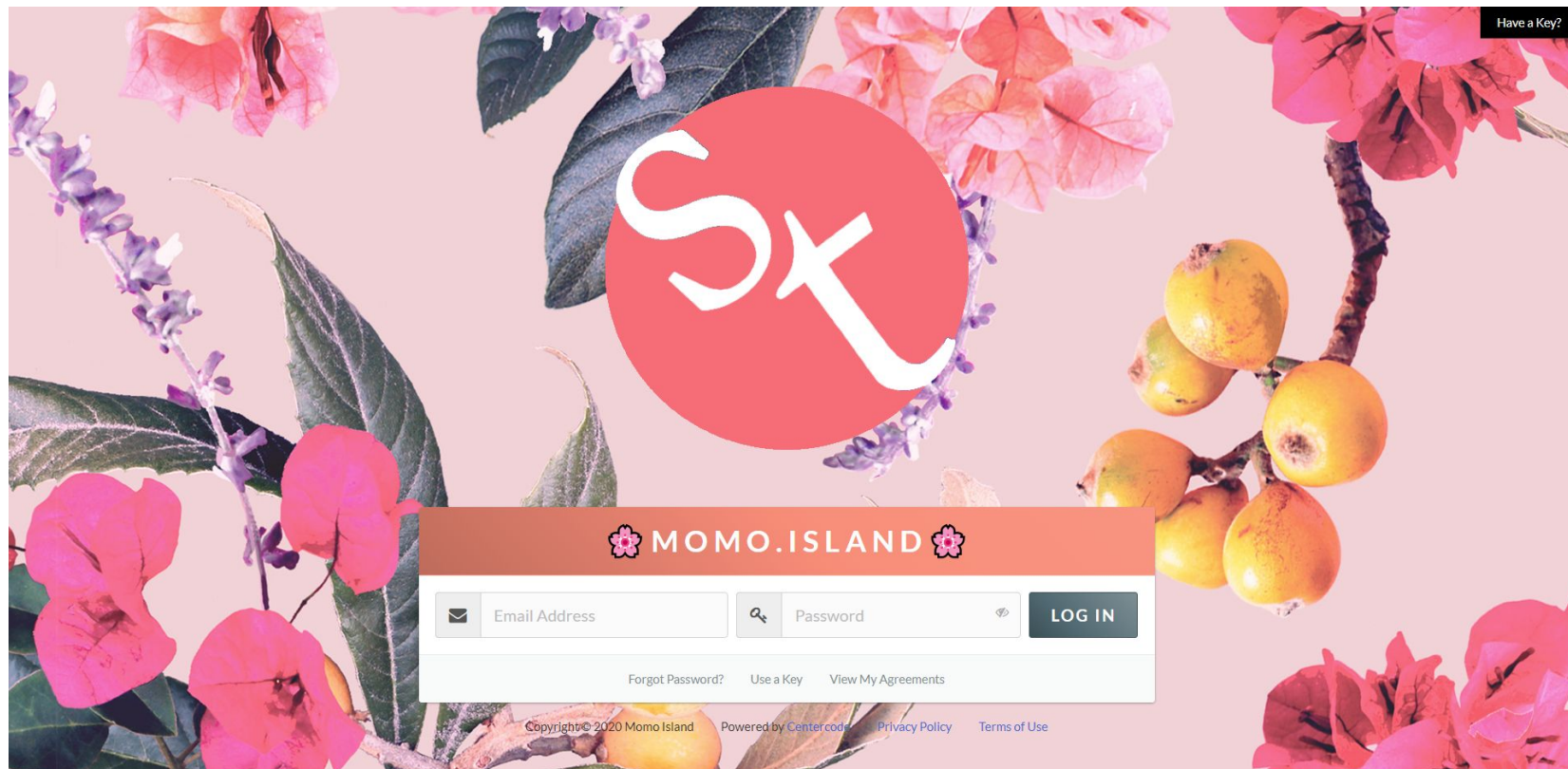
Project space

Reports

Landing pages

Messaging

Centercode Platform




Project Space Customization




Upload logos and
background images

IMAGES


Inner Logo
Applies to the header logo for pages inside the site: 300 x 100

st-vacation-logo-semi-transparent-100.png


Inner Background
Applies to the background for pages inside the site: 1920 x 1080

bg-vacation-1920x1080.jpg

Outer Logo
Applies to the login page and other publicly accessible pages: 610 x 300

st-logo-hot.png

Outer Background
Applies to the login page and other publicly accessible pages: 1920 x 1080

bg-vacation-1920x1080.jpg

Customize your
color scheme

COLORS

Site Header

Background

fa6682

Text

ffffff

Page Headers

Background

fd8f7a

Text

FFFFFF

Page and Table Sections

Background

c496bc

Text

FFFFFF

Inner Background

Color

f1d2d7

Text

333333

Outer Background

Color

ffd4ec

Text

333333

Integrate custom CSS!!!

Additional Options

Custom CSS

```
layout-letter .sitetopbar a {display: block; float: left; min-width: 5px; text-align: center; padding: 5px 5px; background: 0 0 0; color: #fff; font-weight: bold; font-size: 1.3em;}

.pageheader a {color: #333333;}
.sitetopbar {padding: 5px;}
.info-box.info-warning {background: #444444}
.supportbar .tab a {top: -50px}

<html>
<div class="input-group-addon"><i class="fa fa-key fa-fw"></i></div>
</html>
```

Reports



COLORS

Site Header

Background Text

Page Headers

Background Text

Page and Table Sections

Background Text

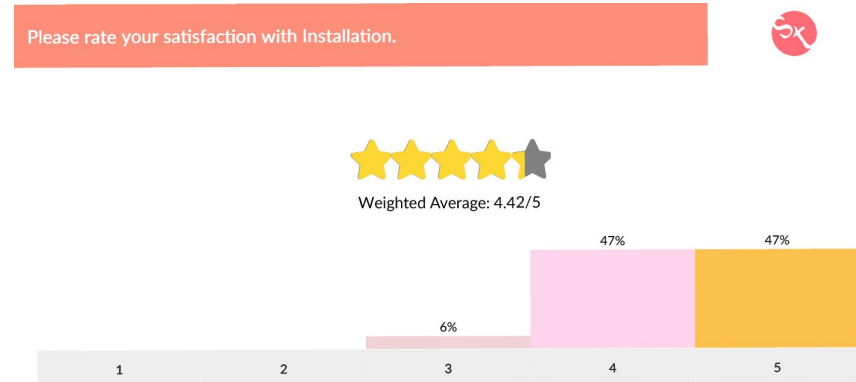
Inner Background

Color Text

Outer Background


Color Text

Theme Editor



Branded Reports

Landing Pages



COLORS

Site Header

Background	Text	Link
# fa6882	# ffffff	# FFFFFF

Page Headers

Background	Text	Button
# fd8f7a	# FFFFFF	# FFFFFF

Page and Table Sections

Background	Text	Button
# c496bc	# FFFFFF	# 666666

Inner Background

Color	Text	Link
# f1d2d7	# 333333	# 4268C9

Outer Background

Color	Text	Link
# ff04ec	# 333333	# 4268C9

MOMO.ISLAND

Email Address Password **LOG IN**

[Forgot Password?](#) [Use a Key](#) [View My Agreements](#)

Copyright © 2020 Momo Island | Powered by Centercode | [Privacy Policy](#) | [Terms of Use](#)

Messaging



Page Strings

Modify Page Strings: Default English Community	
ENABLE CUSTOM FILTER	
Page	
Community Change User Password	
Original (Source)	Current (Target)
You have nothing selected.	...you gonna pick something or what?
OK	Cool
Check Out	Do it!
Days Ago	Moons Ago
No	Nah
Yes, I'm still here	Nah imma chill
Cancel	Never mind

Subject *

It's time to update your Member Profile!

Body *

Styles

```
<p>Hi there,</p>

<div>
<p>Did you know the last time you updated your Betabound Member Profile was
[[Member Profile Last Update|72034bd5f6e1403a93ca3da07cb9215d_10]]?</p>
</div>

<div>
<p>Since then, some things like your home address or employment may have changed.
If so, please <a href="https://my.betabound.com/welcome/" target="_blank">log in
to your Betabound account</a> to update your Member Profile.</p>
</div>

<div>
<p>The more up-to-date your tester profile is, the more likely you are to hear
from our team about awesome beta testing opportunities we think you might be a
good fit for.</p>
</div>

<div>
<p>If you have any questions about updating your tester profile, let us know!</p>
</div>

<div>
<p>Thanks,</p>
</div>

<div>The Betabound Team</div>
```

Email HTML

Thank You!



Simone Thompkins

✉ simone@centercode.com

in [linkedin.com/in/simone-thompkins/](https://www.linkedin.com/in/simone-thompkins/)

