

Our Strategic Guide - Foundry's Brand House

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Introduction

Within health care, the priority focus for service providers is on those who require services. However, there is value in creating a strong organizational brand, as it facilitates alignment across all those involved. Establishing and creating consistency, having everyone starting off on the same foot and having everyone working towards the same goals results in everyone knowing why you do what you do. For Foundry — an Integrated Youth Services organization serving youth ages 12-24 in British Columbia (BC), Canada — having a strong brand means that youth and their families/caregivers know what to expect when they visit Foundry.

Objectives

Our objective in designing the Foundry brand house was to create a foundational document supporting decision making by offering a framework to steer strategy development, communications campaigns, service offerings and so much more.

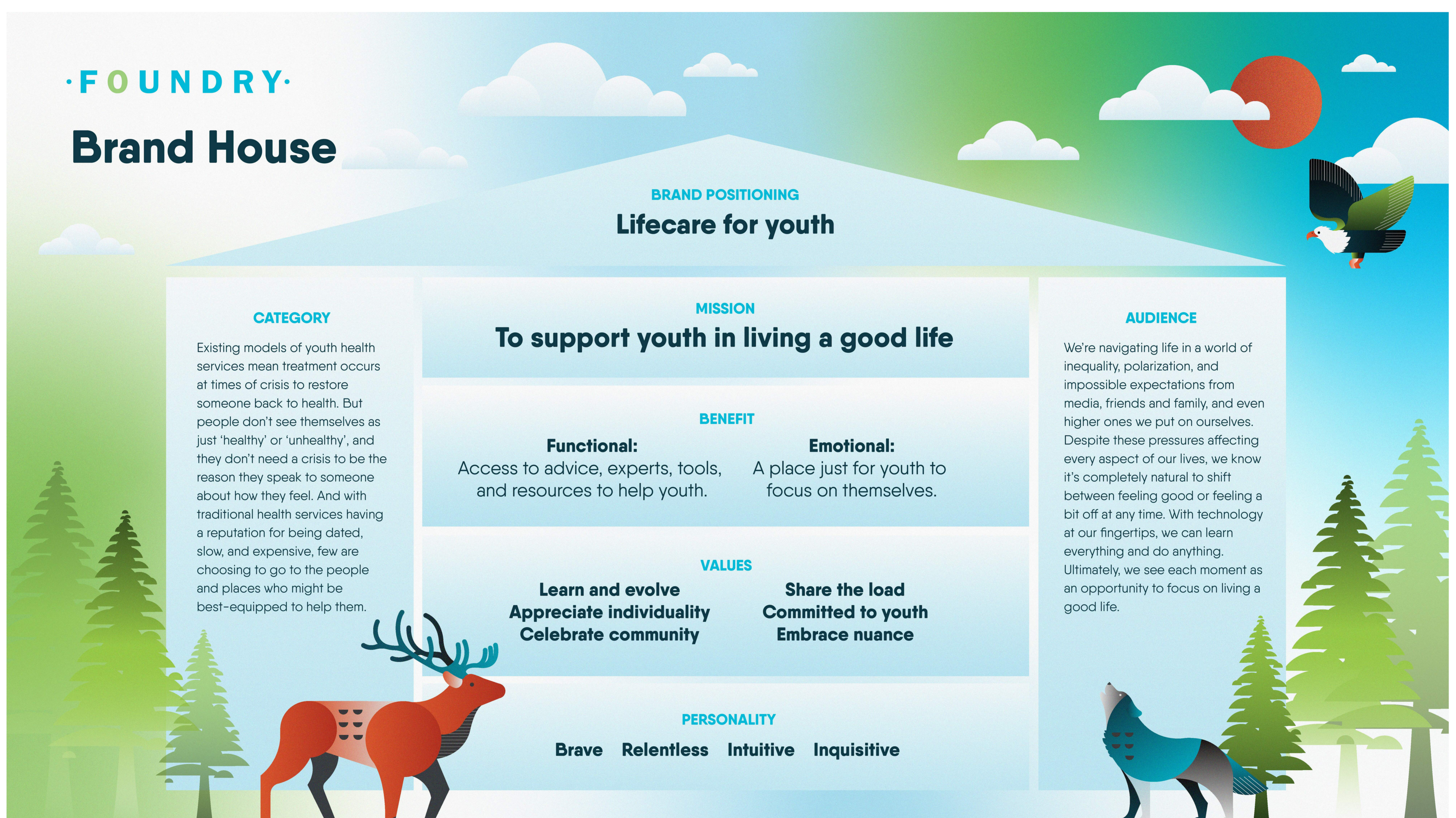


Methods

A cross-functional team was established at Foundry central office, the leadership and standards team of 80 staff with diverse experience and expertise, to undertake a robust engagement process alongside branding agency TAXI to better understand who we are and the unique and emerging needs of BC youth, their families/caregivers and the staff across our network.

Results

This process led to a rich understanding of the incredibly diverse needs of those we serve and culminated in the development of a Foundry 'brand house', which articulates Foundry's brand positioning statement, mission, values, personality traits, audience and context.



Conclusion

A brand is not a logo, an identity, a product or a service. In this work, we have learned a brand serves as a way to communicate who we are and how we are different. Everyone involved represents the brand through the connections we make, with each other and young people in BC. And this is what really differentiates us from others and guides everything we do.

We recognize and respect Coast Salish Peoples as traditional stewards of the stolen, occupied, and ancestral lands of the x̣ṃməθkẉəỵəm (Musqueam), seḷíẉiṭuḷh (Tsleil-waututh), Skwxwú7mesh (Squamish), S'ólh Téméxw (Stó:lō), Stz'uminus Nations and the Hul'qumi'num Treaty Group that the Foundry central office is located on.

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