

# Humanity made this.



Our Soul Guide



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# Section One: Introduction





## What Is A Big Idea?

*“It takes a big idea to attract the attention of consumers and get them to buy your product. Unless your advertising contains a big idea, it will pass like a ship in the night. I doubt if more than one campaign in a hundred contains a big idea.”*

– David Ogilvy, father of modern marketing

Simply put, the **big idea** is the foundation for every aspect of our brand’s identity and communications. It is the connective tissue, bringing together the core concepts, values, and priorities of our soul to craft a unified identity and forge purposeful connections.

*“Life is a moving, breathing thing. We have to be willing to constantly evolve. Perfection is constant transformation.”*

– Nia Peeples

# Our Big Idea

At EcoEquitable, our big idea is **transformation**. We exist to transform materials, people, situations, environments, perspectives, and the world.

## We transform capabilities.

Newcomer women often come to us having never sewn before in their lives. We transform them into master seamstresses, able to take piles of unwanted fabric and transform them into something beautiful.

## We transform people

Women come to us in a state of need. They may feel alone, frightened, and insecure. We take these individuals and transform them into a community — a community of caring, competent, and confident women who work together to lift each other up and craft better stories.

## We transform business

Business has a narrow definition — we are here to expand it. A team of women working together in a loving and supportive community can become business giants. We are showing the world a better, more inclusive way to conduct business.

## We transform perspectives.

We refuse to fit into your predetermined box of what a community of women is capable of. We aren't here to ask for a seat at the table. We're here to take that seat. We will not be pushed around. We are not timid. We are strong, capable, and determined.

## We transform communities.

When we give women the space and community to live into their true selves, the result creates ripples of confidence and positivity throughout our communities. When children see their mothers full of strength and assertiveness, willing to fight and advocate for the people they love and the things they believe in, it gives them permission to do the same in their lives.

## We transform the environment.

In everything that we do, we consider the environmental impact. We believe that it is our duty to take care of this earth in the best way we can. We believe that future generations deserve a planet that is healthy and teeming with life. It is our duty to do everything that we can to ensure that happens.





## How To Use Our Big Idea

Our **big idea** is the heart and soul of our brand. It defines who we are and what we do. Everything else flows from it. If some aspect of EcoEquitable can't be traced back to the idea of transformation in some way or another, it must either change or be discarded.

## Here are some specific examples of how to use our big idea:

- It should be used to guide all messaging, communications, and brand activities.
- It should be used as the starting point for all creative and strategic brainstorming and creation.
- It should be used to focus our innovation and inform updates to our product and service offering.
- It should always be front of mind. **Big ideas** are only as effective as our commitment to always staying on message and on purpose.

## How Our Big Idea Impacts Our Brand

Our **big idea** creates clarity around our deepest impact in the lives of each other and our clients. Focusing on transformation — for every aspect of EcoEquitable, all the time — will give our team a renewed sense of purpose. It will guide our innovation, growth, and business decisions. It gives our brand an authentic and exciting identity. Transformation is what we do.



## Purpose

The purpose of this Soul Guide is to centralize all of the elements that come together to form the EcoEquitable brand identity. In order to operate as owners, employees, and/or partners of EcoEquitable, it is vital that we understand the heart and soul of our brand, and that we are able to express it.

### This Soul Guide will:

- Act as a branding guide.
- Serve as a brand activity/success benchmark.
- Clearly illustrate the identity of the EcoEquitable brand.
- Clearly establish brand positioning.
- Clearly reveal the most engaging ways to express the identity and positioning.

## Benefits

This Soul Guide provides our brand with a clearly defined identity, purpose, and path. Without a written resource to refer to, we can get lost or end up somewhere we never wanted to go. This Soul Guide allows us to plan and design unique, culture-building brand experiences that impact our industry and convey our vision with clarity. It also outlines our guiding principles and philosophies, clarifies identity, and organizes our brand objectives.

# Section Two: Brand Identity

This section is vital to our brand because it answers a very important question: Why? Our identity influences every decision, every service, and every partnership. It shapes the philosophy of EcoEquitable, and it determines how we interact with clients and the world at large. In this section, we will uncover who we truly are as a brand.





# Our Founding Story

The story of EcoEquitable begins with a nun, a play, and a little extra space.

Lucile Champagne is a French Catholic nun, a trained psychotherapist, the first female chaplain of Saint Paul University, and the founder of EcoEquitable. In the early 2000s, she realized that her office in the basement of the Bronson Centre had some extra space. That just wouldn't do for Lucile, so she helped begin a women's support group that could use the room as needed. After a donation of used sewing machines and with a play coming up, it seemed natural for the group to offer to sew the costumes for the production. As the women worked together — shoulder to shoulder, not face to face — Lucile noticed something profound.

Working together towards a common goal gave the women a renewed sense of

meaning and purpose. On top of that, they were talking. They were talking about child care and immigration status and social assistance and many other things — they were talking about the real issues that were directly affecting their lives. They were talking openly about these problems that are usually so difficult to discuss. Work created a safe space for these women.

Lucile didn't waste any time. In 2002, EcoEquitable was founded as a co-op. It has evolved over the years, for example becoming a charity in order to apply for grants and donations, but the core of EcoEquitable has always been the principle that Lucile founded it on — **work creates dignity.**

The principles that Lucile lived her life by are the same values she embedded within EcoEquitable. **She was relentlessly inclusive.** She saw the best in people

— what they brought to the table, not what made them awkward or closed off. **She was intensely empathetic.** Her ability to truly appreciate and understand people, even if she had never lived their experience, was a gift. **She was deeply uncool.** Her motivation was always to do what was right, and her goal was always to help others. She marched to the beat of her own drum. **She was a serial entrepreneur.** In addition to EcoEquitable, she also founded a beekeeping co-op. She saw the value of community and was always brainstorming creative new ways to help make a difference in people's lives. More than that — **she acted on those ideas.**

**Inclusive. Empathetic. Authentic. Imaginative. Active.** These ideals are part of EcoEquitable's DNA. We must never forget our roots. We must always stay true to the ideals that Lucile founded EcoEquitable upon.

**“Our vision was to build a world in which dignity and the unique gifts of each person are valued and promoted — a community whose members stand with one another in justice and hope.”**

**– Lucile Champagne**

### Why Is Our Founding Story Important?

Every brand has a **founding story**. Our humble beginnings are where we take the first steps towards the potential positive impact we can have on the world. It creates context around our brand's very reason for existence. Understanding where our brand came from will help us visualize and determine the best path forward.

### How To Use Our Founding Story

Our **founding story** is a great way to give people a sense of who we are. Storytelling is a powerful medium, and by sharing the story of our brand's origins, we are opening ourselves up to forming meaningful connections with anyone who reads it. An engaging and meaningful founding story can be the deciding factor for some people when choosing whether or not to do business with a brand. An authentic and succinct (not necessarily short) version of our founding story should be available for clients on our website.





EcoEquitable Vision Statement:

# Women leading thriving communities.

## Our Vision

At EcoEquitable, our vision statement is **women leading thriving communities.**

As leaders, women would be free and fulfilled. They would find the confidence inside themselves to be community influencers. They would know that they have a place where they belong. They would be the change they want to see, creating caring communities that lift up everyone. They would realize and live into their fullest potential and become beacons of light, steering the world toward a better and more harmonious future.

The thriving communities they would lead would be places of humanity. Each individual would be considered and supported as a whole person. No one would have to feel alone. They would be inclusive places of love that foster innovation and leadership. They would create new and better ways of living and doing business. They would lead the way forward. They would be whole communities.

At EcoEquitable, our vision is for **women to lead thriving communities.**

## What Is A Vision Statement?

Our **vision statement** is our ultimate dream. It is how we want to change the world. It helps create clarity for the future, both internally and externally, acting as a beacon in the distance for us to strive towards. It is a vivid imagining of our brand's long-term goals.

## How To Use Our Vision Statement

Our **vision statement** should be used to connect with our target audience. If we communicate the world that we imagine with our audience, we are creating an instant but powerful connection. They are not just buying a product or service, they are supporting a cause. It should also be shared internally, so employees and partners can make sure all efforts are directed at achieving this shared dream.

## Here are some specific examples of how we should use our vision statement:

- It should be used as a barometer for brand decisions. (Always ask: "Does this make sense for us, given our vision?")
- It should be used in print and marketing materials.
- It should be used on our website.
- It should be plastered all over our offices to keep us focused on the big picture goals.
- It should be used to get partners and sponsors excited.
- It should be used in all of our pitch decks.



## Our Mission

Every day at EcoEquitable, **women craft a better story.** We are women serving women. There is power in femininity. We embrace and harness that power to ignite positive change in the world. We craft both stories and art. We can take a pile of discarded fabric and create beauty. We provide an inclusive and supportive space for newcomer women to learn valuable skills, as well as a workplace for them to put those skills to use. We bridge the gap for newcomer women from alone and insecure to belonging and confident. We craft a better story through care, support, and encouragement. EcoEquitable is a community.



EcoEquitable Mission Statement:

**Women crafting  
a better story.**



### What Is A Mission Statement?

Our **mission statement** describes how we will achieve our vision on a daily basis. It is a ground-level view of what our brand does every day, beyond just providing a product or service. It shows the value we provide for our target audience and how we achieve it.

### How To Use Our Mission Statement

Our **mission statement** should be used to remind ourselves daily of what we should be doing in order to achieve our big vision. It will focus our efforts, ensuring everything we do is working toward our goals. It should be shared with everyone in our organization.

### Here are some specific examples of how we should use our mission statement:

- It should be used to advise clients of what to expect from us and how to view our service offerings.
- It should act as an internal reminder of how we work — sometimes the how is more important than the what or why.
- It can be used in any communication to deliver a high-level explanation of how we do what we do.
- It should be used daily to address innovation and either scaling or downsizing our product/ service offering.
- It should be used in all of our pitch decks and/or proposals.

## Magnanimous Mission

Our magnanimous mission (Corporate Social Responsibility) focuses primarily on three of the UN's Sustainable Development Goals (SDGs).

1. Gender Equality
2. Good Jobs & Economic Growth
3. Responsible Consumption

These are the main issues that EcoEquitable focuses on. We must strive to make an impact in all three of these fields. We must do our part to help transform our community into a better place for all.

***“I alone cannot change the world, but I can cast a stone across the waters to create many ripples.”***

**– Mother Teresa**

# Brand Pillars

## Equity

Everyone at EcoEquitable is unique. We all have different abilities, strengths, and weaknesses. Our diversity is our strength; we embrace each other as we truly are. We're like a puzzle. Only together can we interlock to create a beautiful picture. Everyone is important. We are all simply people. That's how we treat each other.

## Imagination

We embrace and nurture creative thought and inventive thinking. Our minds must be open in order to invite transformative ideas. We are imaginative in our approach to product innovation and quality. We are always brainstorming new and exciting ways to do business.

## Community

EcoEquitable is a family. Together, we belong. We are a safe space to support and love each other. We care about each other. We provide opportunities for each other to craft a better story. We all take ownership of EcoEquitable and feel responsible for its success and growth. Our community is beautiful and radiant and strong.

## Integrity

Integrity is at the heart of everything we do. We consider how each action we take will impact our whole community — both our family at EcoEquitable and the entire city of Ottawa. We are transparent, generous, and honest. We are accountable to both ourselves and our community.

## Regenerativity

We give things new life. We take the old and make it new again. We embody sustainability by eliminating waste at every turn — both by transforming donated materials into high quality products and by constantly reexamining our own processes to find new ways to make them even more sustainable.

## Disruption

We are modelling a new way to do business. Our approach is simple yet profound — we embed our business in community. We are a collective of mostly women and minorities, and together we are proving that business can be good. Business can be human. Business should be human.







### What Are Brand Pillars?

**Brand pillars** are the fundamental principles that support our brand's promise. Every great brand is founded on them. If even one is removed, everything collapses. They are the necessary ideas, values, and priorities that form the fundamental foundation of our brand's reason for existence. They are our brand's core values.

### How To Use Our Brand Pillars

Our **brand pillars** are essential because they create a clear and collaborative approach to sustaining our brand — both operationally and culturally. They are the foundational building blocks of our brand.

### Here are some specific examples of how we should use our pillars:

- They must always serve as guideposts in both day-to-day and long-term decision making.
- They should be used as a practical guide for our research and development team as we invent and innovate.
- They should be used to ground us. They will help us know if we are succeeding with our product and service offerings.
- They should be used internally as a barometer to tell us how we should be working in order to be successful.
- They should be used to determine whether our brand is functioning and creating positive impact.

EcoEquitable 1soul:

# A better story.

## Our 1soul

We spark transformation — transformation in people, materials, perspectives, communities, and everything else we touch. There's something magical about the transformations we perform. Each one makes a story better.

Everyone and everything has a story. The unwanted materials that we reuse have a story. The newcomer women that we train and employ have a story. Our neighbourhoods have a story. Our entire planet has a story. All of these stories are still being written.

At EcoEquitable, everything we do is designed to make these stories better. The end result — our ultimate impact — is **a better story.**



### What Is A 1soul?

Every brand has a unique soul. No two are exactly alike. Our **1soul** (also known as our unique selling proposition or USP) is the aspect of our brand's soul that no one else can steal or mimic. It outlines what makes us different from the competition. Our 1soul needs to answer the question: Why should a potential customer buy from us instead of someone else?

### How To Use Our 1soul

Our **1soul** is our greatest value proposition. It's the single most compelling reason for people to buy from us. It belongs in all messaging. Work it into social media posts, web pages, blogs, and speeches; it should be anywhere and everywhere. If potential clients only consider the pros and cons for a few seconds before making a decision about buying from us, we want those few seconds to be packed with our most irresistible selling point.

# Our Brand Legacy

## They embedded business in community.

We never sacrifice our humanity for the sake of business — we don't have to. A tectonic shift is coming to the business landscape. Empathy and impact and connection are the new pillars of business. We are establishing a model built on those pillars, so others can follow in our footsteps.

## Their community was always authentic, welcoming, inclusive, and accepting.

We provide a place to belong for those who are struggling. We transform their confidence and self worth so they can truly see their own value. Doing this requires authenticity, openness, patience, and love. The EcoEquitable community is a safe place. We give women the space to live into their truest identity.

## People were genuinely excited to pay for their products.

As a business, we must always be innovating and imagining new ways to use our specific skills, resources, and strengths to create exciting and desirable products. We create works of art from discarded fabric. Imagine what else we could create if we put our minds to it. The possibilities are endless.

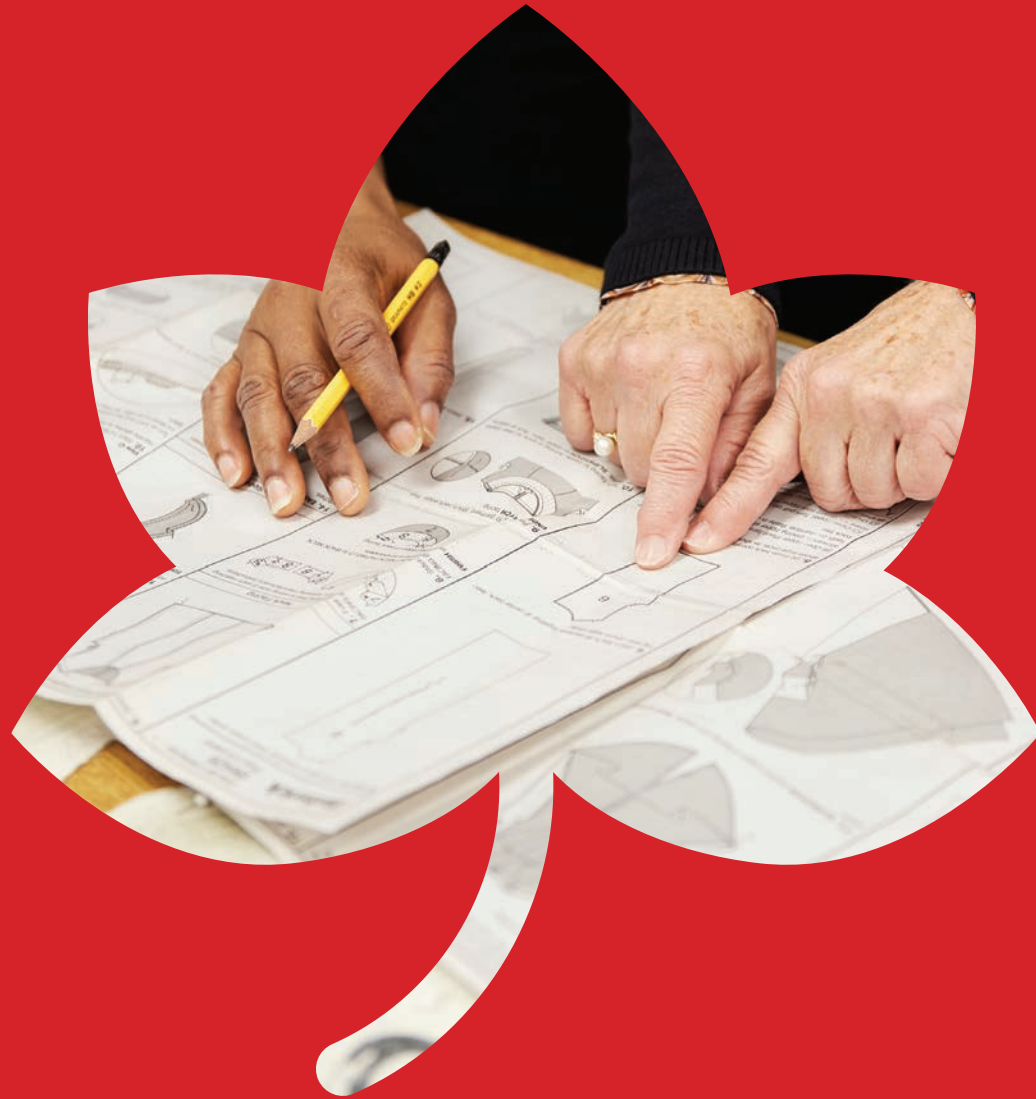
## They helped women claim their independence.

We provide training and opportunities for women to claim their independence. By helping each other find rewarding work that pays a living wage, we are creating transformative ripple effects through families and communities. When children see their mom living with more purpose and confidence, they will internalize it. It will give them permission to live their lives with the same meaning and excitement.

## Their regenerative approach provided a model for sustainable communities.

We see the art hidden within everything. We take that which is unused or unwanted and unlock its value. By embracing design thinking, we maximize potential and minimize waste. When we take the old and make it new, we help create circular economies where resources are constantly being repurposed, reused, recycled, but rarely thrown away.





### What Does Brand Legacy Mean?

Our **brand legacy** is the long-lasting impact we want our brand to have. It's how we want EcoEquitable to be remembered for generations to come. Think of it like this: imagine that we were going to close our doors voluntarily, because our brand had reached its absolute apex. What would we want people to say about us at our closing party?

### How To Use Our Brand Legacy

Our **brand legacy** can be thought of as our brand's key performance indicators — all of our brand goals should be centered around making them true.

### Here are some specific examples of how we should use our brand legacy:

- It should be used to focus innovation, customer service, delivery, and research & development.
- It should be shared with our team to help them see a vivid picture of our brand's deeper purpose and desired impact.



EcoEquitable Brand Culture:

**A transformative  
tribe.**

## Our Brand Culture

At EcoEquitable, we are **a transformative tribe.**

### Transformative

We spend each day crafting a better story, transforming things, people, perspectives, and communities in order to make the world a better place. We embrace human evolution. It must be ingrained into our culture. Transformation is active and exciting, it requires an open mind, imagination, and creativity. It is not shy nor timid. We must always ensure that the world feels and experiences the transformative aspect of our culture.

### Tribe

At EcoEquitable, we are a family. Our interior community culture is loving, inclusive, and caring. We are here to support each other, in any way we can. We don't leave our problems at the door — we bring them inside and face them together as a family. At the same time, we always ensure that we are keeping one another accountable. We are committed to transforming ourselves and each other in order to craft a better story.

**“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”**

**– Margaret Mead**

### **What Does Brand Culture Mean?**

**Brand culture** encompasses everything about the experience of being around our brand. Certain aspects of our culture can be cultivated and developed, whereas some aspects are woven into the very fabric of our existence. It’s the atmosphere around our brand that informs our team how to bring it to life in the outside world.

### **How To Use/Implement Our Culture**

Our **brand culture** will shape how we relate to ourselves and each other as representatives of the EcoEquitable brand. Implementing an exciting and active culture of transformation will put us in the best possible position to create our biggest impact in the world. The key is clearly communicating our brand’s core values and purpose to our team and actively seeking out employees and partners who share the same perspectives. The leadership team must also live into our culture.

# Our Manifesto

Humanity is here.

It cannot be contained. We embrace and nourish it as our greatest strength. We spread its message and impact like a wildfire. It grows beyond our walls.

Humanity is here.

It engulfs our community. Empathy reigns. Innovation is driven by love. Business is seen only as a tool for positive impact. The community is whole.

Humanity is here.

## What Is A Manifesto?

Our **manifesto** is our brand's soul, distilled into a creative expression of our purest purpose. The emotions it evokes, the values it portrays, and the meaning it embodies represent everything that our brand stands for.

## How To Use Our Manifesto

Our **manifesto** should be used to introduce ourselves to new clients and partners, shared with everyone on our team as a reminder of what we stand for, and as a daily mantra to remind us of who we are and why we do what we do.

## Here are some specific examples of how we should use our manifesto:

- It should be used to create meaningful and thought-provoking titles for banners, both print and digital.
- It should be used to pull attention-grabbing headlines for ads and web copy.
- It should be used in video scripts and for any speeches or talks.
- It should be used to help come up with and/or inspire campaign names.
- It should be posted on physical signs all over the office to help inspire our team and remind them of why we do what do.
- It should be used to inspire our clients.



# Section Three: Brand Positioning

This section is vital because it helps us understand the unique place that our brand must occupy in people's minds in order for our brand to thrive. It is where we want to belong, what we want to mean, and how we will get there.



EcoEquitable Business Definition:

**At EcoEquitable,  
we're in the  
business of  
economic  
independence.**

## **Our Business Definition**

**At EcoEquitable, we're in the business of economic independence.**

Our community creates economic independence. We train each other, and we employ each other. We also uplift each other and give each other the confidence to pursue and find economic independence outside our walls. Economic independence means the freedom to live your life and be yourself. It means you can provide for you and your family. You can more fully apply yourself to the things that matter most. It means you aren't just surviving — you're thriving. Communities are transformed one person at a time.

**That's why we're in the business of economic independence.**



### What Is A Business Definition?

A purposeful **business definition** creates razor-sharp clarity for our brand's most focused positive impact, for both our team and our clients. It allows everyone to truly understand EcoEquitable's end goal. It outlines what we do in the clearest way possible, allowing us to position our brand in meaningful and authentic ways.

### How To Use Our Business Definition

Our **business definition** is in the business of turning heads. It is powerful and off the beaten path — it sparks interest and grabs attention. We should use that to our advantage.

### Here are some specific examples of how we should use our business definition:

- It should be used in conversations — think of it as the opening line of our elevator pitch.
- It should be used as headline copy in advertising for web, print, booths, films, packaging, and everything else.
- Our business definition can help determine if we're on the right path, and how to adjust if we've strayed from it.

EcoEquitable Target Audience:

**Women  
who care.**

## Target Audience

**Our target audience is women who care.**

Our community is made up of women who share our values. They believe that people and society have the power to transform into something better. They believe that there is a better way to do business — they believe that we have the responsibility to use business to change community. They are looking for an inclusive community to belong to, one that empowers them to empower others.

**They are women who care.**

### What Is A Target Audience?

Our target audience is a group of people who share certain traits, qualities, hobbies, lifestyles, or any other characteristic that makes them more likely to be interested in our product and service offering. It is used to market more efficiently and purposefully, so our message gets in front of more of the right type of people.

### How To Use Our Target Audience

Our target audience helps us position ourselves more purposefully and effectively. When we know who we're trying to reach, it's much easier to craft messaging that will connect with current and potential clients.

### Here are some specific ways we should use our target audience:

- It should influence our product and service offerings.
- It will help our team develop relevant and effective marketing and sales approaches.
- It should guide our efforts to position our brand in a unique place in our audience's minds.
- By understanding how and why our target audience behaves, we can innovate intelligently and purposefully.





EcoEquitable Archetype:  
**The Everyday  
 Champion**

# Our Archetype

We are the Everyday Champion.

### Champion (Hero)

We are courageous and outspoken advocates for social and environmental issues. We act as leaders in the arena of responsible and sustainable business. Our purpose is noble and our actions are selfless. We refuse to stray from our values. Our community is full of love, support, belonging, and purpose, and we welcome all who wish to be a part of it. We are champions.

### Everyday (Everywoman)

Our community is founded in authenticity, equality, and acceptance. We are all just people inside EcoEquitable. No one is placed above anyone else. Our empathy and care for each other is what creates the sense of belonging that allows people to truly be themselves. We say to all: come as you are. There is no need for masks or pretense or wariness. You'll find only love here.

### What Is An Archetype?

An archetype anchors our brand in a prototypical character type that is already embedded in people’s minds. By doing this, it reveals the role we play in our target audience’s life. It identifies and clarifies the nature of the day-to-day relationship our brand has with our audience.

### How To Use Our Archetype

Our archetype is the role our brand plays in the lives of our target audience. It helps clarify our identity, while allowing us to envision the effect that our brand is having out in the world.

### Here are some ways we can use our archetype:

- In messaging and advertising, to help show consumers how we fit into their lives and the benefits our products and services will bring them.
- In innovation, to guide our efforts towards specific areas that fit within our role(s) in our audience’s lives.
- In brand culture, to shape how our team sees the effects of our efforts on the people we are serving.



**“Waste is a design flaw.”**

**– Kate Krebs**

# Our Competition

## Catholic Centre for Immigrants

The Catholic Centre for Immigrants has been welcoming newcomers in Ottawa since 1954. We help refugees and immigrants adapt and integrate into Canadian society. We want every newcomer to reach their full potential. We provide programs and services to all newcomers regardless of race, gender, sexual orientation, age or religion.

**Voice:** Sincere, technical, robotic

**Key Messaging:** Facilitating reception of newcomers to Canada / Assisting newcomers in reaching their full potential as Canadians

## Ottawa Community Immigrant Services Organization (OCISO)

Community services center for immigrants and refugees. Assists newcomers, refugees and ethno-cultural groups to become equal participants in Canadian social, economic and political life through programming and creating community and safe spaces.

**Voice:** Upbeat, optimistic, proper/corporate

**Key Messaging:** Assisting newcomers on the journey of making Canada their home

## Hire Immigrants Ottawa

This initiative brings together employers and immigrant serving agencies to promote the skills of newcomers to prospective employers. Hire Immigrants Ottawa offers several programs to familiarize newcomers with the Canadian workplace, including bridging and internship programs for medical doctors, civil engineers, and trades people in the construction industry (e.g., electricians, plumbers, and bricklayers).

**Voice:** Sincere, serious, caring

**Key Messaging:** Address barriers employers face in hiring skilled immigrants

## Immigrant Women's Services Ottawa (IWSO)

Immigrant Women Services Ottawa (IWSO) exists to provide immigrant and visible minority women and their families in the City of Ottawa and the surrounding area with the supports and tools to achieve their full potential as members of Canadian society and participate in the elimination of all forms of abuse against women and children.

**Voice:** Sincere, serious, corporate

**Key Messaging:** Create opportunities for newcomer women and their families / work to eliminate abuse against newcomer women and children

## Ottawa World Skills

Founded by Local Agencies Serving Immigrants, a coalition of settlement agencies in Ottawa, World Skills is a non-profit employment centre dedicated exclusively to the employment needs of newcomers and to the needs of the local labour market. They help immigrants incorporate into the workforce through employment competency building, job search training and support, cultural competency building and language training.

**Voice:** Corporate, robotic, caring

**Key Messaging:** Provide immigrants with skill building, employment training, and employer connections



### What Does Competition Mean?

To differentiate ourselves, we must identify who we are differentiating ourselves from. Our competition are brands that offer similar products, services, or benefits that our audience may purchase instead of ours. Essentially, we must ask ourselves: who is fighting for our target audience's attention?

### How To Use Our Competition

Understanding who we are competing against is crucial to understanding what makes us different. It helps clarify why customers should choose us over all of the other options available to them. It is also important:

- To help us understand what to keep or start doing to maintain our spot as the number one option in our audience's mind.
- To give us cues on where to innovate. Understanding our competition allows us to target areas of opportunity, as well as where our product may be lacking or missing the mark.
- To give us an edge when communicating our value in messaging to our target audience.



# Products & Services

## Sewing for Jobs

Sewing for Jobs is an innovative sewing training program designed to be a bridge to sustainability for people in need. Our classes bring together women from across the world who want to build a better life for themselves and their families. Over ten months, participants are taught the foundations of professional sewing in a supportive community where they are encouraged to vocalize their needs, be themselves, and explore opportunities previously unknown to them.

## Public Sewing Courses

We offer a number of courses that accommodate all skill levels of sewing. We have a beginner course to help people start their sewing journey. We also offer a wide variety of more specific courses for those looking to improve their skills and/or take home some amazing projects where they can proudly say: "I made this."

## Fabric Recycling

We love to take old and/or unwanted fabric and give it new life. Whether that means selling it to support our charitable services or using it to craft a product, we ensure that it goes to good use. We accept:

- Fabrics of all kinds that are longer than 1 meter
- Sewing related supplies: rotary cutters, cutting mats, scissors, quilting materials, uncut patterns
- Home decor accessories

## Production Sewing

Our onsite production room is powered by women who have graduated from our award-winning Sewing for Jobs program. Our two major product lines are:

### 1. Conference Bags

We craft locally made, ethically sourced, recycled material corporate gifts. Our conference and promotional bags come in various materials. They are perfect for conference bags, gift bags, or to use as grocery totes. We have a variety of styles and can customize as needed. We work with a printer to ensure that your logo or message is printed to your specifications.

### 2. Flagbarer Line

Flagbarer by EcoEquitable is our premium line of bags and accessories joyfully made in Ottawa from upcycled flags. We receive decorative flags that celebrate the Canadian provinces and territories and historical commemorations and then transform them into fashionable and functional products. All proceeds support social programs at EcoEquitable.





### How To Use This Section

Keeping an up-to-date list of our products & services is useful for our entire team because it shows them how we are still relevant in the thoughts and the lives of our target audience.

### Here are some specific examples of how we should use this section:

- It should be used in executive team meetings to decide whether or not this list should remain the same, be added to, or minimized in order to continue to meet the needs of our target audience.
- It should be used as advertising to keep our audience excited about our specialized selections.

## Positioning Mantra:

A transformative community.

## Positioning Statement:

To women of all ages, races, ethnicities, and religions who believe in sustainability, community, and humanity, EcoEquitable is a values-driven, women-led, business community that breathes new life into everyone and everything we touch.

### Our Positioning Statement

Our target audience is women — all women who share our values and passion for equality, diversity, and sustainability. We are more than just a business or a social enterprise or a charity. We are a real community, coming together to transform each other and our surroundings. Our care and expertise can create a renewed sense of life for people, materials, and communities.

At EcoEquitable, we are a **transformative community.**



### What Is A Positioning Statement?

A positioning statement is a high-level overview of the unique space we want to carve out in our audience's minds. It addresses our target audience and our greatest value. It's how we want our clients to think about us. The positioning statement is a more technical (and useful) breakdown of how we should position our brand, whereas the positioning mantra is a distillation of this statement into a single sentence or phrase. Think of it as your positioning statement's headline.

### How To Use Our Positioning Statement

Positioning is so important because it helps carve out a unique place for our brand to live in the consumer's mind. It's about more than just our product or service. It's a guide for how we will form genuine connections and loyal brand ambassadors.

### Here are some ways we can use our positioning statement:

- It should influence our product and service offerings.
- It will help our team develop relevant and effective marketing and sales approaches.
- It should guide our efforts to position our brand in a unique place in our audience's minds.

# Section Four: Brand Expression

This section is vital because it explores how we will take the soul of our brand and express it to the world. It is how our target audience will get to know and love us.





EcoEquitable Slogan:

# Humanity made this.

## Humanity Made this.

Our strength comes from our humanity. It is our greatest asset. Our humanity gives us the empathy to transform lives and craft a better story. Our humanity makes us better businesswomen. Our humanity inspires us to establish a more equitable, diverse, and caring business model for others to follow. Our humanity made the EcoEquitable community an inclusive, supportive, and loving space for anyone to belong. Our humanity made EcoEquitable.

From now on, whenever someone sees or purchases one of our products, the first message they receive will be loud, clear, and purposeful. They will know who made this.

## Humanity made this.





Humanity made this.

### What Is A Slogan?

A **slogan** is a phrase that effectively communicates our greatest value, while remaining concise, memorable, and meaningful. Done correctly, it can become a timeless message, ingrained into the minds and vocabularies of our target audience. Our slogan is our soul cry.

### How To Use Our Slogan

Our **slogan** should be posted everywhere. It is short, powerful, memorable, and clearly illustrates our impact in the lives our tribe. It will leave an impression on our customers and linger in their hearts. It should become synonymous with our brand — it is our soul cry.

### Here are some ways to use our slogan:

- All over our website. It should be visible on every page.
- It should be in all of our messaging — social media, print materials, packaging, advertisements, everything — both internal and external.
- Anywhere people see or hear the name EcoEquitable, they should also be seeing or hearing our slogan.



# Brand Personality

## Exciting

Our primary brand personality trait is exciting. We are disruptive thinkers and change makers. We want to transform our community. We aren't afraid to speak the truth and say what needs to be said. We rally and inspire like-minded thinkers in order to craft a better story for all humanity.

## Competent

Our secondary brand personality trait is competent. We are confident. We know what we are doing. We cannot be dismissed. We are master seamstresses and creators. We are not afraid to be thought leaders.

## What Is Brand Personality?

Our **brand personality** is a set of characteristics that dictate and describe how we want our clients to relate to our brand. Ask yourself: If EcoEquitable were a person, what kind of person would we be?

## How To Use Our Brand Personality

Our **brand personality** informs our team of how we want to portray our brand in the world. It's how we want our clients to view us. It's the personality they interact with whenever they're around our brand. It also informs our **brand voice**, which is a blueprint for the tone, words, and attitude we portray in all communications.



# Brand Voice

## Bold

Our brand must be bold in communications. We are authoritative and strong. We live out and speak about our values with conviction — always equipped with facts and truths to support our argument and emphasize our perspective.

## Fun

We have fun every day. Our brand must be playful and cheeky at times. We aren't uptight. We are willing to poke fun at ourselves. EcoEquitable can be chaotic at times, but everyone always has a smile.

## Real

We must speak in plain language, so everyone can understand and connect with our message. We are not pretentious — we do not judge any one. We accept ourselves as we accept others. We sometimes speak in colloquialisms. We speak directly and get straight to the impact.

## What Is Brand Voice?

A **brand voice** is the consistent tone, attitude, vocabulary, and values we portray in all communications. It is how we express our brand personality to the world.

## How To Use Our Brand Personality

Our **brand voice** informs how we speak to the world. It should guide both how we interact with customers via email, over the phone, and in person, but also how we write about ourselves on our website, in social media, and in all marketing.

## Soul Story

The EcoEquitable **soul story** is all about **transformation**. We are a community of women that cultivate growth in people, things, and perspectives to achieve our dream of **women leading thriving communities**. To empower each other to lead and establish thriving communities, we spend each and every day **crafting a better story**. These **better stories** are tales of impact, fulfillment, and independence — they are the narratives that draw people towards our purpose and enable us to have an even bigger impact. As a **transformative tribe** we are spreading our message and boldly declaring: **humanity is here**.

Everything we do is supported by our core mission of helping women achieve **economic independence**. We are the **everyday champion** for women who care about transforming themselves, others, and our communities into something better. They believe in a regenerative approach that breathes new life into the world. We are the **transformative community** that they are searching for.

In the end, it always comes back to the same thing. The concept of **transformation**. It's who we are, what we do, why we do it, and how we serve. It encompasses our entire philosophy. **It's our soul's deepest purpose**.



## How To Use Our Soul Story

Our **soul story** is our purpose. It can be used any time we need to introduce our brand. It instantly lets people know what we stand for. It will get the right people interested in us for the right reasons. It should be used in marketing efforts to express ourselves.

### Here are some specific examples of how we should use our soul story:

- It is the perfect way to open the text on our “About” page on our website to give visitors some insight into what we stand for.
- It can also be used to introduce ourselves in public relations content, such as articles and TV interviews.
- Our soul story should be used to open conversations with partners, people at trade shows, and anyone else we might want to partner with in some capacity. This brings them into our brand’s heart and shares our soul early.

**“Be what you are.  
Do what you love.  
Speak what you  
feel. Don't hide  
your humanity.  
Celebrate it.  
Embrace it. That  
is how you change  
the world.”**

**– Vironika Tugaleva**



Humanity made this.

[EcoEquitable.ca](http://EcoEquitable.ca)

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