



UNLOCK YOUR BRAND'S FULL POTENTIAL VIA THE

ADLAB | BRAND WELLNESS CHECK

A COMPREHENSIVE ASSESSMENT FOR NONPROFITS

WHY WELLNESS CHECK?

Your nonprofit's mission is important, but if your brand isn't clear, consistent and compelling, you may struggle to connect with donors, volunteers and the communities you serve. ADLAB's Brand Wellness Check helps ensure that every touchpoint—your website, logo, messaging and outreach—effectively communicates your purpose and inspires action. By evaluating key aspects of your brand, we identify areas where you may be losing engagement or missing opportunities to stand out.

This checkup provides an outside perspective on how your brand is perceived and offers practical recommendations to improve visibility, trust and impact. Whether your website needs better navigation, your messaging could be stronger, or your visuals lack consistency, we'll guide you toward solutions that enhance your nonprofit's presence—so you can focus on making a difference.

YOUR NONPROFIT'S BRANDING IS MORE THAN JUST A LOGO, it's your identity, your mission and your impact in action. A strong brand ensures that your audience understands your value, donors feel compelled to support you and the communities you serve recognize your credibility. If your nonprofit has stalled in growth, engagement or visibility, it's time for a **Brand Wellness Check.**

For \$999, ADLAB, LLC provides a 10-hour brand assessment that delivers an expert analysis of your nonprofit's brand presence, helping you refine, reposition or re-imagine your identity for maximum impact.

WELLNESS CHECK | WHAT YOU GET

- 1. WEBSITE AUDIT**
- 2. LOGO AND VISUAL IDENTITY REVIEW**
- 3. BRAND MESSAGING & POSITIONING ANALYSIS**
- 4. COMPETITOR & PEER ANALYSIS**
- 5. DONOR & COMMUNITY PERCEPTION CHECK**
- 6. ACTIONABLE INSIGHTS & RECOMMENDATIONS**

1. WEBSITE AUDIT

- **User experience (UX) evaluation:** Is your website easy to navigate?
- **Content clarity and effectiveness:** Is your mission clear?
- **Mobile responsiveness and accessibility:** How does your website perform across devices?
- **SEO performance check:** Are you optimized for search engines?
- **Load speed and technical performance:** Does your site run efficiently?

2. LOGO & VISUAL IDENTITY REVIEW

- **Logo effectiveness:** Is it memorable, scalable and aligned with your mission?
- **Color scheme and typography assessment:** Does your brand evoke the right emotions?
- **Consistency check:** Are your visuals cohesive across platforms?

3. BRAND MESSAGING & POSITIONING ANALYSIS

- **Tagline and mission statement review:** Are they compelling and impactful?
- **Voice and tone consistency:** Is your messaging clear and aligned with your audience?
- **Social media presence evaluation:** How effective is your engagement strategy?
- **Storytelling impact:** Are you effectively communicating your nonprofit's narrative?

4. COMPETITOR & PEER ANALYSIS

- **Comparison with similar nonprofits:** How does your brand stand out?
- **Industry trends and best practices:** Are you aligned with current expectations?
- **Differentiation strategy:** Identifying opportunities to strengthen your unique brand voice

5. DONOR & COMMUNITY PERCEPTION CHECK

- **Public sentiment evaluation:** What are people saying about your nonprofit?
- **Audience engagement review:** Are your calls to action (CTAs) working?
- **Email marketing effectiveness:** Are your campaigns converting supporters?

6. ACTIONABLE INSIGHTS & RECOMMENDATIONS

- A comprehensive brand report summarizing findings with green (strong), amber (needs improvement) and red (critical issues) indicators.
- A one-on-one strategy call with Tye to review your results.
- Customized recommendations for improvements, from simple tweaks to full re-brands.
- A proposal for follow-up services, **with the \$999 fee credited toward future re-branding work if you choose to proceed.**

A LITTLE ABOUT ADLAB

ADLAB, LLC, established in Austin, Texas, in 2015, is a full-service marketing and advertising agency with a proven track record of elevating brands across various sectors. Our expertise spans branding, website development, SEO, strategy, graphic design and social media marketing to name a few, ensuring a comprehensive approach to enhancing your nonprofit's brand presence.

ADLAB's commitment to data-driven strategies and creative excellence has benefited clients ranging from local businesses to global corporations. Notably, our collaboration with World Systems Solutions, a nonprofit focused on addressing climate change, involved website redesign, social media content creation, SEO, and podcast management, leading to a revitalized brand identity and increased engagement.

By choosing ADLAB for your Brand Wellness Check, your nonprofit will gain access to a team dedicated to positioning your brand effectively, ensuring your mission resonates with your target audience and amplifies your impact. Visit adlabllc.com for an in depth look at our services, approach and work samples.

MEET THE TEAM



Tye K. Fussell - Founder, Creative Lead

It has been said that “Tye is a creative in every sense of the word.” For over 20 years, he’s built many successful brands and subsequent campaigns for giant global clients as well as small local businesses and start-ups. Tye’s work has been recognized in multiple national awards shows and more importantly, it has consistently exceeded the expectations of his clients. Ultimately, Tye’s mission is to create work that is smart, beautiful and above all, effective.

Tye holds a BS in Communications/Advertising from the University of Tennessee and a diploma in Art Direction from the Portfolio Center in Atlanta. Tye’s work has won scores of awards and has positively affected people all over the world.

Beyond that, Tye is a father, musician, world traveler, vinyl record collector, cyclist, mountaineer, dog nut, hot sauce craftitioner, amateur photographer, philosopher, film lover and avid reader with an undying curiosity for just about everything.



Adrian De La Garza - Founding Partner, Account Director, Digital Marketing Expert

For over 20 years, Adrian has been developing branding and strategic marketing plans which transform into tangible results. Adrian’s expertise has ranged across multiple brands including Samsung, Nokia, Shiner Bock, Sara Lee, Kraft Foods, Baylor Medical Center Community Coffee, Sonic Drive-Ins, Taco Cabana, Texas Land & Cattle, AMD, Dell, TXU Energy, Darling Homes, Hanley Wood, Thyssen Krupp Elevators.

A lifetime student of marketing, Adrian remains fascinated with marketing, and remains ‘in the know’ as a member of the Austin chapter of the American Marketing Association and American Advertising Federation.

Adrian holds a BS degree in Advertising from the University of Texas at Austin, is a certified Google AdWords and Facebook Advertising professional and is also skilled in digital marketing, Email marketing, lead generation, social media marketing, search engine optimization (SEO), marketing strategy, advertising, direct mail marketing, search engine marketing (SEM) and mobile marketing.



Monique Zamir - Content Specialist

Monique is a published writer and poet based in Austin, TX. She’s developed written and visual digital branding for businesses across the country, is a copywriting connoisseur and has created eye-catching, insightful, authentic content for B2B and B2C companies across verticals and social media platforms. She’s written articles for print and digital publications on topics as varied as mobile payment apps and Austin and New York history. She’s been a writing tutor for undergraduate and graduate students across majors and she has also taught college-level classes on composition and creative writing.

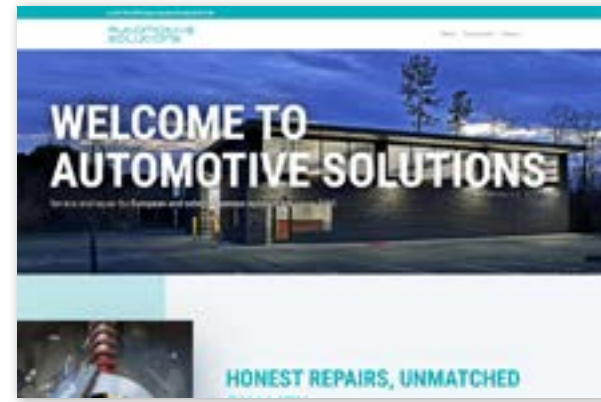
Monique holds an MFA in creative writing with a focus on poetry from Oklahoma State University, and she holds dual Bachelors degrees in English and History from Binghamton University. She enjoys hiking, being outside, reading, traveling and learning new languages. Born and raised in Queens and Long Island, Monique still mourns the loss of the original Pennsylvania Station.

WORK SAMPLES

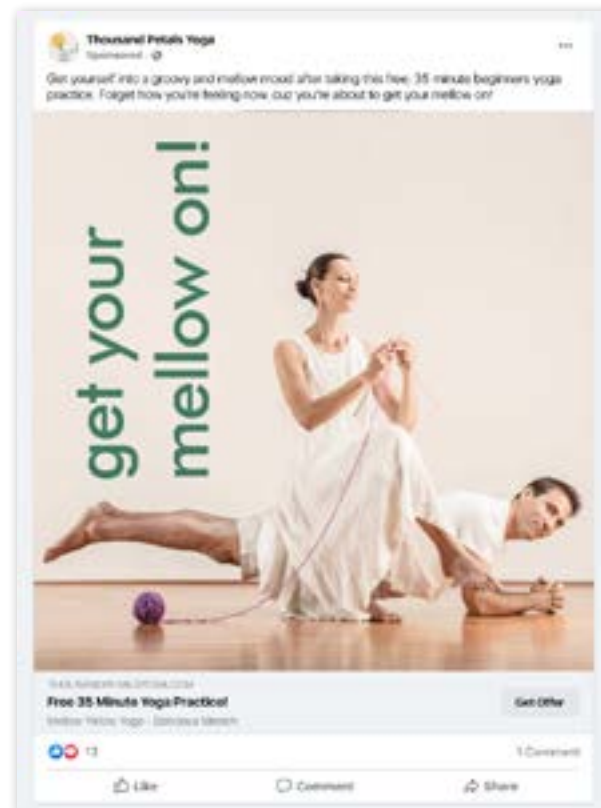
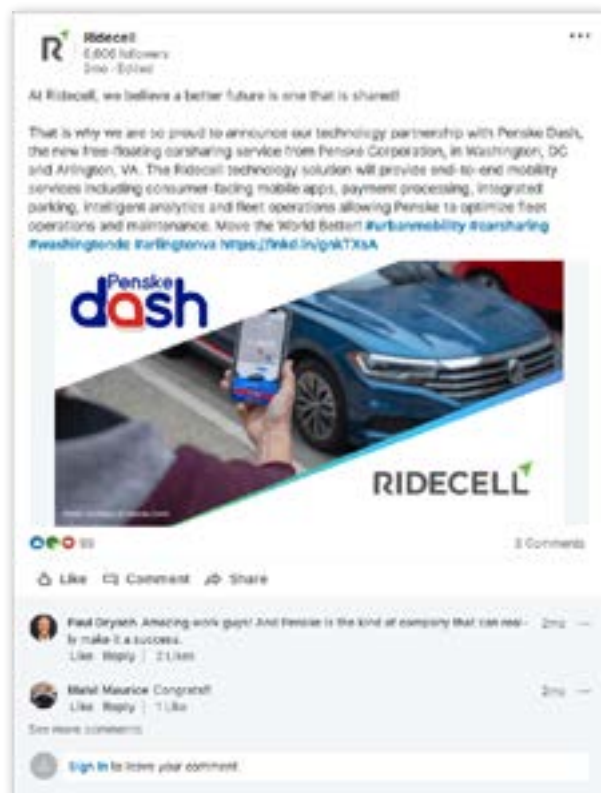
LOGO DESIGN



WEBSITES



SOCIAL MEDIA POSTS & ADS



MORE WORK SAMPLES

BROCHURES

Safety is not elusive ... It's a choice.

CHOOSE YOUR CLEARPATH TO SAFETY

Our team of subject matter experts has decades of experience keeping educational institutions, embassies, events, businesses, houses of worship, non-profits and dignitaries around the world safer. Our specialties include:

SAFETY • EMERGENCY PREPAREDNESS • CRISIS MANAGEMENT



We'll come to your location for ...

COMPREHENSIVE SAFETY SURVEY, AUDIT & ASSESSMENTS

MENTORING - Leadership, boards and staff

TRAINING - Crisis management, security operations, guard force management and operations, emergency preparedness

clearpath epm

Learn more at clearpathepm.com or contact us at info@clearpathepm.com

YOUR CLEARPATH SOLUTIONS TO SAFETY

The Clearpath EPM ecosystem brings together technology, on-line and in-person training and virtual & on-site consulting to help create a safe environment for our clients.



TOTALITY™: Create, plan, train and manage all emergency preparedness in a secure, cloud-hosted environment

E-LEARNING: Prepare My School and other online courses

A VIRTUAL SAFETY & SECURITY ADVISOR: Ask our experts for advice on emergency preparedness, safety and security issues effecting your organization

clearpath epm

Learn more at clearpathepm.com or contact us at info@clearpathepm.com

TOTALITY™ by Clearpath Alerts

SUBJECT MATTER EXPERTS

The Clearpath Alerts subject matter experts have created over 100 cases of customized expertise helping schools, embassies, events, businesses and dignitaries around the world safer. Being the subject matter experts and providing customized expertise on a global scale. We've provided the most advanced and cutting edge solutions for the development of technology that can help protect the world's most vulnerable people and organizations.

PREPARE YOUR SCHOOL FOR A SAFER TOMORROW

clearpath **TOTALITY™** by clearpath



MOBILE COMMUNICATION

From mobile devices, you can now manage your school's emergency preparedness and response. This is a game-changer for schools and organizations. It allows you to manage your emergency preparedness and response from anywhere, anytime.

EMERGENCY PLANNING MANAGEMENT

Our experts can help you create a comprehensive emergency planning management system. This system will help you manage your emergency preparedness and response from anywhere, anytime.

BUSINESS SOLUTIONS

Our experts can help you create a comprehensive business solutions system. This system will help you manage your business operations from anywhere, anytime.

COMMERCIAL INTELLIGENCE & DATA

Our experts can help you create a comprehensive commercial intelligence & data system. This system will help you manage your commercial intelligence & data from anywhere, anytime.

YOGA IMMERSION PROGRAM

THE SEVA LEARNING CENTER HAS LAUNCHED THE YOGA IMMERSION PROGRAM

YOGA IMMERSION

With a focus on health, wellness and community, the program is designed to help participants improve their physical and mental health. The program is open to all ages and abilities.



THOUSAND RETALS YOGA IMMERSION 2018 - 2017

From 2017 to 2018, the program has seen a significant increase in participation. This is a testament to the program's effectiveness and the community's interest in health and wellness.

Do You Know How Much Burnout Is Costing You?

BURN OUT IS THE CAUSE!

If You're Struggling With ...

- High turnover
- Increased stress, tension and conflict among employees
- Decreased productivity and motivation
- Poor team collaboration and communication
- Difficulty placing well-aligned talent

Burnout is Costing You!

Replacing a single employee can cost **one-half to two times their salary**, not including loss of productivity!

Organizations Spend a Lot of Money On ...

- Long-term solutions → With unrealistic promises
- Intrusive consultants → Who interrupt the business
- Time-consuming surveys → With no follow-up

Let Us Help You Reduce Employee Burnout With Our First 90 Minute Workshop

Seva Learning

How Seva Learning Can Help You Reduce Burnout!

Our trainings provide simple, yet proven solutions you can implement immediately to ...

- Assess and resolve burnout
- Reduce stress and build resiliency
- Engage and motivate employees
- Reduce employee turnover
- Improve collaboration, productivity and belongingness among teams

Begin Experiencing These Benefits In As Little As One 90 Minute Workshop!

Our Trainings are Unique and Effective

- Interactive and tailored to you
- No intrusive consultants
- Collect and utilize data in real-time
- No time-consuming surveys
- Flexible and Customizable
- No long-term contracts


Our workshops are available in-person and online.

Ready to End Burnout? Let's Chat!

Seva Learning

info@sevalearning.com
18541 300-7259 | sevalearning.com

POSTER DESIGN



EAGER TO LEARN

KNOWLEDGE IS POWER

BE 1% BETTER




POSITIVE

BRING MORE LOVE AND POSITIVITY TO OTHERS THAN YOU TAKE - MAKE IT FUN!



HUMBLE

PUT OTHERS FIRST & SERVE BEYOND YOURSELF - BE AUTHENTIC



DEDICATED

COMMIT TO FINISH STRONG AND DO IT RIGHT

Click here for more creative samples, details and case studies.

WHY CHOOSE ADLAB?

Tye Fussell and the ADLAB team has extensive experience helping organizations develop compelling, creative and effective brand strategies. With an eye for design, messaging and digital presence, ADLAB ensures that your nonprofit's brand doesn't just exist—**it thrives!**

READY TO TAKE YOUR NONPROFIT TO THE NEXT LEVEL?

Schedule your **Brand Wellness Check** with ADLAB, LLC for clarity, strategy and a renewed path forward.

Contact Tye Fussell at ADLAB, LLC and schedule your assessment today!

tye@adlabllc.com

adlabllc.com