

What Comprises The Brand

words

name & tagline
web & marketing copy
blog & video posts
newsletter content
packaging copy
email communication

images

logo design
website look & feel
avatars, gravatar, favicon
advertising & marketing
package design

consistently communicate
your brand message

interaction

tweets, updates, posts
connections, circles, friends
sharing content
blog commenting

experience

website presentation
quality of deliverables
responsiveness & service
ease of use

Source: turnarounddesign.com

A Strong Brand Speaks for Itself



The Brand Building Process



Source: njimedia.com

Brand Strategy -> Brand Activation



Source: mindshape.com

Brand “Management”

“Your brand is what other people say about you when you’re not in the room”

- Jeff Bezos, CEO and founder of Amazon

Brand Architecture

Organizational Level:

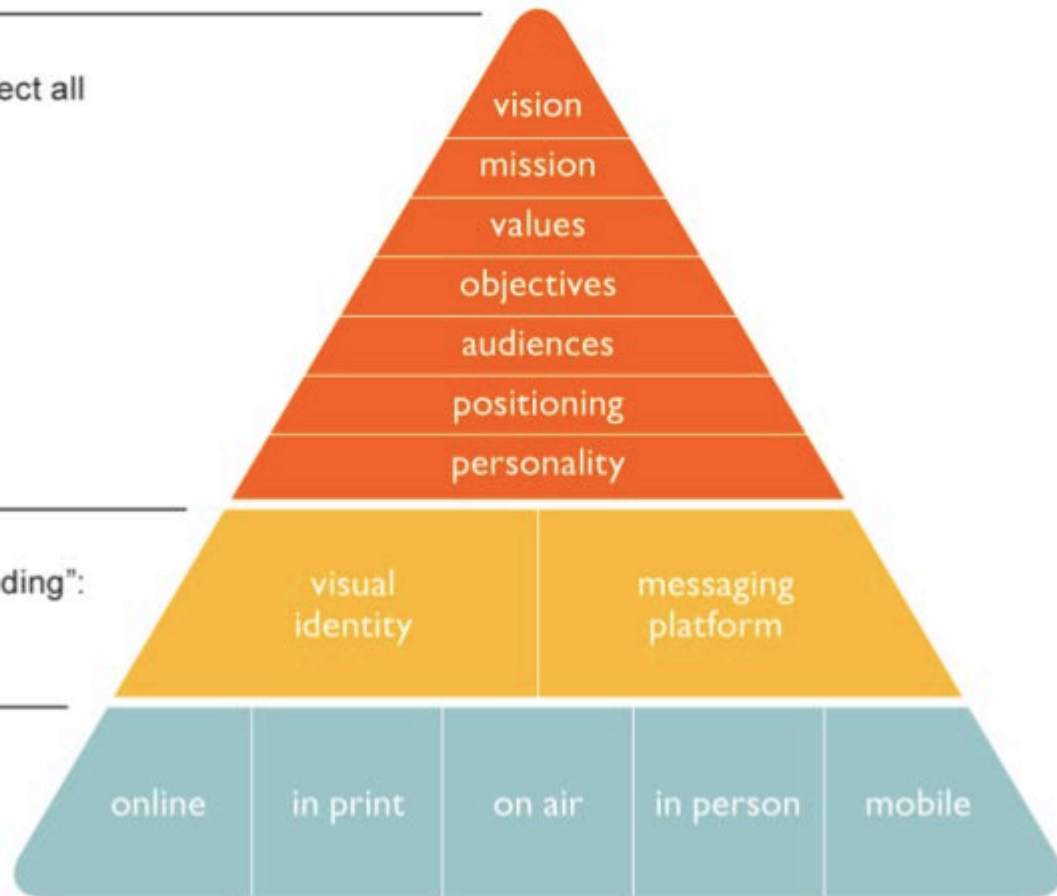
Includes the core elements that direct all aspects of the organization's work

Identity Level:

What most people think of as "branding": specifically, the Visual Identity and Messaging Platform

Experiential Level:

The channels and tools through which audiences connect with the organization



Source: BrandDuckNYC.com

Brand Drives Marketing

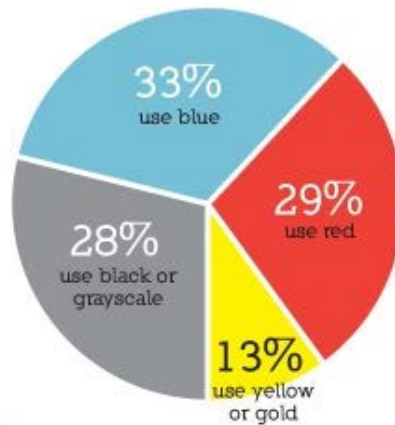




WHAT DOES YOUR LOGO SAY ABOUT YOUR BUSINESS?

A Study of the World's Top Brands Found the Following:

What **COLORS**
do companies use most?



95% USE ONLY ONE OR TWO COLORS

41% use text only  

9% don't feature the company name at all  

5% use more than two colors  

*all logo images from Google Images
2/18/2015

Color



BLUE

Trust, dependability + strength
Very popular for branding
Universally well-liked



RED

Action + energy
Eye-grabbing, can evoke a **passionate** response
Can also be considered "aggressive"



YELLOW

Optimism, positivity, warmth + motivation
Generally associated with the sun
1st color the **eye registers**, so attention-grabbing



GREEN

Nature + serenity
Can imply **good health**
Deeper greens associated with wealth or prestige,
lighter greens considered peaceful



PURPLE

Creativity
Mysterious + sophisticated
Also associated with royalty



ORANGE

Energy, friendliness + confidence
Can signify a strong, engaging
work ethic + productivity



PINK

Femininity
Conveys excitement, romance + youthfulness
Light pinks have sentimental tones, hot pink
have **high energy**



BROWN

Dependability + simplicity
Also associated with nature + strength



Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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SERIF

Fonts with accents at the ends of letters

- | | |
|------------------------|-----------------|
| <i>Characteristics</i> | <i>Examples</i> |
| Dependable | Times New Roman |
| Notable | Book Antiqua |
| Reputable | Georgia |
| Trustworthy | Esprit |
| Conventional | Baskerville |

ORCHID
salon and spa



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SANS SERIF

Fonts without accents at the ends of letters

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|------------------------|-----------------|
| <i>Characteristics</i> | <i>Examples</i> |
| Widespread | Helvetica |
| Fresh | Hero |
| Contemporary | Arial |
| Unbiased | Gotham |
| Established | Calibri |



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SLAB SERIF

Fonts with solid, rectangular accents

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|------------------------|------------------|
| <i>Characteristics</i> | <i>Examples</i> |
| Bold | FRESHMAN |
| Sturdy | Rockwell |
| Firm | Museo |
| Current | ChunkFive |
| Hip | Bevan |



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Script

Fonts that imitate handwriting or calligraphy

- | | |
|------------------------|-----------------------|
| <i>Characteristics</i> | <i>Examples</i> |
| Feminine | <i>Lotus</i> |
| Graceful | <i>Pacifico</i> |
| Welcoming | <i>Italian Script</i> |
| Interesting | <i>Nuptial Script</i> |
| Artistic | <i>Mission Script</i> |



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MODERN

Fonts that are more geometric and sharp

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|------------------------|------------------------|
| <i>Characteristics</i> | <i>Examples</i> |
| Distinctive | Infini |
| Chic | COURTNEY GARDEN |
| Trendy | Majorom |
| Intelligent | ARCHITEXT |
| | Blackbook |

