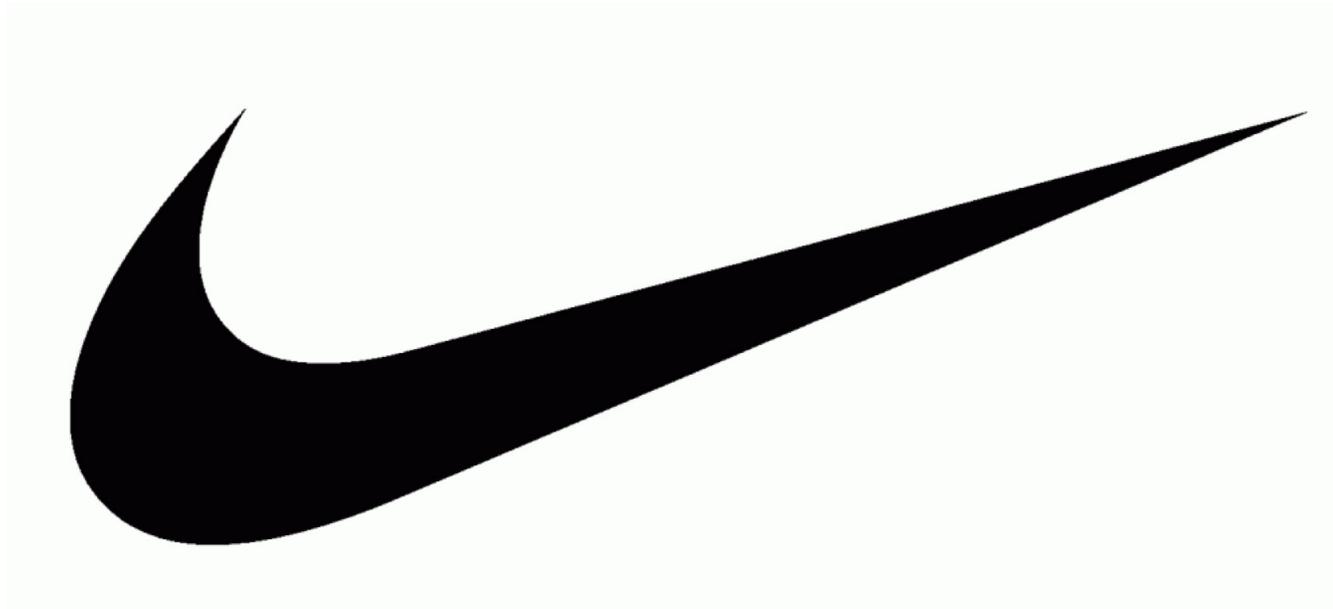


What is brand?
And how is it developed?

What is brand?



This is not a brand.

A brand is not a logo.

The term logo is short for logotype

(a trademark made from a custom-lettered word. Logos is Greek for word)

What they mean is trademark

(The trademark can be a logo, symbol, monogram, emblem, etc.)

IBM uses a Lettermark*, Nike uses a symbol

(Both are trademarks, but neither are logos)

**also called Monograms or Letterforms*



This is not a brand.

A brand is not a corporate identity system,

or product,

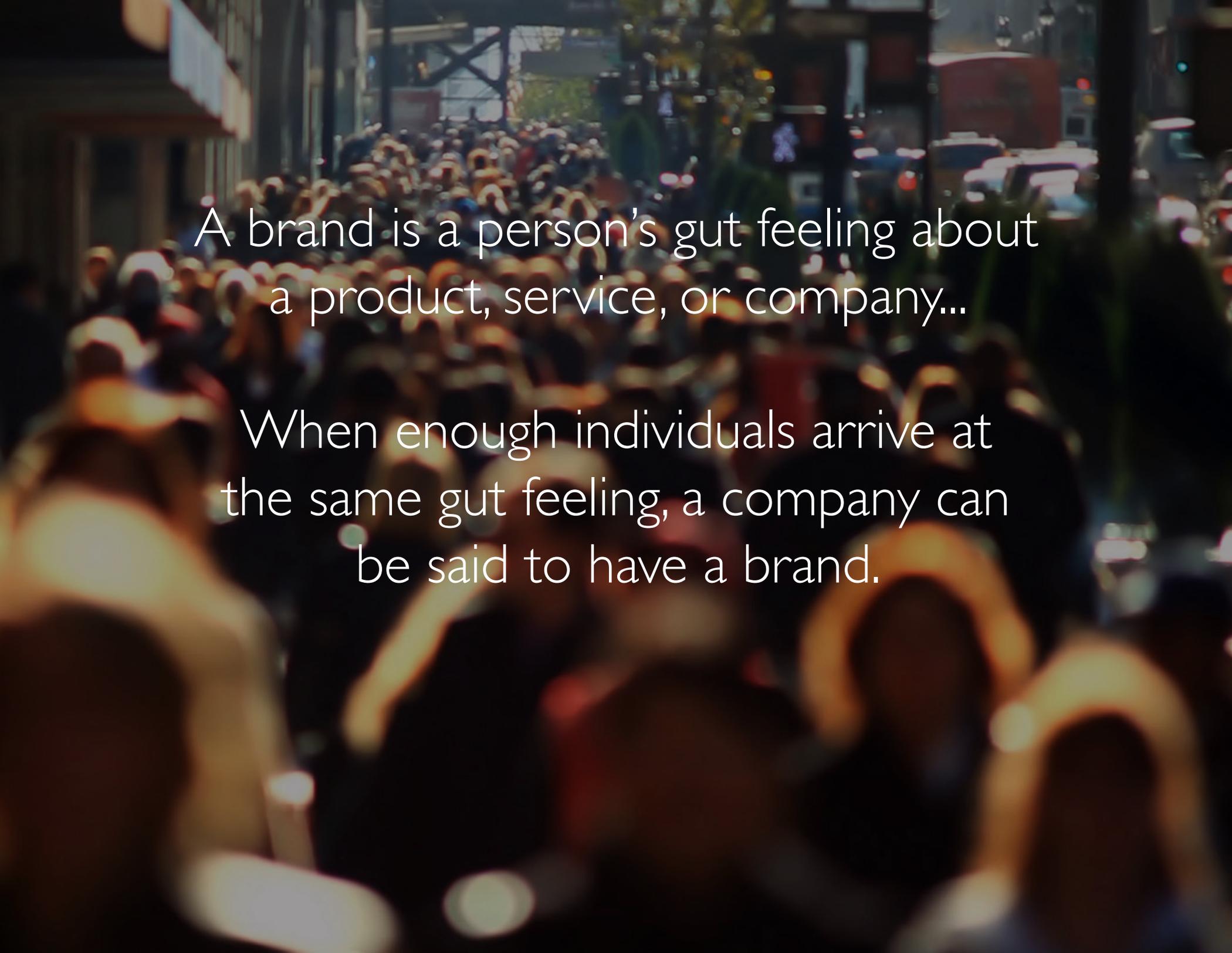
or website...and...

A brand is not what **you** say it is.

It's what **they** say it is.

A large, dense crowd of people is gathered on a city street at night. The scene is illuminated by warm, golden light, likely from streetlights or stage lights, creating a bokeh effect with many out-of-focus light spots. The crowd is packed closely together, and many individuals are wearing hats, suggesting a cool evening. In the background, the silhouettes of buildings and streetlights are visible, along with some blurred lights from vehicles or other structures. The overall atmosphere is that of a major public event or festival.

A brand is a person's gut feeling about
a product, service, or company...

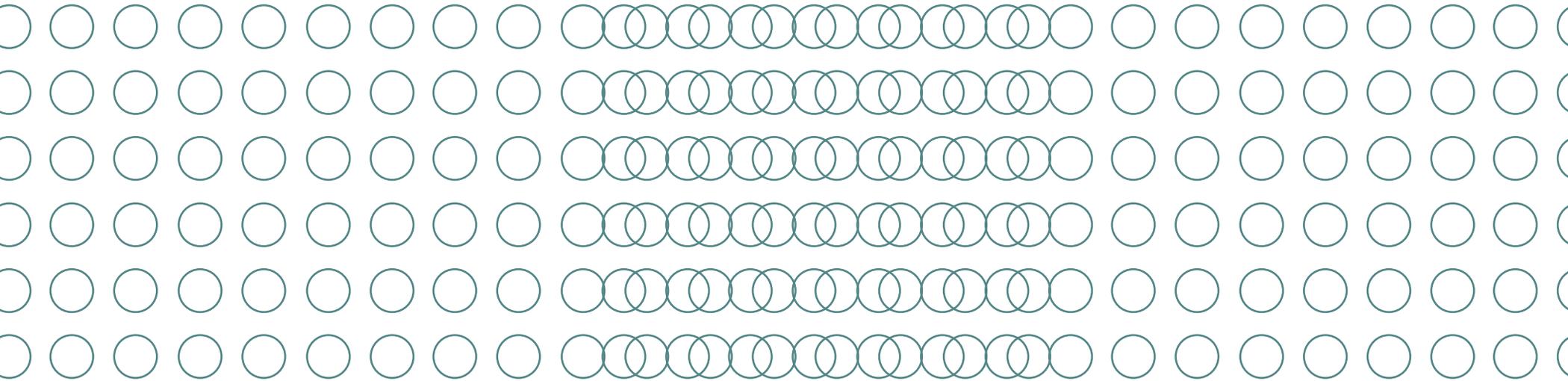


A brand is a person's gut feeling about
a product, service, or company...

When enough individuals arrive at
the same gut feeling, a company can
be said to have a brand.



Brands have become an expression of what we value, who we are, and showcase which micro-groups we belong to.



Living brands are a pattern of behavior
that grows out of character.

character?

character?

yes.

character?

yes.

(company) character

It used to be a little different.



The emphasis of marketing has shifted.

For branding an organization or a person...

there are 3 questions to answer:

I. Who are you?

*“We’re Global Grommets,
a multinational provider of grommets.”*

I. Who are you?

2. What do you do?

2. What do you do?

The second question is a little harder.

*“We make grommets —
no, we make more than grommets, because
we have a full line of widgets, too”*

2. What do you do?

The second question is a little harder.

3. Why does it matter?

3. Why does it matter?

Here's where it's tough...

*“It matters because we make
really good grommets — and widgets”*

3. Why does it matter?

Here's where it's tough...

*“It matters because we make
really good grommets — and widgets”*

(Sure, but everyone says that.)

3. Why does it matter?

Here's where it's tough...

*“Because we sell the widest selection
of grommets and widgets.”*

3. Why does it matter?

Here's where it's tough...

*“Because we sell the widest selection
of grommets and widgets.”*

*(Right, but I only need one kind of grommet,
and I already buy it from someone else.)*

3. Why does it matter?

Here's where it's tough...

“Because we have the best people.”

3. Why does it matter?

Here's where it's tough...

“Because we have the best people.”

(Yeah, right — prove it.)

3. Why does it matter?

Here's where it's tough...

Unless you have compelling answers to all 3 questions, meaning that customers find them irresistible, you haven't got a brand.

When you figure out “*the why does it matter*”
you will begin to understand how your brand
is different from the competition.

Apple
Think different

When you figure out “*the why does it matter*”
you will begin to understand how your brand
is different from the competition.

Then you can come up with your big idea.

Big ideas use simple language and touch upon the core essence of the brand.

Target

Expect more. Pay less.

Big ideas use simple language and touch upon the core essence of the brand.

Any subsequent campaign can fit under
the big idea brand umbrella.

Apple

Design & Innovation, Ease & Simplicity, and Quality
— these are Apple's Core Values —

This is what fundamentally drives every decision that impacts their customers. It's their brand promise. No matter what aspect of their company you interact with, you should feel the embodiment of these Core Values in every piece of the experience.

Think different
I'm a Mac, I'm a PC

Sample brand promise and subsequent campaigns which fit into that promise:

Nike

“Authentic Athletic Performance”

To bring inspiration and innovation to every athlete* in the world. **If you have a body you are an athlete.*
— this is Nike’s brand promise —

Just do it.
If you let me play.
Move.
My better is better.
Find your greatness: jogger

Sample brand promise and subsequent campaigns which fit into that promise:

When the external actions of a company align with its internal culture...

...the brand resonates with authenticity.



If a brand looks like a duck, quacks like a duck, walks like a duck, and swims like a duck, then it must be a duck.



If it swims like a dog, however,
people start to wonder.

Authenticity is paramount.

How is it a brand developed?

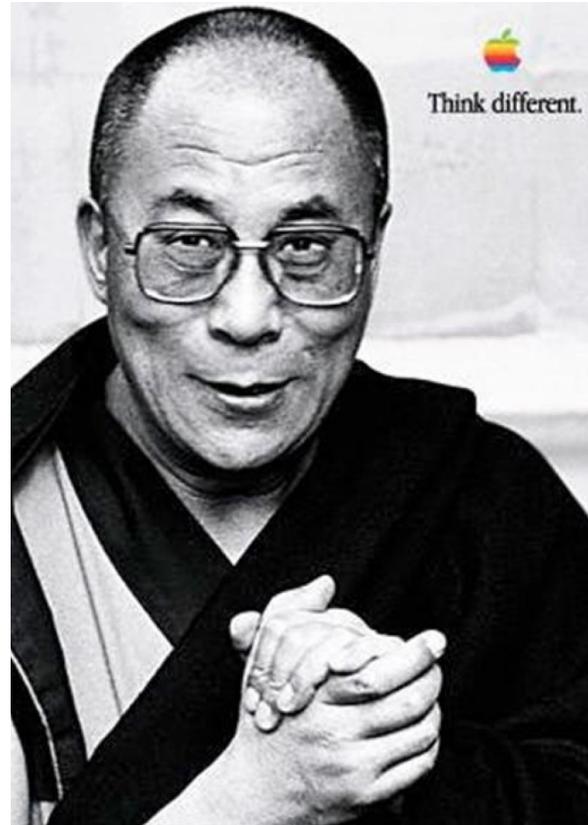
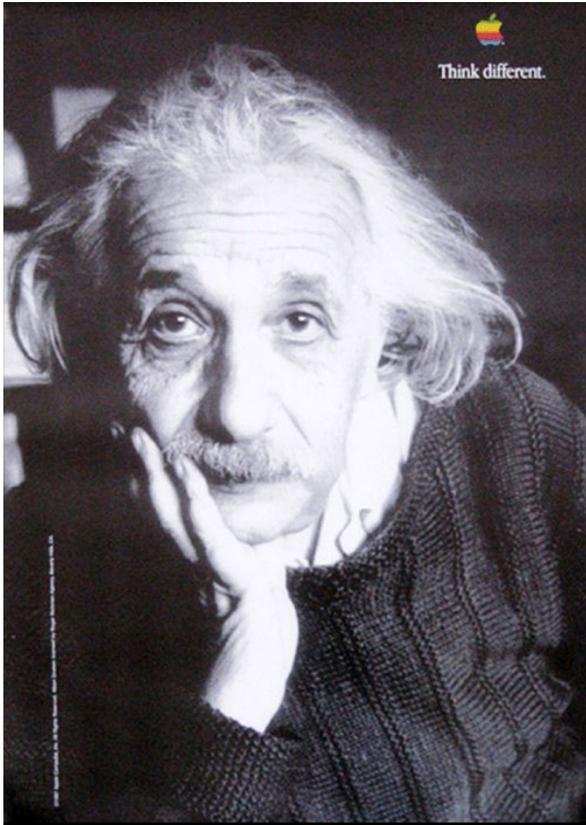
Designers manage the brand experience by...

having a distinct understanding of a product, service, or company (*it's mission and values*).



We compare a brand with its competitors,
to find out what makes it different.





We create images & messaging which are driven by values and difference.



Then we continually manage the brand. Brand management is the management of differences... as they exist in the minds of people.

In our class what do we need to do to get there?

Research

Research Creative Brief

Research
Creative Brief
Company Character

Research
Creative Brief
Company Character
Positioning & Brand Promise

Research
Creative Brief
Company Character
Positioning & Brand Promise
Logo Design

Research
Creative Brief
Company Character
Positioning & Brand Promise
Logo Design
Messaging

Research
Creative Brief
Company Character
Positioning & Brand Promise
Logo Design
Messaging
Creating Touchpoints

Research
Creative Brief
Company Character
Positioning & Brand Promise
Logo Design
Messaging
Creating Touchpoints
Brand Styles Guide

What will we be working on today?

Company Character, Positioning & Promise

Presentation information taken directly from the following sources:

The Brand Gap by Marty Neumeier

Zag by Marty Neumeier

Designing Brand Identity by Alina Wheeler

Building Better Brands by Scott Lerman