BRANDS & LOGOS
A Brand . . .

- is a promise. It’s shorthand for all the product’s attributes, good and bad.
- makes the promise personal by conveying the product’s personality, which reflects on the people who buy the product. It’s really all about relationships.
- is the sum total of all the emotions, thoughts, images, history, possibilities and gossip that exist in the marketplace about a certain company.
Brand Storytelling

- Every brand has a story behind it.
- Great brand stories stem from the reason a brand exists.
- Dig into the history, people and promises of a company’s brand to uncover its Unique Story Proposition (USP). Make this the anchor for every story you tell.
Brand Storytelling

- Stories are driven by emotions, and consumers are expressing these emotions through their consumption choices.
- Consumers living in the postmodern world, seek a narrative upon which to base their identities.
Pepsi

- Pepsi – wants to be a catalyst for change for every generation.

http://www.refresheverything.com/

What is Pepsi’s story?
Does it effect your beverage purchase?
Why?
2 Elements of Establishing a Strong Brand: Positioning & Resonance

- **Positioning**
  - the perception consumers have of your product, not unto itself, but relative to the competition.
  - Questions to ask before developing the position of the product . . .
    - What is the current position?
    - What is the competitor’s position?
    - Where do you want to be?
    - How are you going to get there?
Positioning Statement

• The positioning statement identifies where you are, where you want to go, and if possible how you’re going to get there.

• See examples page 34.

• Repositioning: What is this and is it what the College Store is doing?
Your Turn: The College Store

- How would you answer the positioning questions for the College Store?
- How would you write the College Store positioning statement?
- What other marketing assessment tool would be helpful to the College Store Integrated Marketing Plan?
2 Elements of Establishing a Strong Brand: Positioning & Resonance

- Resonance
  - is achieved when your external message connects with internal values and feelings
  - requires a connection with feeling that are inside the consumer’s mind.
  - to get your idea to resonate, your communication must trigger some internal experience and connect it with your message.
  - brand story + relevance + resonance = strengthened awareness
Resonance is connected to branding because a brand can make a consumer feel something – sometimes it’s something good, sometimes it’s something bad.

In each group, pick one brand for each member in your group. What are some words associated with this brand? Make sure each brand has both positive and negative choices.
Testing your perceptions

- http://brandtags.net
  - Are you surprised about what others associated with your brands?

- Now, try it backwards,
  - http://www.brandtags.net/backwards.php
Brand Extension

- Three types of relationships between parent brands and subbrands:
  - Endorser
  - Co-driver
  - Driver brands
Logos – Really, Brand Images

• The purpose of a logo:
• immediately recognizable, inspiring trust, admiration, loyalty and an implied superiority.
• one aspect of a company’s commercial brand
• its shapes, colors, fonts, and images usually are strikingly different from other logo in the same market niche.

Logos are used to identify.
A Good Logo

- is a distinctive, appropriate, practical, graphic and simple in form
- it conveys the owner’s intended message
- concept or “meaning” is usually behind an effective logo
- it should be able to be printed at any size and, in most cases, be effective without color
Great Concept + Great Execution = Great Logo

- Logos not only have to look good, they should also be thoughtfully designed and capable of taking on a variety of uses.

- This could include being scaled to a range of sizes, being reproduced in flat color and being printable on paper stock.
The Logo Creation Process

- Brief
- Research
- Sketching & Conceptualizing
- Reflection
- Revisions
- Presentation
- Delivery
- Support
The Logo Creation Process

- **Design brief.**
  Conduct a questionnaire or interview with the client to get the design brief.

- **Research.**
  Conduct research on the industry itself, its history and competitors. Problem-solve first, design later.

- **Reference.**
  Conduct research on logo designs that have been successful and on current styles and trends that may relate to the design brief. Follow trends not for their own sake but rather to be aware of them: longevity in logo design is key.
The Logo Creation Process

- Sketching and conceptualizing.
  - Develop the logo design concept(s) around the brief and your research.
  - Remember that this is the single most important part of the design process.
  - Paper or Computer? Preference?
The Logo Creation Process

- **Reflection.**
  Take breaks throughout the design process. This helps your ideas mature, renews your enthusiasm and allows you to solicit feedback. It also gives you a fresh perspective on your work.

- **Revisions and positioning.**
  Whether you position yourself as a contractor (i.e. getting instructions from the client) or build a long-lasting relationship (i.e. guiding the client to the best solution), revise and improve the logo as required.
The Logo Creation Process

- **Presentation.**
  Present only your best logo designs to your client. You may also wish to show the logo in context, which will help the client more clearly visualize the brand identity. Preparing a high-quality presentation is the single most effective way to get your clients to approve your designs.

- **Delivery and support.**
  Deliver the appropriate files to the client and give all support that is needed. Remember to under-promise and over-deliver.
5 Principles of Effective Logo Design

Simple
Memorable
Timeless
Versatile
Appropriate
Simple
5 PRINCIPLES OF EFFECTIVE LOGO DESIGN

Memorable
5 PRINCIPLES OF EFFECTIVE LOGO DESIGN

Timeless
5 PRINCIPLES OF EFFECTIVE LOGO DESIGN

Versatile
5 PRINCIPLES OF EFFECTIVE LOGO DESIGN

Appropriate
10 Common Mistakes in Logo Design

1. Designed by an Amateur
2. Relies on Trends
3. Produced as a Raster Image
4. Contains Stock Art
5. Designs for Yourself Rather Than The Client
6. Overly Complex
7. Relies on Color for Its Effects
8. Poor Choice of Font
9. Has Too Many Fonts
10. Copies Other Logos
Remember that everything in a logo should be purposeful

What does the arrow mean in this logo?

What is the significance of the “I” “L” “I”?