

Topic 3 – Brand & Design

Making Your Business
and You Look Good



Image of Your Business

You need to consider the following aspects when developing your **image**:

- professionalism
- quality of product/service
- quality of customer service
- reliability and consistency in product/service
- consistency of customer service
- the overall shopping/buying experience you create for your customers.



What is Branding?

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme.

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.



What is Branding?



- Your “brand” is what your prospect thinks of when he or she hears your brand name or sees logo.
- It’s everything the public thinks it knows about your name brand offering—both factual (e.g. It comes in a blue box), and emotional (e.g. It’s romantic).
- Your brand name exists objectively; people can see it. It’s fixed. But your brand exists only in someone’s mind.

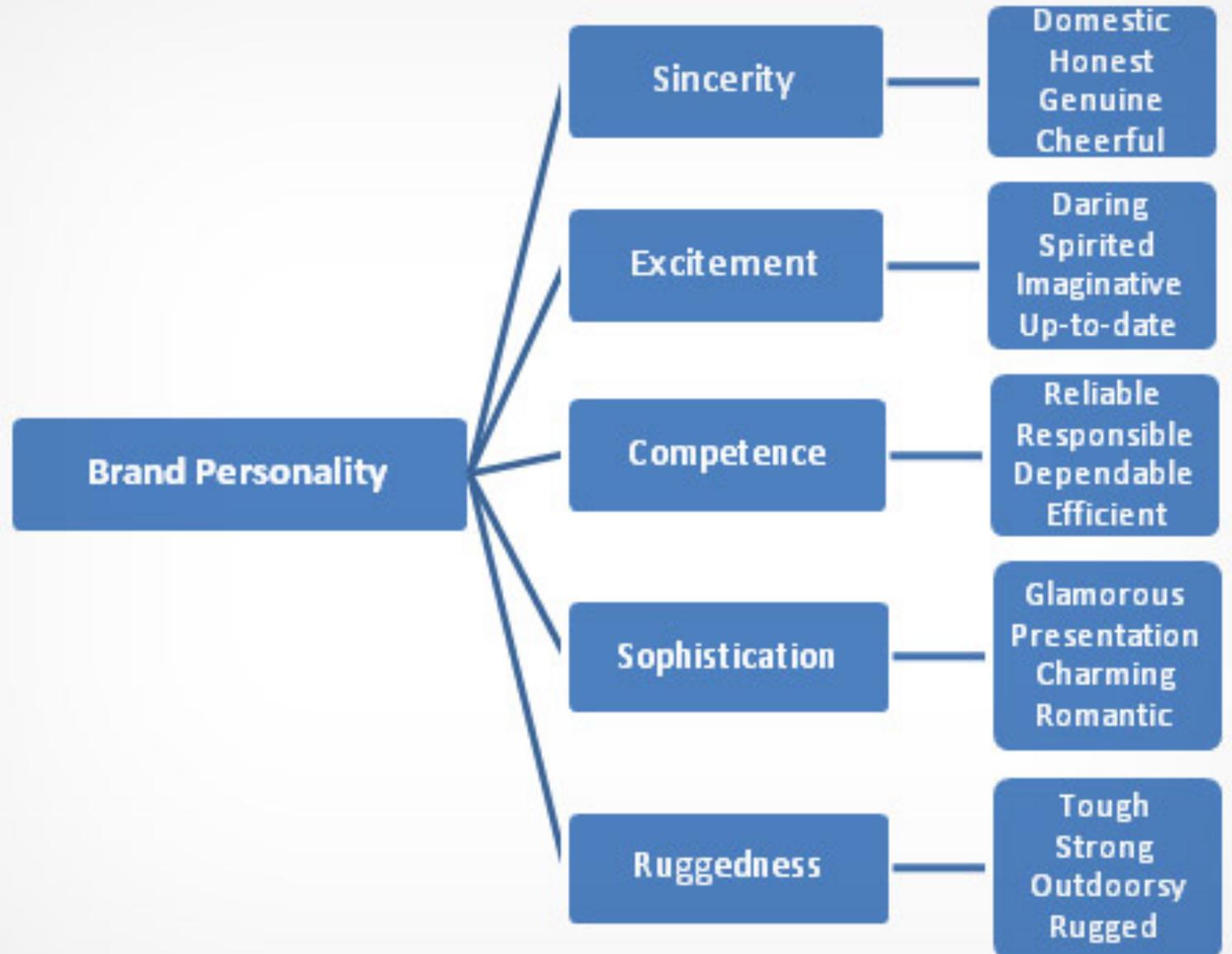
“Your brand is what
other people say
about you when
you’re **not** in the room.”

Jeff Bezos, founder of Amazon.com

What is Branding



What is Branding?



Branding v Marketing

**I make the
best apple
pie!**



Marketing

VS

**I hear
you're an
amazing
baker!**



Branding

Misconceptions About Branding

- ❑ Branding is marketing / advertising / promotion / anything to that effect. (Your brand is comprised of your personality, your voice, your values and your message)
- ❑ You are the ultimate authority when it comes to your brand. (You only set the tone, your customer's perception defines your brand)
- ❑ There exists a formula for success when it comes to branding. (no two businesses are the same, there is no one size fits all)

Build Your Brand the Right Way



How to Brand the Right Way

1. Establish Your Purpose – Why do you do what you do?
 - Why did I build this business?
 - Why do I want to help out this specific group of people?
 - Why does it matter to me that these things get done?

Walt Disney answers this question very well, and is a good example of a company that knows why they exist: they want to bring joy to children everywhere. This permeates everything that they do.



How to Brand the Right Way

2. Choose Your Personality and Voice – What is my brand?



- What kind of voice do I want to use for my brand?
- How do I want to be perceived – do I want to be approachable and casual, corporate and formal, etc.?
- Will I be able to stay true to this identity throughout the existence of this brand?

How to Brand the Right Way

3. Outline Your Values – Who am I?



An outstanding example:

- Zappos does a great job of outlining and defining their values.
- They have [ten core values](#) that they live by, and if you go through their blogs and their website, you'll see these values permeating every process they have.
- Defining a good, solid set of values will help you become consistent and serve as your company's guiding principles for work.

How to Brand the Right Way

4. Define Your Culture – what kind of culture you want to nurture?



- [Google's culture](#) is very famous for encouraging creativity and innovation by giving their employees time and resources to explore new things. Their 80/20 policy had paved the way for innovations like Google Glass and Android.
- Although it is not being implemented as a policy anymore, their engineers are still encouraged to take on side projects that allow them to innovate. You can see how the culture lives on despite the fact that the policy has been removed – that's the power of culture.

How to Brand the Right Way



5. Communicate Your Brand to Your Audience – how do you want to raise awareness about your brand ?
 - Your company's mission statement
 - The benefits your customers will get from your business
 - Your chosen platforms and the appropriate media for each
 - Your calls to action – what goals do you have, and how do you plan to entice your audience?

How to Brand the Right Way

Remember –branding isn't a one-time thing that you do at the beginning of establishing your business.

It is an ongoing effort that permeates your processes, your culture, and your development as a business, and it requires your dedication and loyalty in order to reflect in your work.

At the end of the day, the true measure of your branding success is in earning loyal customers who become your brand ambassadors as well.

Your Brand

1. Establish Your Purpose
2. Choose Your Personality
3. Outline Your Values
4. Define Your Culture
5. Communicate Your Brand

Discuss your brand ideas



An illustration of an iceberg floating in a blue ocean. The tip of the iceberg is above the water line and is labeled 'Logo'. The much larger, submerged part of the iceberg is below the water line and is labeled 'Brand'.

Logo

Brand

Branding Representation

Coats of Arms



Branding Representation

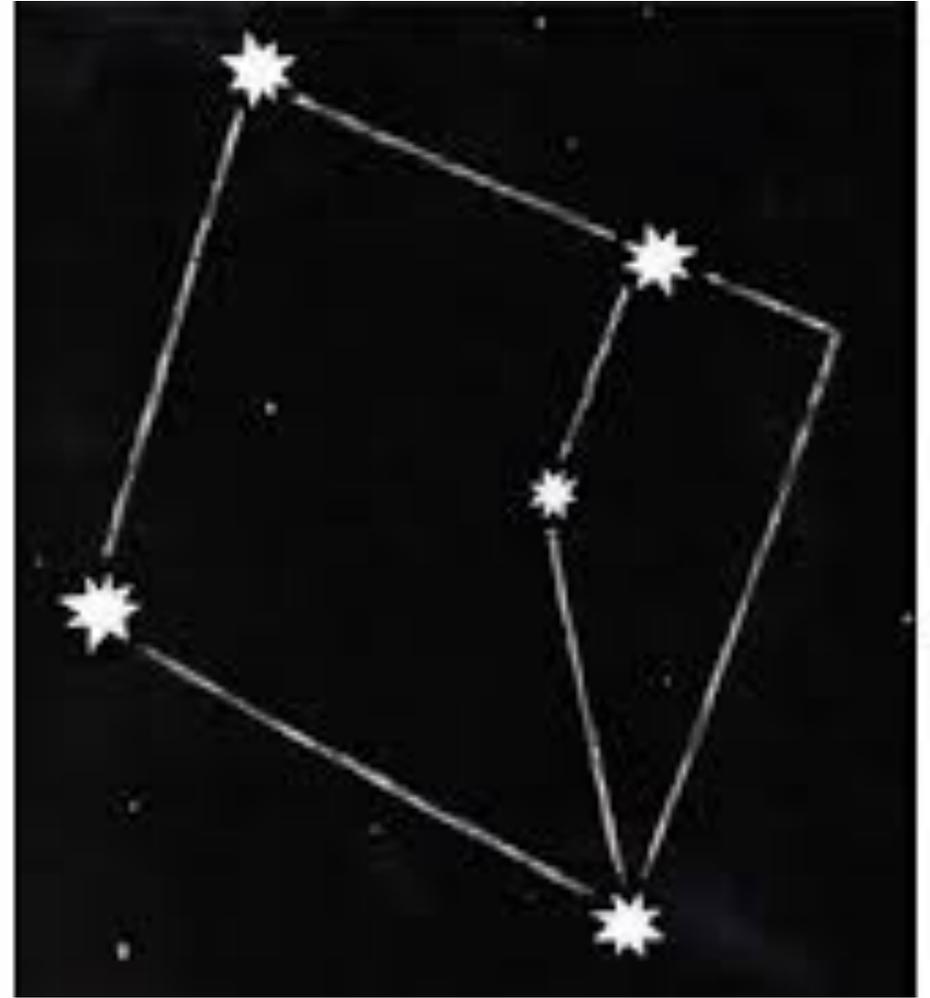


Branding
Animals



Logos







The Dayton's (formerly **Target**) PR team debated more than 200 possible names for the store and **logo** design.

On a red-and-white whim, they came up with “**Target**” and immediately envisioned a classic Bullseye **logo** with three rings.

[The History](#)



In 1990, **Toyota** debuted the three overlapping Ellipses **logo** on American vehicles.

The **Toyota** Ellipses symbolize the unification of the hearts of our customers and the heart of **Toyota** products.

The background space represents **Toyota's** technological advancement and the boundless opportunities ahead.



TOYOTA



[History of Coca Cola Logo](#)

[Top Australian Logos](#)



Logo Design

1. Use 1 or at most 2 colours in your logo.
2. Use simple graphics that are easy to recognize.
3. Use a timeless design that will not look outdated with time.
4. Use versatile graphics that can easily be used in different formats.
5. Use graphics that match your business or industry.

Logo Design

Why are they bad?



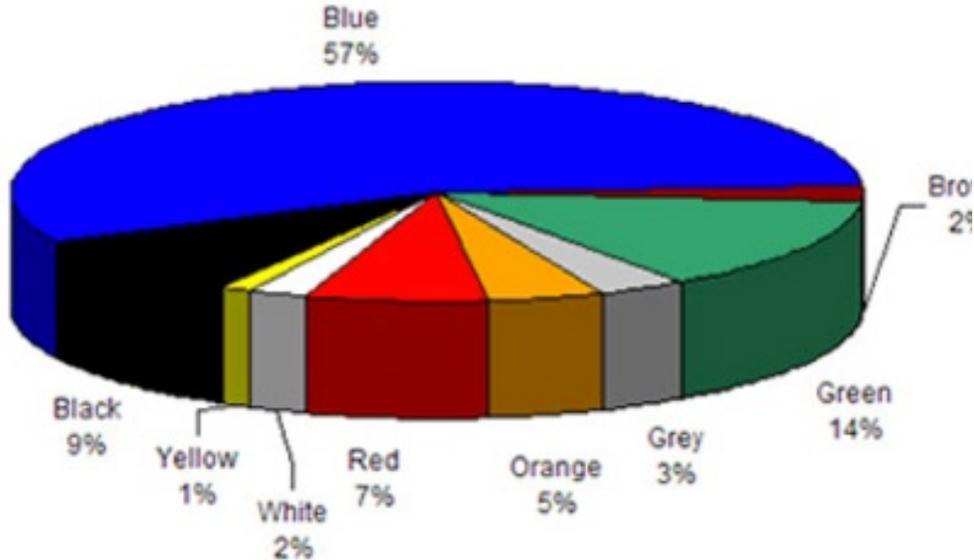
- Too many colour schemes that don't create a colour signature
- Designs are too complicated – not easily recognizable
- Designs are out of date
- Lastly and most importantly, they just look so UGLY when compared to the good ones!

COLOR EMOTION GUIDE

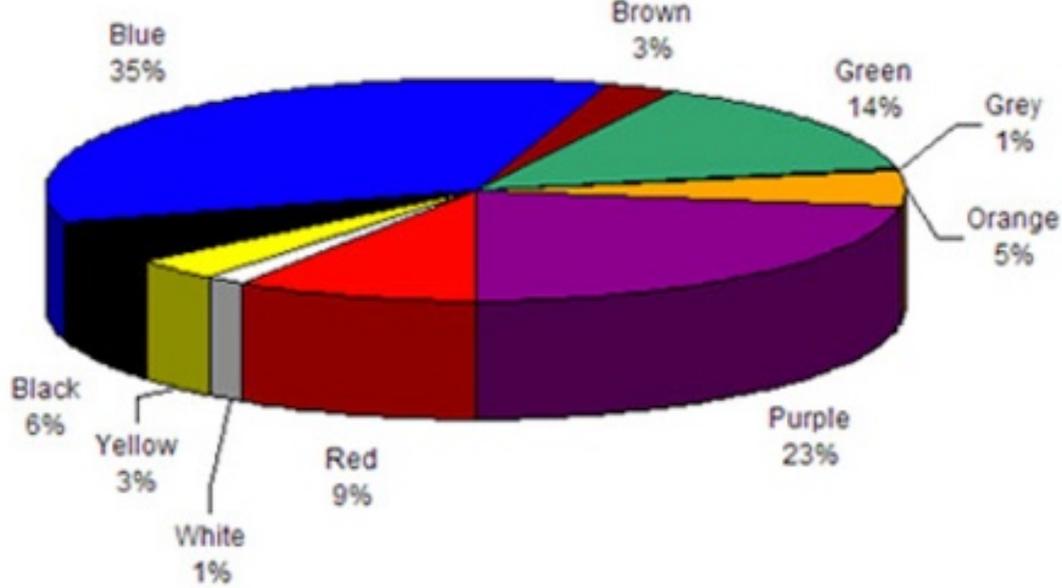


Logo Colours

Men's Favorite Colors

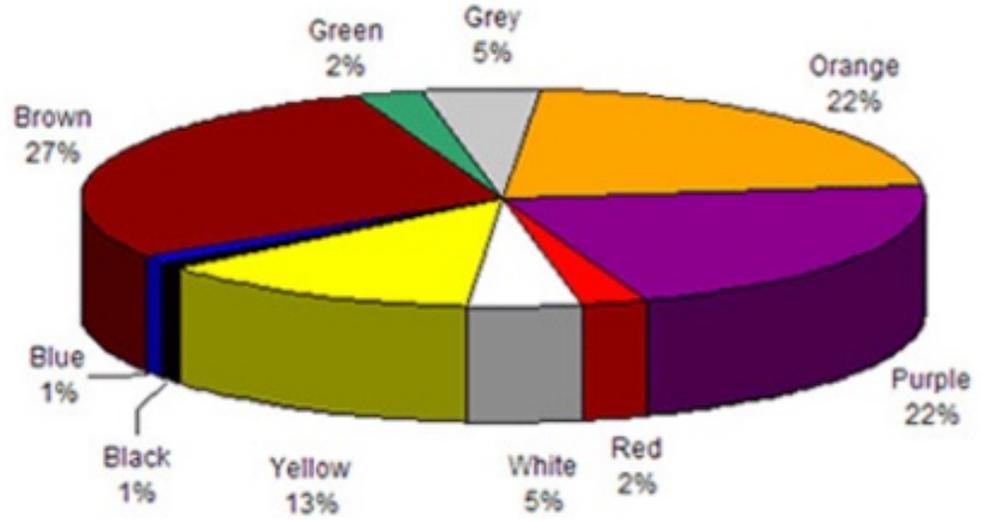


Women's Favorite Colors

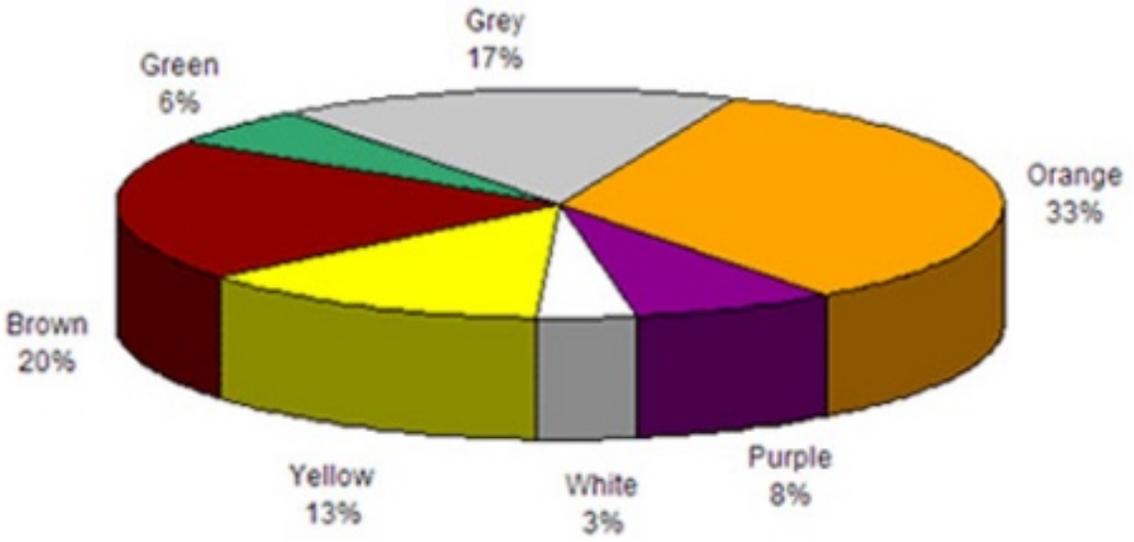


Logo Colours

Men's Least Favorite Colors



Women's Least Favorite Colors



Logo Colours



Your Branding Guide

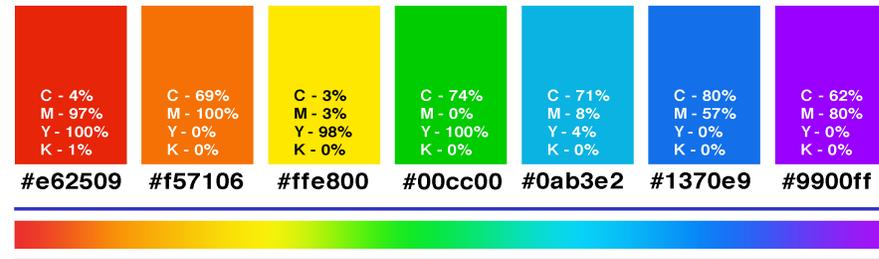
1. Logo.
2. Brand Fonts.
3. Brand Colours.
4. Brand Textures and Patterns.
5. Styled Imagery



LOGO VARIATIONS



COLOUR PALETTE



FONTS

LOGO - *Arizona*

SUB TEXT - American Typewriter

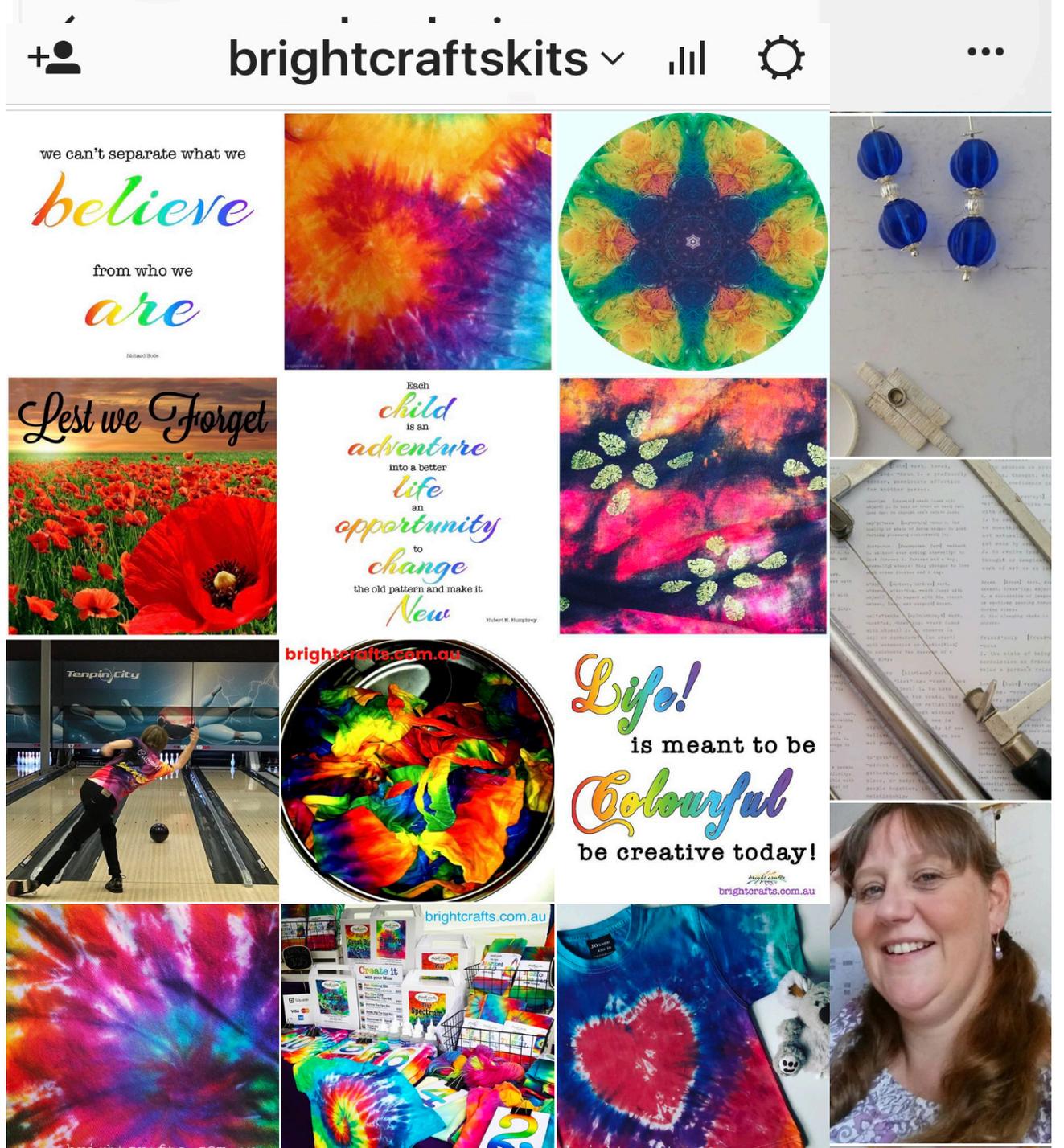
TITLE FONT
American Typewriter

TEXT BODY FONT
helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Styled Imagery (Instagram)



Your Branding Guide

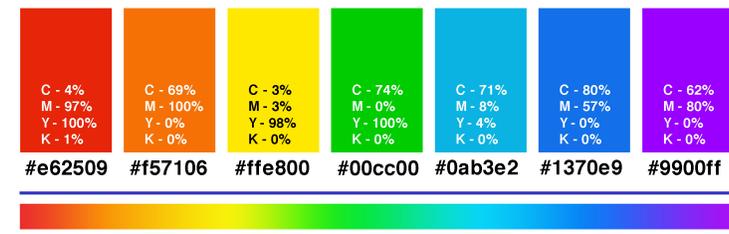
1. Logo.
2. Brand Fonts.
3. Brand Colours.
4. Brand Textures and Patterns.
5. Styled Imagery
6. Using Your Branding Guide



LOGO VARIATIONS



COLOUR PALETTE



FONTS

LOGO - *Arizona*

SUB TEXT - American Typewriter

TITLE FONT

American Typewriter

TEXT BODY FONT

helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo Makers and Generators

Tools that allow you to make awesome and professional looking logos in a matter of minutes – even if you don't have any graphic design skills.

If you:

- **Don't have time** to deal with hiring designers.
- **Don't have a big budget** to allocate to creating a custom logo
- **Can't design well** or can't use Adobe Illustrator to create your own logo.
- **Don't need a one-of-kind logo design**, but still need something professional looking.

There are both free and paid logo generators.

[source](#)

Your Turn



Explore the internet and find a Logo tool that you like.

Make a logo to suit your business or you!

TED Talk



[Branding](#)

Your Homework

At home discuss your brand design with your family and friends. Come back tomorrow and share their comments with our group.

Tomorrow: Topic 8
- Pitching

