



Logo

**Brand**

# What is a brand?

It has always meant, in its passive form, the object by which an impression is formed, and in its active form the process of forming this impression.

The most recognizable feature of a brand is a name, logo, symbol, or trademark that denotes a product's origin. It is however much more than a name or trademark.

## Logos. Identities. Brands. What's the difference?

The word **logo** is short for logotype—a graphic representation of a brand. So, essentially, a logo is a picture that represents the collection of experiences that forms a perception in the mind of those who encounter an organization.

**Identity** is often (mistakenly) used interchangeably with logo, but an organization's identity encompasses much more than its logo. The organization's name is equally as important as the picture used to represent it. Other elements, such as the color of a company's mailing envelopes or the music customers hear while on hold on the telephone, are elements of the identity. Most of the logos we admire more often than not are part of a well-designed system.

**Brands** look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships as competition creates infinite choices. A strong brand stands out in a densely crowded marketplace. It has defined and stood by its core values. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success. A brand encompasses a logo and identity system to communicate to its audience.



WF  
WF CONNECTED

4F  
FOUR F CONNECTED

7P  
SEVEN UP

KL  
KL CONNECTED

TH  
TH CONNECTED

HH  
DOUBLE H

JNB  
JNB CONNECTED

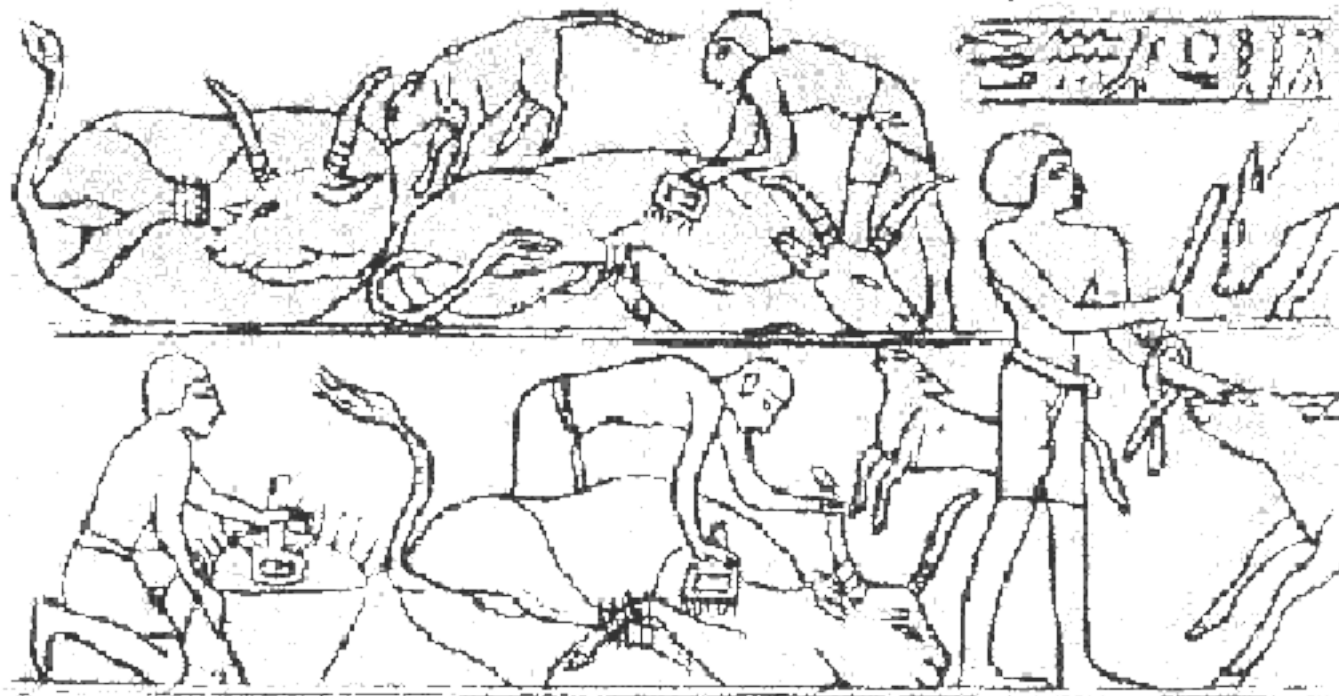
HK  
HK CONNECTED

4E  
FOUR E

TT  
TT CONNECTED

ML  
ML CONNECTED

Y  
Y CROSS



# Brief history of branding

The word 'brand' is derived from the Old Norse word 'brandr,' which means 'to burn by fire.'

Ancient Egyptians **marked their livestock with hot irons**, and the process was widespread in Europe during the Middle Ages, not to mention in the American West centuries later. Such branding helped ranchers to separate cattle after they grazed in communal ranges. Herders were also able to distinguish themselves from those ranchers with inferior animals.

**Symbols** were the earliest visual form of brands found on **mass-produced clay pots** from Ancient Rome.

**Distinguishing marks** were used by **kings, emperors and governments**.

In the 17th and 18th C, factories increasingly used brands to indicate quality and origin or **fine porcelain, furniture, and tapestries** being mass-produced in France and Belgium.

The dynamics of brand reputation helped build better businesses even back then, and the role of the brand - a barometer of value - has continued ever since.

# First trademark

In 1876, after the UK passed the Trade Mark Registration Act, Bass Ale became the first trademarked brand in the world after submitting its now-quintessential red triangle for trademark status.

The act gave businesses the ability to register and protect a brand marker so that a similar icon couldn't be used by any other company. In addition to clinching trademark #1, Bass's history also includes appearances in paintings by Manet and Picasso, providing the brand with the cultural distinction of 'first product placement.'



VISIT OUR SODA FOUNT.

*Coca-Cola*  
TRADE MARK

We purchase our COCA-COLA direct from the manufacturers and no shoddy substitutes are ever permitted to go into our fountain. If you are weary there is nothing so refreshing. It exhilarates and enlivens body and mind. We claim the best drinks in the city. You will have prompt, polite and careful attention at our fountain

THE IDEAL BRAIN TONIC DELIGHTFUL  
SUMMER WINTER BEVERAGE



# Mass-marketing

Brands proliferated and became significantly woven into the fabric of day-to-day life in the late 19th and early 20th C. Faster and more efficient transportation catalyzed the creation of both national and global brands. The Industrial Revolution led to significant improvements in manufacturing and communications. This led the way to the first mass-marketing efforts by commercial artists and advertising agencies.

Many of today's best-known consumer brands date from this period:

Singer sewing machines

Coca-Cola soft drinks

Quaker oats

Sunlight soap

Shredded Wheat cereal

Kodak film

American Express traveller's cheques

Heinz baked beans

Prudential Insurance

Mass consumer brands began as a way of assuring basic quality. But it's no longer valuable to think about brands in that way, because we have so much quality in the choices available to us now. **Today, value is less about brand attributes and more about brand meaning.** Gold Medal Flour for example promised consistency and reliability, but it was still flour. Nike and Apple associate themselves with a lot of cultural benefits in addition to promising certain brand attributes.

**TOMS** **30K IN 30 DAYS**  
 THIS HOLIDAY SEASON  
 HELP TOMS GIVE  
**30,000**  
 PAIRS OF SHOES  
 TO CHILDREN IN  
**ETHIOPIA**  
 JOIN US AT [TOMSSHOES.COM](http://TOMSSHOES.COM) **FREE SHIPPING**

beauty has no age limit  
 pro-age | Dove



**NIKEiD.COM** FOOTWEAR EQUIPMENT iD EXCLUSIVES VIEW ALL

HOME > SPORT CULTURE > AIR MAX '90 iD - MEN'S > BUILD START OVER

**AIR MAX '90 iD**  
\$90.00

**VIEW OPTIONS**

**1. START** DONE

**2. DESIGN** 8 of 9

Click "More Info" for detail view of Leather Metallic Silver.

Mudguard Color  
 MORE INFO →

Click "More Info" for detail view of Leather Metallic Silver.

Swoposh Color  
 MORE INFO →

Click "More Info" for detail view of Leather Metallic Silver.

Accent Color

**3. PERSONALIZE**

**4. REVIEW**

COUNTRY SELECTOR STORE LOCATOR PRIVACY POLICY © 2006 NIKE. ALL RIGHTS RESERVED.



**Now** Originally a way of showing presence, branding has become a way of being.

A little more than a century later, we are living in a world with over 100 brands of bottled water. The US is home to over 45,000 shopping malls, and there are over 19 million permutations of beverage selections you can order at a local Starbucks.

Discussions of ‘why we behave this way?’ and ‘is this morally good or bad?’ have arose over recent years.

What is the future for branding? Branding is about relevance and permanence. Seismic shifts in the culture, in the capital markets, and technology provide brand makers food for thought.

### **Current Trends:**

1. **Sustainability:** economically, ethically, and socially
2. **Social Media:** combines worldwide reach with personal touch
3. **Transparency:** information flows freely within an organization and outward to consumers
4. **Design Thinking:** design driven innovation, brand and loyalty building
5. **Personal Branding:** regardless of age, position, business, everyone needs to understand the importance of branding themselves. A third of our workforce is now self-employed.
6. **Cause Marketing:** supporting causes that accurately reflect their consumer’s concerns.
7. **Nostalgia/Retro Design:** emotional connection, grounded in a fast-paced society
8. **Time is Better than Money:** services are winning over products, people’s time is valuable
9. **Mass Customization:** people feel a lack of individuality and want to be in the ‘brand driver’s seat.’
10. **Impact of Technology:** mobile, responsive, touch, apps, video



# What is a brand's relationship to consumer?

A brand's strength rests upon a close correlation between the brand image or value and the reception of that message by the consumer.

**Brand Identity** = the sender's proposal for a brand's character

**Brand Image** = the receiver's idea about the brand

## Immersion

From cornflakes to cars, our daily lives are increasingly dominated by branded goods and brand names; the brand is the prefix, the qualifier of character. The symbolic associations of the brand name are often used in preference to the pragmatic description of a useful object. We speak of *'the old Hoover'*, *'my new Audi'* or *'my favorite Levi's'*. Or turn services into verbs, such as *'Google it.'* and *'I will Netflix that'* - not needing to qualify them with an object description. The brand is at the heart of this process for many of the goods we buy and sell.

## Reflection

Brands are also a reflection of how we want to be perceived. They might make us feel both different and as part of a larger collective at the same time. The quest for identity is human nature. What brands do you associate yourself with? What was one of your first brand experiences?



**ORBITZ** Hotels Flights Packages Cars Cruises Deals Activities My Trips Settings

WHY ORBITZ? Guaranteed low prices • Easy-to-use planning tools [Learn more](#)

442 matching hotels found in New York (and vicinity) Previous Next

Sort by: [Best Deals](#) [Lowest Price](#) [Distance](#) [Star Rating](#) [Reviewed Score](#)

Where: New York, New York, United States

Check-in: 5/13/13 Check-out: 5/14/13

Nights: 1

Rooms: 1 Guests: 2

[Search](#)

1-800-733-1297 Call for expert advice

[View hotels on map](#)

[Reset filters](#)

[Hotel name](#)

[Areas](#)

Our most booked areas:

- Any
- Times Square (56)
- Midtown East (79)
- Lower East Side (20)

---

**Holiday Inn NEW YORK CITY-MIDTOW...** ★★★★ \$221 Avrighnt Book

**Michelangelo Hotel** ★★★★★ 4.5 / 5 178 reviews \$459 Avrighnt FREE Cancellation Book

**The Setai Fifth Avenue** ★★★★★ 4.4 / 5 7 reviews \$795 Avrighnt \$715 Book



# What are the 3 primary functions of a brand?

## Navigation

Brands help consumers choose from a bewildering array of choices.

## Reassurance

Brands communicate the intrinsic quality of the product or service and reassure customers that they have made the right choice.

## Engagement

Brands use distinctive imagery, language, and associations to encourage customers to identify with the brand.



YAHOO!



BBC



Walmart



FedEx Corporation

Google



NOKIA  
Connecting People

HONDA  
The Power of Dreams



IBM



TOYOTA



Mobil



# What is brand identity?

**‘The logo is the point of entry to the brand.’ ~ Milton Glaser**

Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems.

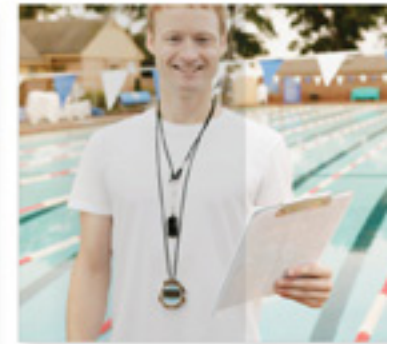
Design plays an essential role in creating and building brands. Design differentiates and embodies the intangibles - emotion, context, and essence - that matter most to consumers.

On an average day consumers are exposed to six thousand advertisements and, each year, to more than twenty-five thousand new products... Brands help consumers cut through the proliferation of choices available in every product and service category.





# American Red Cross



American Red Cross

**Your donations allow us to continue answering every call for help.**

Dear Mr. Smith,

Every disaster brings its own, unpredictable challenges, and these challenges often extend far beyond the physical damage and destruction. It's not only the physical damage, such as destroyed homes, but also the emotional trauma that can last for years.

Red Cross relief work often takes the form of providing emotional support and counseling to disaster survivors. Our disaster relief workers are trained to provide emotional support and counseling to disaster survivors. Our disaster relief workers are trained to provide emotional support and counseling to disaster survivors.

Thank you for your support. We are grateful for your support.

Sincerely,  
*Jane D. Smith*  
 Regional Director

**Help disaster victims now.**  
 Help the American Red Cross Foundation Michigan Chapter by helping us to respond to emergencies and provide disaster services to our community.

Thank you!

Dear Mr. Smith,

Thank you for your support. We are grateful for your support.

Sincerely,  
*Jane D. Smith*  
 Regional Director

American Red Cross

"Sometimes that's really what people need. Someone to support them and provide the energy they don't have."





# What is branding?

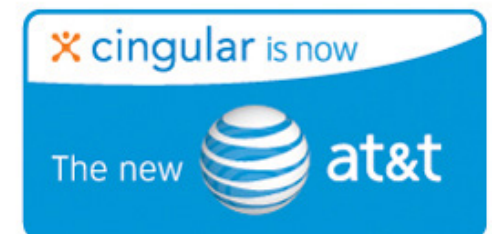
Branding is a disciplined process used to build awareness and extend customer loyalty. It requires a mandate from the top and readiness to invest in the future. Branding is about seizing every opportunity to express why people should choose one brand over another. A desire to lead, outpace the competition, and give employees the best tools to reach customers are the reasons why companies leverage branding.

Branding is the process by which the values of the brand are attached, both physically and by suggestion, to the product.

## Reasons to start the process of branding:

New Company, New product // Name Change // Revitalize a Brand //

Revitalize a Brand Identity // Create an Integrated Cohesive System // When Companies Merge





# What is the process of branding?

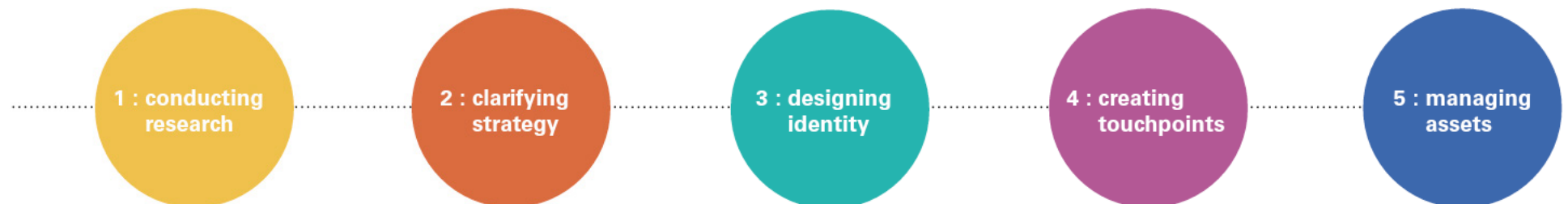
The brand identity process demands a combination of investigation, strategic thinking, design excellence, and project management skills. It requires an extraordinary amount of patience, an obsession with getting it right, and an ability to synthesize vast amounts of information.

Regardless of the nature of the client and the complexity of the engagement, the process stays the same. What changes is the depth with which each phase is conducted, the length of time and the number of resources allocated, and the size of the team, on both the identity firm and client sides.

## 3 key things you need to understand to build a great foundation:

1. **The client:** do you know who the company really is and what challenges it faces
2. **The target audience:** whom does your client want to reach and what will this group find compelling
3. **The relationship between the two:** what will be believable to the audience?

## Overall Process:



# 1. Conducting Research

1. Clarify vision, strategies, goals, and values
2. Research stakeholder's needs and perceptions
3. Conduct marketing, competitive, technology, legal, and language audits
4. Interview key management
5. Evaluate existing brands and brand architecture
6. Present audit results

# 2. Clarifying Strategy

1. Synthesize learnings
2. Clarify brand strategy
3. Develop a positioning platform
4. Cocreate brand attributes
5. Write a brand brief
6. Achieve agreement
7. Create a naming strategy
8. Develop key messages
9. Write a creative brief

# 3. Designing Identity

1. Visualize the future
2. Brainstorm big idea
3. Design brand identity
4. Explore applications
5. Finalize brand architecture
6. Present visual strategy
7. Achieve agreement

## 4. Creating Touchpoints

1. Finalize identity design
2. Develop look and feel
3. Initiate trademark protection
4. Prioritize and design applications
5. Design program
6. Apply brand architecture

## 5. Managing Assets

1. Build synergy around the new brand
2. Develop a launch strategy and plan
3. Launch internally first
4. Launch externally
5. Develop standards and guidelines
6. Nurture brand champions