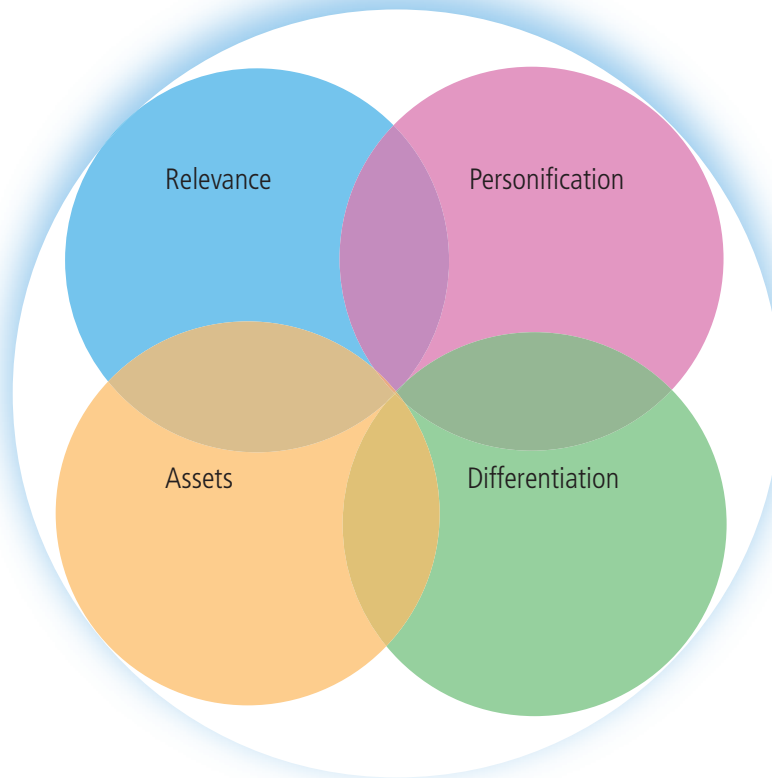


# What's in a brand



**Figure 1. The Building Blocks of a Brand**

## Brand Definition

“The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised”

Advertising copywriter and ad agency founder David Ogilvy

A brand establishes a relationship between a company and its audiences. Brand building is about capturing the hearts and minds of consumers in the 21st century.

A strong brand will

- Differentiate
- Create a preference
- Command a premium.

## 4 Key Brand Building Questions

- Relevance:

Is it relevant to the needs and desires of its audience?

- Personification:

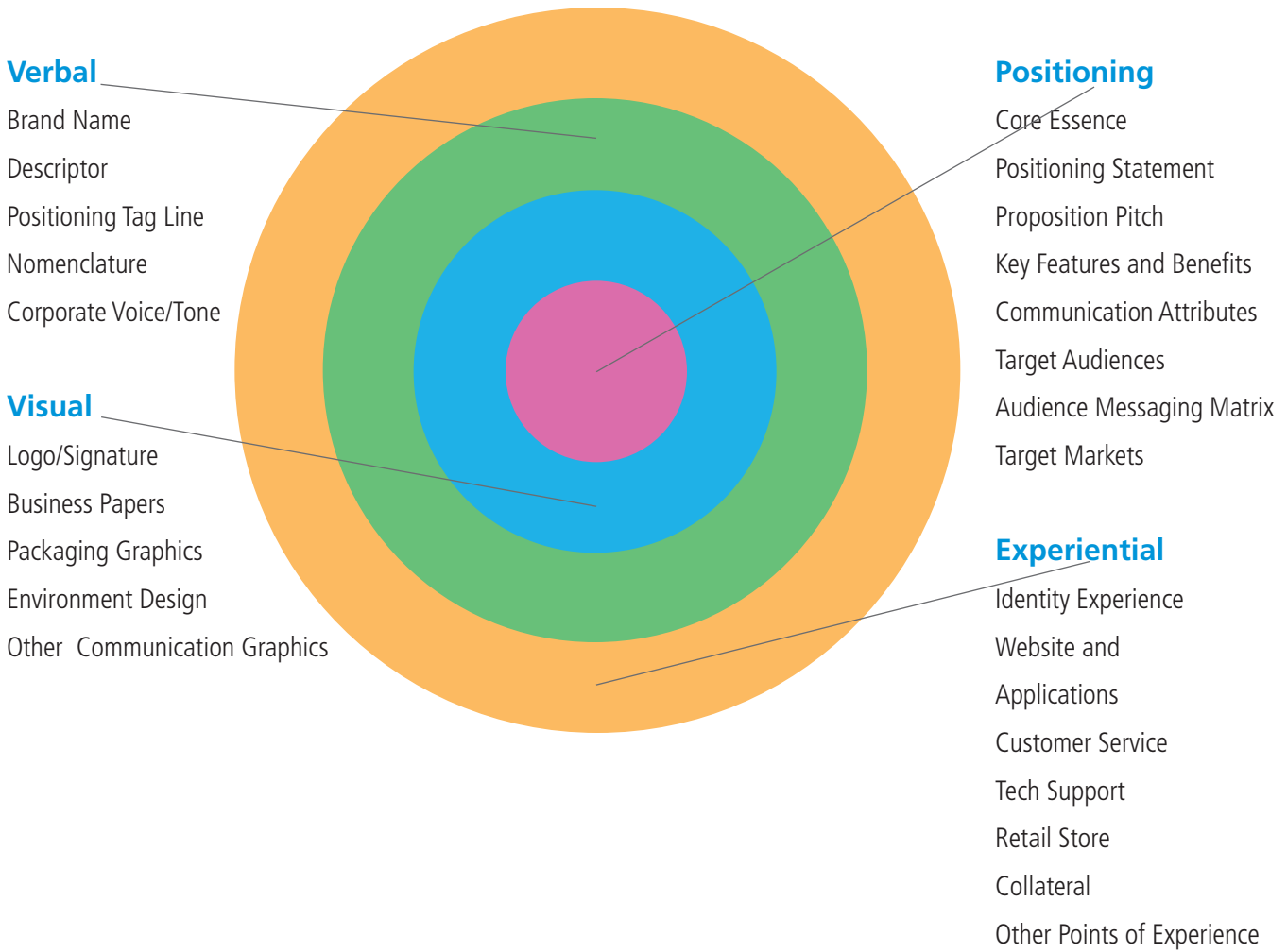
Is there a multifaceted personality and character of the brand that helps customers identify with it?

- Assets:

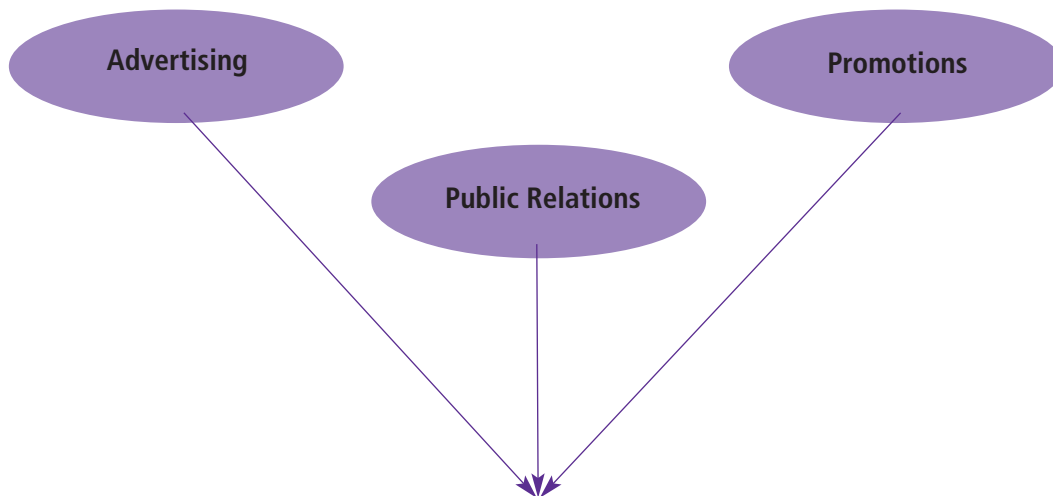
What are the core strengths and weaknesses. what a brand can promise, and even, what a brand can guarantee?

- Differentiation:

What makes a brand unique, the tangible and intangible traits that set your brand apart?



**Figure 2. Composition of a Brand Identity**



**Figure 3. Brand Building**

## Positioning Statement

A well-crafted positioning statement communicates within 30 seconds what the company, product, or service is for and why it's relevant to anyone.

Here is a most rudimentary structure of a positioning statement that can be used as a template:

**A** [company/product/service] **is a B** [definition] **that provides C** [benefit] **to D** [target audiences] **in E** [markets].

**F** [unique selling proposition, proprietary technology, patent] **provides G** [new benefit] **and H** [new benefit or other top level information].

Example:

Newco provides software infrastructure essential for the wireless information industry worldwide.

Through its unique XML-based technology, Newco specializes in adaptive solutions that personalize and simplify content distribution to data-enabled devices regardless of platform or language.

## Brand Guidelines Worksheet

- Positioning Statement

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- Communication Attributes

List of adjectives that suggest descriptively, figuratively or evocatively what the brand is like.

These words define the brand personality and are the focal point for all creative development such as naming, messaging, identity, style, copywriting.

If your brand was a person what would be the physical and personality traits

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- Core Essence

The intrinsic and indispensable properties that characterize your brand. This is what your brand stands for in one or two words eg. empowerment, pleasure, performance.

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## Brand Toolkit

- Target Audience [s]

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- Identity

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- Copywriting and Tone of Voice

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- Colours

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- Typography

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- Photography

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- Graphic Devices

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- Layout and Grids

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- Applications

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- Overview with examples

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- Further Information

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- Contacts

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## Visual Basics

**Colours** are full of meaning and symbolism. Here are some simplified meanings behind the basic colour range.



Passion, romance, fire, violence, aggression.

Power, energy, warmth, passions, love, aggression, danger Red means stop or signals warning or forbidden actions in many cultures. Red, for instance, is a very stimulating color and has been shown to produce increased heart and respiratory rates. Thus, red works as an excellent attention grabber and accent but could easily overstimulate when used as a background color. Red changes meaning in the presence of other colors. With green, it becomes a symbol of Christmas. When combined with white, it means joy in many Eastern cultures.



Brightness, illumination, illness, cowardice. yellow

also demands attention, but since it is highly reflective, it creates eye fatigue and aggravation. Optimism, hope, philosophy, dishonesty, cowardice (a coward can be described as "yellow"), betrayal. Yellow is a sacred color to Hindus.



Energy, balance, warmth. Orange is a combination of

red and yellow, so it takes on many of the characteristics of both colors. It is vibrant and warm, like the autumn leaves. Orange has the physical force of red, but it is less intense, less passionate.



Nature, fertility, growth, envy. In North American

cultures, green means go, is associated with environmental awareness, and is often linked to fiscal matters. Nature, healthy, good luck, jealousy ("green with envy"), renewal. Doesn't do well in a global market. There are problems associated with green packaging in China and France. Green has been successful in attracting investors in the Middle East.



Loyalty, security, conservatism, tranquility,

coldness, sadness. Trust, conservative, security, technology, cleanliness, order the color blue has a relaxing effect on the nervous system, and some studies have shown that it increases productivity when used as a background color. However, don't use blue in your color scheme if your product is food-related, as blue is a natural appetite suppressant. The color of tranquility and peace, blue tends to be the most preferred color universally.



Creativity, mystery, royalty, mysticism, rarity.

Spirituality, mystery, royalty, transformation, cruelty, arrogance Purple is associated with death in some cultures. Purple appears very rarely in nature. This hue has an aura of mystery and intrigue.



Neutral, Intellect, futurism, modesty, sadness, decay.

Gray is the easiest color for the eye to see. Power, sophistication, contemporary style, death, morbidity, evil. Power, sexuality, sophistication, death, mystery, fear, unhappiness, elegance. Signifies death and mourning in many Western cultures. In packaging, conveys elegance, wealth, and sophistication.



Purity, innocence, cleanliness, truth, peace,

coldness, sterility. Purity, cleanliness, precision, innocence, sterility, death White is also the color of death in Chinese culture. Signifies marriage in most westernized cultures, but death in India and other Eastern cultures.

## Type Classification samples

Old Style  
Transitional  
Modern  
Slab Serif  
Decorative  
Decorative  
San Serif  
Script  
Cursive

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