

## brand

objective **BRAND:** “It’s not what *you* say it is. It’s what *they* say it is.” Marty Neumeier, *The Brand Gap*  
This is where we begin.

“A logo is not your brand, nor is it your identity. Logo design, identity design and branding all have different roles, that together, form a perceived image for a business or product.

- What is a **brand**? – The *perceived* emotional corporate image as a whole.
- What is **identity**? – The visual aspects that form part of the overall brand.
- What is a **logo**? – A logo identifies a business in its simplest form via the use of a mark or icon.”

There are many strategies to properly develop the brand of a business/product/service/person and we will explore them in exercises before executing your own. Whether it be for a business or a person, it is an entity that must have a persona. Persona- the aspect of someone’s character that is presented to or *perceived* by others.

“The Bottom Line is that if there is one primary reason to strategically engineer your brand’s persona/personality inside and out, it is to crystallize the flavor of customer experience you deliver. This process should influence your strategy for every touchpoint from the tone of marketing communications to the brand’s visual style and design to how front-line staff should dress...Your brand is the experience customers have when doing business with your company.”

- problem
1. The preliminary stage of this project involves reading and research.
  2. The next part includes exercises for recognizable brands of products/services/businesses. Students will break into groups to discuss.
  3. The second part includes the same exercise and groups to explore personal brands. A personal brand is when a person becomes a brand, as do most celebrities.
  4. The third part will begin to explore YOU and what you want to be and do. These same exercises plus checklists and a questionnaire will all be part of this. It also includes exploring whether you would like to represent yourself as something that is an entity or as a person. Part of this decision has to do with future goals of doing freelance vs. getting a job with a shop.
  5. A brand positioning statement will be created. This can be updated throughout the semester as you make your brand come alive.
  6. An idea board resembling a rough brand board will be created. A brand board will be created later in the semester.

*Be sure to keep all notes because much of this will be included in your final Brand Book that is due at the end of the semester.*

- step 1
- **Read** Branding, Identity & Logo Design Explained and The Brand Gap, both linked on our Facebook group. Take notes for yourself!
  - Also on a piece of letter-sized paper with your name on the top, **write 10 brands of things**. That can be an organization or an overarching business. If it is a product, think of something that is a line of products. For example, instead of listing a Subaru Outback, list Subaru. Instead of listing Tide HE, list Tide. Also on this piece of paper, **list 10 people** who are “brands”.
- DUE Wed Aug 24th, 3pm**

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step 2 Students will break into groups. One person in each group will be responsible for writing clear notes. All students will present information. Participation is mandatory and will affect your final project grade. The following exercises will be done for multiple parts of this project, so they will be referred to as “Exercise 1, 2, and 3”.

**Exercise 1**

- Car Analogy
- Celebrity Analogy
- Animal Analogy
- Ideal Spokesperson
- Personification, verbal and visual
- Exploring Adjectives

**Exercise 2**

- Columns of Opposing Words

***Exercise 3 for personal brand***

- Draw the Interaction Present
- Draw the Interaction Future

step 3 **Wed Aug 24th:** Questionnaire (online) and readings **DUE at 3pm.**

Lecture about “Brand”.

Groups discuss Brands of Products/Services/Businesses, do Exercises 1 and 2.

Keep notes! Present and discuss. Begin research about personal brands, aka brands of actual people. People who are brands.

**Fri Aug 26th:** Groups finish (if necessary) Exercises 1 and 2. Present and discuss.

Discuss Personal Brands. Research into what others are doing. Discuss what individuals need to consider for one’s brand and future occupation.

step 4 **Mon Aug 28th:** .

Do Exercises 1, 2, and 3 in class individually for brand. Do Brand Positioning Statement. Begin Idea Board.

**Wed Aug 31st:** Discuss Visual Identity, Visual Guidelines, Budgets, Resumé, Cover Letter, Portfolios, Social Media Plan, Website, Self-Promotional Piece, Brand Book, and BRANDED 2016. Begin **Job Hunt Journal**. Finalize Brand and its Idea Board. Begin **Logo**.

**Fri Sept 2nd: All of Brand is DUE at 3pm.** This includes all of the following:

- Marked evidence of participation in all steps, including groups’ and individual research.
- Exercises 1, 2, and 3 for your brand
- Brand Positioning Statement
- Idea board, printed. Optional mounting on any board for more substantial presentation if used tangible materials.

materials Sketchbook, optional tangible materials for idea board, optional mounting board.

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evaluation

You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Participation in all group activities.
- All research, including questionnaire, completed on time.
- Exercise 1 completed and displays thorough and imaginative evaluation for your brand.
- Exercise 2 completed and displays thorough and imaginative evaluation for your brand.
- Exercise 3 completed and displays thorough and imaginative evaluation for your brand.
- **Ambition - How much did you challenge yourself?**

The brand positioning statement evaluates well per the following\*:

- > Is it memorable, motivating, and focused to the core target/prospect?
- > Does it provide a clear, distinctive, and meaningful picture of the brand?
- > Can the brand own it?
- > Is it credible and believable?
- > Does it enable growth?
- > Does it serve as a filter for brand decision making?

*\*<http://www.brandeo.com/positioning%20statement>, accessed 22 Aug 15*

*Citations of other information quoted on this project sheet:*

- “Branding, Identity & Logo Design Explained” by Jacob Cass, <http://justcreative.com/2010/04/06/branding-identity-logo-design-explained/>, accessed 15 Aug 16
- “7 Tips to Find Your Brand’s Personality”, <http://thefinancialbrand.com/14053/bank-credit-union-branding-personality-attributes/>, accessed 15 Aug 16

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## brand positioning statement worksheet

*All information below pulled from <http://www.brandeo.com/positioning%20statement>.*

**overview** Also referred to as a “brand strategy”, “positioning strategy”, or “positioning statement”, a brand positioning statement is a succinct description of the core target audience to whom a brand is directed, and a compelling picture of how the marketer wants them to view the brand.

A well-constructed positioning statement is an invaluable means of bringing focus and clarity to the development of a marketing strategy and tactics. How? Because every decision that is made regarding the brand is judged by how well it supports the positioning statement--from the brand name, the product itself, and packaging, to advertising, promotions, etc.

- 4 elements** There are four elements or components of a positioning statement:
- **Target Audience** - the attitudinal and demographic description of the core prospect to whom the brand is intended to appeal; the group of customers that most closely represents the brand’s most fervent users.
  - **Frame of Reference** - the category in which the brand competes; the context that gives the brand relevance to the customer.
  - **Benefit/Point of Difference** - the most compelling and motivating benefit that the brand can own in the hearts and minds of its target audience relative to the competition.
  - **Reason to Believe** - the most convincing proof that the brand delivers what it promises.

**template** Fill out the following template for a positioning statement for you as a brand:

For (target audience), (brand name) is the (frame of reference) that delivers (benefit/point of difference) because only (brand name) is (reason to believe).