

brand + brand positioning statement and idea board

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 is the online questionnaire, supplied to students on Sunday, Aug 19th.
 2. Then a TINY bit of focused reading and reasearch (adding to the weekly readings you must do throughout the semester).
 3. The next part includes exercises for recognizable brands of products/services/businesses and personal brands. A personal brand is when a person becomes a brand, as do most celebrities.
 4. The third part will begin to further explore YOU and what you want to be and do, bringing togethther the initial questionnaire and research thus far. We will explore 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. It’s awkward at first, but will be updated throughout the semester as you make your brand come alive. This will also be a major part of the Business Plan later in the semester.
 6. An Idea Board resembling a rough brand board will be created. A Brand Board will be created later in the semester that grows from this initial step.

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.

steps

- 1 **Read** *Branding, Identity & Logo Design Explained*, which is linked on our Facebook group. Take notes!!! Save a PDF for yourself.

On a piece of paper in your binder, so the following:

- **List 15 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.

- 1 (cont.) • **List 15 people** who are “brands.” Find these on social media platforms like Twitter, Instagram, and Facebook if you don’t already follow people (=brands). Start following them if you don’t already.

DUE Fri Aug 24th, 8am

- 2 Begin a **logo collection** in your binder. If you use Pinterest to keep track of things, remember that there is a lot out there that isn’t good. Look through magazines and books and take good photos with your phone. Print these out and tape (or paste) these on the white paper in the binder. **Find at least 20 strong logos by Fri Aug 31st**, but keep collecting throughout the semester!
- 3 **Fri Aug 24th: Questionnaire, readings, and lists DUE at 8am.**
- Lecture/discussion about “Brand” and explanation of Questionnaire in regards to brand positioning.
 - Students will break into groups. Discuss individual lists (Brands of Products/Services/Businesses/Personal) and answers on questionnaire. All students must present information as I will ask a team member to summarize what another said vs. an individual explaining for her/himself. Participation is mandatory and will affect your final project grade.
 - Begin **Idea Board** and **Brand Positioning Statement** (see following pages).
- 4 **Wed Aug 29th:**
- **All of Brand is DUE.** This includes all of the following:
 - > Marked evidence of participation in steps, including groups’ and individual research.
 - > *Digital File:* Idea Board (with Brand Positioning Statement). Save As **YOUR LAST NAME_Brand_FALL18.PDF** and place in the shared Google Drive folder.
 - > *Printed work:* Idea board (with B.P.S.). Optional mounting on any board for more substantial presentation if used tangible materials beyond paper.
 - **Logo collection DUE** > share in groups and discuss.
 - Discuss how your Brand will grow and be part of everything created in this class from this point forward.
 - Begin **Logo**.
- 5 **Fri Aug 31st, 8am:**
- **Logo RD 1 sketches DUE for review.**
 - Begin **Job Hunt Journal**.

materials Binder, way to record logo research and attach to paper, optional tangible materials for idea board, optional mounting board.

- 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. **READ EACH QUESTION AND BE SURE YOU ANSWERED IT APPROPRIATELY .**
 - Idea board explores visuals that support verbal Brand claims.
 - Idea board shows design skills and aesthetic awareness in the service of marketing.
 - 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
- **Ambition - How much did you challenge yourself?**
 - Time organization skills displayed.

REMINDER: DO NOT PLAGIARIZE.

I will warn you once. After that, you will be reported to the university and you may be expelled (see syllabus).

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).

idea board

overview Use InDesign to create an idea board that is a hybrid of the traditional mood board and a brand board. A mood board is often more about color, pattern, and imagery while a brand board displays examples that are evolved from a developed identity.

The idea board for which I am asking is somewhere in the middle. It should include the following:

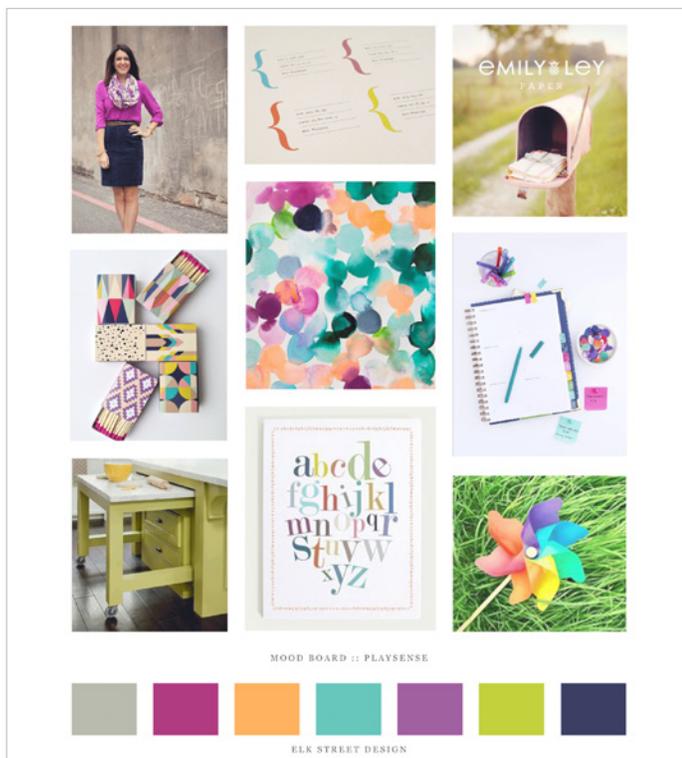
- Typography
- Patterns
- Colors (at least 3 color bars, PMS and/or CMYK breakdown to avoid confusion in printing) => at least 5 color boxes (no color breakdowns required).
- Textures (digital and/or tangible)
- Imagery
- Copywriting samples (optional)
- Paper samples (optional at this point)
- Your **Brand Positioning Statement**.

Actual completed identity from other sources should be avoided as you have already done this on Pinterest.

See links on our FB page as examples close to what is expected.

Also be sure that your imagery is high enough resolution to look ok printed.

specs 11 in x 17 in (portrait or landscape) with .5 in margins. Use as many boxes as you would like, but at least 10 plus color boxes. As brand sheet explains, this must be printed in color. If you wish to attach tangible samples that require a more substantial medium, you may use mounting board. Foam core is also allowed in this case.



(left) <http://elkstreetdesign.com/blog/2015/4/14/branding-101-mood-boards>

(right) <https://brandingbytonik.co.uk/blog/create-a-meaningful-branding-mood-board/>