

Personal Branding Timeline

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grfx-3603 | advertising design | spg 20

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project 1 > **exercise 1** - personal brand timeline

**objective** Track brand consumption and loyalty across your lifespan by examining your personal experience as you have matured. Then consider how you think this will change in the future. Students will then compare notes and discuss multiple aspects in regards to brand\* consumption.

*\* A brand is neither a logo, nor a product; however, a logo is the prime visual identification of a brand and a product is an expression of a brand. Many times, consumers will unconsciously choose a certain brand over another in order to form her/his personal identity. Don't be too confused, as this will be further explained throughout the semester.*

**A brand is  
NOT a logo.**

(keep repeating this) ©

**A brand is  
NOT a logo.**

(keep repeating this) ©

**A logo is  
part of a brand.**

Your Brand is more than a logo.



It's how others perceive you.

**FIRST**  
A brand is not a logo.

The Brand Gap - Marty Neumeier

**SECOND**  
A brand is not an identity.

The Brand Gap - Marty Neumeier

**FINALLY**  
A brand is not a product.

The Brand Gap - Marty Neumeier

It's a **GUT FEELING** because people are emotional, intuitive beings.

It's a **PERSON'S** gut feeling, because brands are defined by individuals, not companies, markets, or the public

The Brand Gap - Marty Neumeier

<p>"I'M A GREAT LOVER!"</p> <p>1. MARKETING</p>	<p>"I'M A GREAT LOVER. I'M A GREAT LOVER. I'M A GREAT LOVER!"</p> <p>4. ADVERTISING</p>
<p>"TRUST ME, HE'S A GREAT LOVER!"</p> <p>3. PUBLIC RELATIONS</p>	<p>"I UNDERSTAND YOU'RE A GREAT LOVER!"</p> <p>6. BRANDING</p>

Based off of "The Brand Gap" by Marty Neumeier

**BRAND**

The perceived emotional corporate image as a whole.

**LOGO**

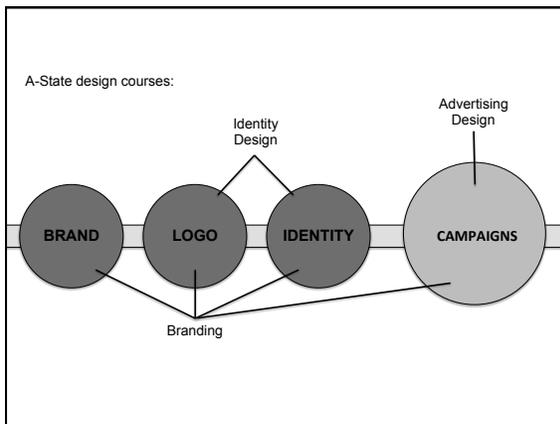
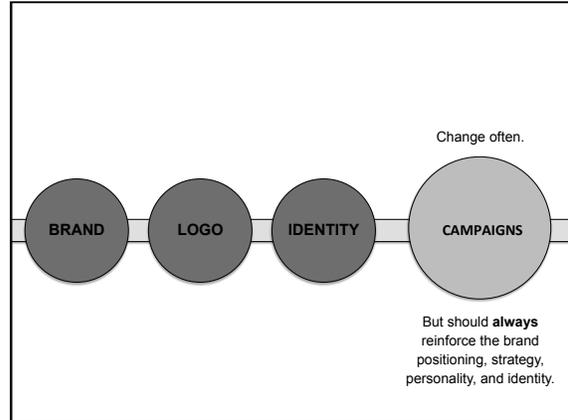
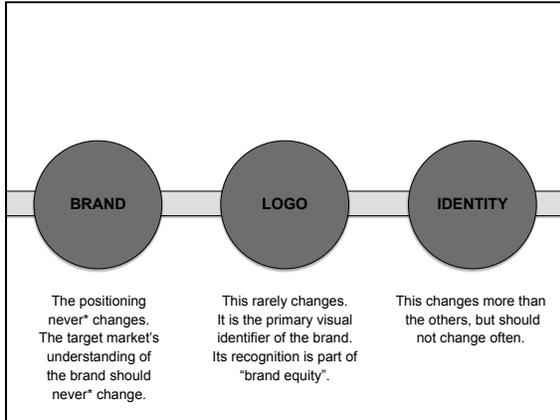
A logo identifies a business in its simplest form via the use of logotype, a mark, or both.

Brand Collateral is the collection of media used to promote the brand and support the sales and marketing of a product or service. It's the tangible evidence of the brand, designed congruent with the brand's core values and personality.

These marketing ads are intended to make the sales effort easier and more effective.

**IDENTITY**

The visual aspects that form part of the overall brand. *Most immediately is collateral, but it is more than this.*



## Personal Branding Timeline

**overview** *If you are younger than 28: Use the EX1\_Form\_28LESS\_SPG20.INDD file*  
*If you are 28 or older: Use the EX1\_Form\_28MORE\_SPG20.INDD file*  
 When finished, each page will record your brand preferences across your life, beginning with 10 and ending with one's current age. After this are foreseen preferences for your future self.

For each page in the template, you will list 3 brands (not products!) for which you felt loyalty/affinity and explain why. The reasons often relate to how your ideals and crafted identity relate to those of the brand's, though sometimes early years may reflect ideals of your family. *Note: the reasons are the point of the exercise. This is supposed to be the thought-provoking part.*

## Personal Branding Timeline

**overview** *If you are younger than 28: Use the EX1\_Form\_28LESS\_SPG20.INDD file*

Wed Jan 27; 7:30am: Exercise 1 DUE.

- **GOOGLE DRIVE:**  
Packaged InDesign file (with Links, Fonts, and PDF) in correct folder.
- **SLACK:**  
See request from Prof. Nikki in the Slack #art-3603\_main channel. Respond by uploading the PDF in the request's thread.
- Briefly discuss in class the following factors influencing choices:
  - > familiarity
  - > aspiration
  - > current usage
  - > personal or family associations
  - > trends
- See if there are any brands that were constant over a long period of time.
  - > Discuss what makes those brands have traction over time.
  - > What inherited qualities and brand message enable brand loyalty and why?

## Personal Branding Timeline

### STEP 1A : **RIGHT NOW**

- Get out a piece of paper.
- Start with whatever age you are right now.
- Consider at least **3 brands** (not logos, not products, not services) to which you are loyal.

Ex: Apple

## Personal Branding Timeline STEP 1A : **RIGHT NOW**

- By each brand, explain briefly why you are loyal.  
What does it mean to you?  
Why do you use this brand over any other?  
You may just make quick notes at this step, though you will need to write cohesive sentences later.

*Ex: Aside from brand loyalty for utilitarian purposes, I have always respected the Apple (Macintosh) brand for what it represents/ invokes. It is beautiful for the sake of being beautiful. All products are also designed with the user in mind regardless of cost, which also speaks of its commitment to aesthetics. It's also a bit elitist, though I'm not (obviously) proud of that.*

## Personal Branding Timeline STEP 1B : **YOUR PAST**

- Now consider when you were **10**.  
Write down this age.
  - Consider at least **3 brands** (not logos, not products, not services) to which were loyal.
  - **THEN:** By each brand, explain briefly why you were loyal.  
What did it mean to you?  
Why did you use this brand over any other?
  - **NOW:** What does that brand mean to you now?  
Same thing? Different? Why?

## Personal Branding Timeline STEP 1B : **YOUR PAST**

- Now consider when you were **13**.  
Write down this age.
  - Consider at least **3 brands** (not logos, not products, not services) to which were loyal.
  - **THEN:** By each brand, explain briefly why you were loyal.  
What did it mean to you?  
Why did you use this brand over any other?
  - **NOW:** What does that brand mean to you now?  
Same thing? Different? Why?

## Personal Branding Timeline STEP 1B : **YOUR PAST**

- Now consider when you were **16**.  
Write down this age.
  - Consider at least **3 brands** (not logos, not products, not services) to which were loyal.
  - **THEN:** By each brand, explain briefly why you were loyal.  
What did it mean to you?  
Why did you use this brand over any other?
  - **NOW:** What does that brand mean to you now?  
Same thing? Different? Why?

## Personal Branding Timeline STEP 1B : **YOUR PAST**

- Now consider when you were **20\***.  
(This might be the age you are now.)  
Write down this age.
  - Consider at least **3 brands** (not logos, not products, not services) to which were loyal.
  - **THEN:** By each brand, explain briefly why you were loyal.  
What did it mean to you?  
Why did you use this brand over any other?
  - **NOW:** What does that brand mean to you now?  
Same thing? Different? Why?

## Personal Branding Timeline STEP 1B : **YOUR PAST**

- Now consider when you will be/are/were **28**.  
(This might be the age you are now.)  
Write down this age. **If you are or have been 28:**
  - Consider at least **3 brands** (not logos, not products, not services) to which were loyal.
  - **THEN:** By each brand, explain briefly why you were loyal.  
What did it mean to you?  
Why did you use this brand over any other?
  - **NOW:** What does that brand mean to you now?  
Same thing? Different? Why?

## Personal Branding Timeline STEP 1B : YOUR FUTURE

- Now consider when you will be/are/were **28**.  
(This might be the age you are now.)  
Write down this age. **If you are not yet 28:**
  - Consider at least **3 brands**  
(not logos, not products, not services)  
to which were loyal.
  - **WHY:** By each brand, explain briefly why you think you would be loyal.  
What does it mean to you?  
Why do you use this brand over any other?

## Personal Branding Timeline STEP 1B : YOUR FUTURE

- Now consider when you will be/are/were **35**.  
(This might be the age you are now.)  
Write down this age.
  - Consider at least **3 brands**  
(not logos, not products, not services)  
to which were loyal.
  - **WHY:** By each brand, explain briefly why you think you would be loyal.  
What does it mean to you?  
Why do you use this brand over any other?

## Personal Branding Timeline STEP 1B : YOUR FUTURE

- Now consider when you will be/are/were **45**.  
(This might be the age you are now.)  
Write down this age.
  - Consider at least **3 brands**  
(not logos, not products, not services)  
to which were loyal.
  - **WHY:** By each brand, explain briefly why you think you would be loyal.  
What does it mean to you?  
Why do you use this brand over any other?

## Personal Branding Timeline

- Get in groups and talk about it briefly.  


## Personal Branding Timeline

Follow the rest of the steps on the Exercise 1 sheet:

- Write out your answers using Word or similar, following all directions. Check these using ProWritingAid until all spelling and grammar is 100%. The only reason it wouldn't be 100% is if you use the name of a brand that the app doesn't recognize.
- Download the compressed file for the form. Load fonts. Open the INDD file and resave it to the correct name.

SEE NEXT SLIDE >>

## Personal Branding Timeline

- Find digital images of logos for your brands.
  - File : Place the logos in the template, checking they fit pleasingly.
- Copy : Paste your answers into the template. Be sure the formatting doesn't change.
  - EASY TIP: Copy all text into Text Edit. **Select All**.  
**Format : Make Plain Text**. Copy this into InDesign and it will keep the formatting of the InDesign file. There are other ways to accomplish this, but that's my go-to.
- File : Package as directed by the deadline.
  - Turn in as directed.