

THESE SHOULD NOT CHANGE OFTEN (EVER?)

BRAND

The perceived emotional corporate "personality" as a whole.

LOGO

A logo identifies a business in its simplest form via logotype, mark, or both. It is the primary visual identifier of the brand's intangible "personality".

IDENTITY

The complete set of visual elements used to portray a brand, including the logo, color palette, typography, imagery, and overall design style, creating a cohesive look across all brand touchpoints.

CHANGE OFTEN

CAMPAIGNS

But should always reinforce the brand positioning, strategy, personality, and identity.



workshop 1

BRAND & LOGO RESEARCH/EVALUATION

DUE > WHAT • WHEN • WHERE

DUE in threads to Canvas Discussion by 7:30am on Thurs Jan 14.

- BEST BRAND:** URL + explanation
- BEST LOGO:** Image (PNG or JPG) + explanation
- WORST LOGO:** Image (PNG or JPG) + explanation
- STRONG BRAND PRESENCE ON SOCIALS:** URL + explanation

workshop 2

BRAND EXERCISES

DUE > WHAT • WHEN • WHERE

DUE in threads to Canvas Discussion by 7:00am in class on Thurs Jan 16.

If student wishes to finalize to receive the best grade possible on the BRAND project, the final deadline is 7:30am on Tues Jan 21.

workshop 2

BRAND POSITIONING STATEMENT

DUE > WHAT • WHEN • WHERE

DUE in threads to Canvas Discussion by 7:30am in class on Tues Jan 21.

workshop 2

PERSONAL MISSION STATEMENT WORKSHEET

DUE > WHAT • WHEN • WHERE

DUE by 7:30am on Tues Jan 21.

BRAND : LOGO : CAMPAIGN + AUDIENCE

➔ BRAND & LOGO RESEARCH/EVALUATION DISCUSS

YOU ≠ YOU™

BRAND ARCHETYPES

- ➔ BRAND EXERCISES
- ➔ BRAND POSITIONING STATEMENT
- ➔ YOUR PERSONAL MISSION STATEMENT

BRAND WORKSHOP DAY 1

- ☑ BRAND & LOGO RESEARCH/EVALUATION: BEST BRAND
- ☑ BRAND & LOGO RESEARCH/EVALUATION: BEST LOGO
- ☑ BRAND & LOGO RESEARCH/EVALUATION: WORST LOGO
- ☑ BRAND & LOGO RESEARCH/EVALUATION: STRONG BRAND PRESENCE ON SOCIALS

BRAND & LOGO RESEARCH/EVALUATION: BEST BRAND

Upload one URL to the home page of your favorite brand and a brief explanation (2-3 sentences) of why you love it.

Remember that a brand is more than a logo. What does the company/service stand for? How do you perceive it? What does loyalty to this brand say about you?

[Reply](#)

BRAND WORKSHOP DAY 1

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BRAND & LOGO RESEARCH/EVALUATION: BEST LOGO

Upload one image (PNG, GIF, or JPG only - HEIC AND PDF WILL NOT SHOW) of your favorite logo and a brief explanation (2-3 sentences) of why you love it.

Remember that successful logos must work in a small format and shouldn't rely on color. A good logo is NOT a small, intricate illustration.

[Reply](#)

BRAND WORKSHOP DAY 1

Brand

- BRAND & LOGO RESEARCH/EVALUATION: BEST BRAND
- BRAND & LOGO RESEARCH/EVALUATION: BEST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: WORST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: STRONG BRAND PRESENCE ON SOCIALS

BRAND & LOGO RESEARCH/EVALUATION: WORST LOGO

Upload one image (PNG, GIF, or JPG only) of what you think is the worst logo and a brief explanation (2-3 sentences) of why it is so bad.

Reply

BRAND WORKSHOP DAY 1

Brand

- BRAND & LOGO RESEARCH/EVALUATION: BEST BRAND
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- BRAND & LOGO RESEARCH/EVALUATION: WORST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: STRONG BRAND PRESENCE ON SOCIALS

BRAND & LOGO RESEARCH/EVALUATION: STRONG BRAND PRESENCE ON SOCIALS

Upload one URL to social media home page on a platform like Instagram of a favorite designer/group/collective. **DO NOT** submit a URL of one post. I want their main page on the platform.

Also, include a brief explanation (2-3 sentences) of why you like him/her/them/it.

Reply

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BRAND ARCHETYPES

- ➔ BRAND EXERCISES
- ➔ BRAND POSITIONING STATEMENT
- ➔ YOUR PERSONAL MISSION STATEMENT

BRAND WORKSHOP DAY 2

YOUR WORK ≠ YOUR PERSONAL WORTH

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BE VERY CLEAR ON THAT OR THE WORLD OF DESIGN-FOR-HIRE WILL EAT YOU ALIVE.

YOUR WORK ≠ YOUR PERSONAL WORTH

BE VERY CLEAR ON THAT OR THE WORLD OF DESIGN-FOR-HIRE WILL EAT YOU ALIVE.

Because design is subjective, there will always be people who don't like your work or who have criticism.

And remember...
if everyone likes your work, you're probably not doing anything that exciting or interesting. :)

WHY SHOULD YOU BRAND YOURSELF?

- Branding allows you to express your unique visions, style, and creative flair. **“No one is you and that is your power.”**
- Branding allows you to be distinctive, playing on your **Point-Of-Difference** in the marketplace, and then get noticed.
- Branding allows you to attract the right type of clients* for you.
*From traditional clients to a freelance business and/or any business (agency, recruiter, etc) to hire you.
- Branding allows you to establish an emotional and instinctive connection with your audience.
- As a designer, it displays mastery of a required skill.
If you can brand yourself, you can brand a business.

Nerd. Pretty Boy.

Nerd. Pretty Boy.

our list of 10 differences between Macs

Contents

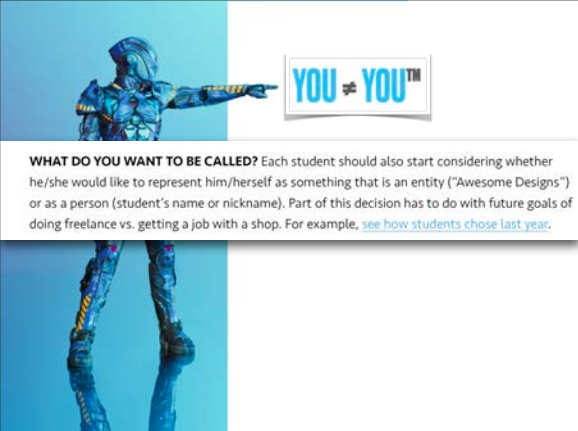
10. Design
9. Price
8. Technical Specifications
7. Choice
6. Availability
5. Operating Systems
4. Users
3. Software
2. Security
1. Customer Satisfaction

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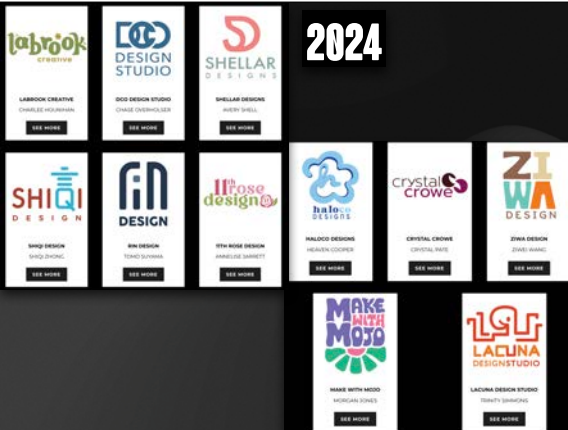
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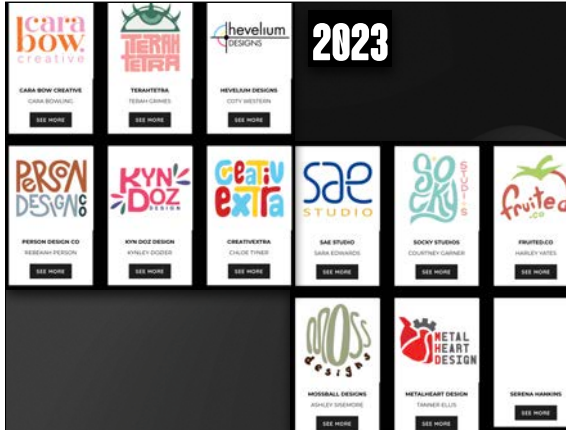


WHAT DO YOU WANT TO BE CALLED? Each student should also start considering whether he/she would like to represent him/herself as something that is an entity ("Awesome Designs") or as a person (student's name or nickname). Part of this decision has to do with future goals of doing freelance vs. getting a job with a shop. For example, [see how students chose last year.](#)

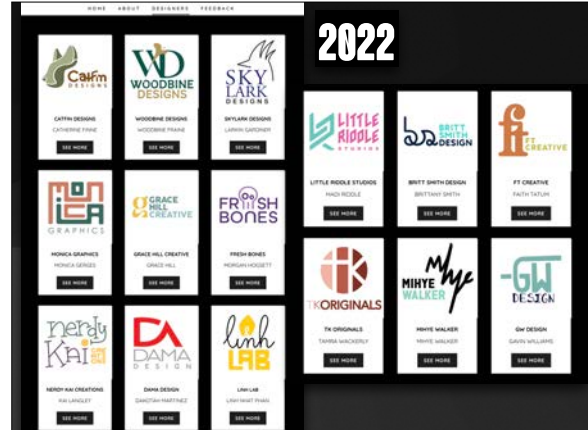
2024



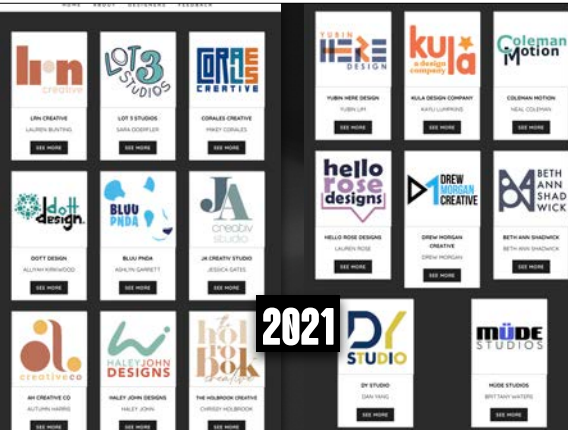
2023



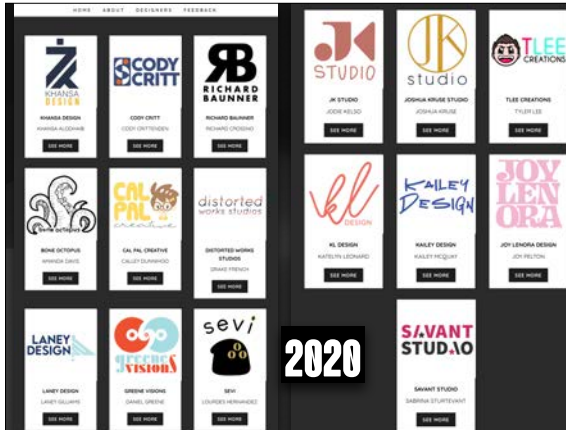
2022



2021



2020



BRAND : LOGO : CAMPAIGN + AUDIENCE

➔ BRAND & LOGO RESEARCH/EVALUATION

YOU ≠ YOU™

BRAND ARCHETYPES

➔ BRAND EXERCISES

➔ BRAND POSITIONING STATEMENT

➔ YOUR PERSONAL MISSION STATEMENT

BRAND WORKSHOP DAY 2

"I'm a great lover."
MARKETING

"I'm a great lover."
"I'm a great lover."
"I'm a great lover."
ADVERTISING

"Trust me. He's a great lover."
PUBLIC RELATIONS

"I understand you're a great lover."
BRANDING

BRANDING IS HOW OTHERS PERCEIVE YOU.

YOUR BRAND IS MORE THAN A LOGO.

IT'S HOW OTHERS PERCEIVE YOU.

IT'S NOT WHAT YOU > YOU, BRANDING MANAGER SAY IT IS.

IT'S WHAT THEY > YOUR CONSUMERS SAY IT IS.

MARKETING WANTS A TRANSACTION.

BRANDING WANTS A RELATIONSHIP.

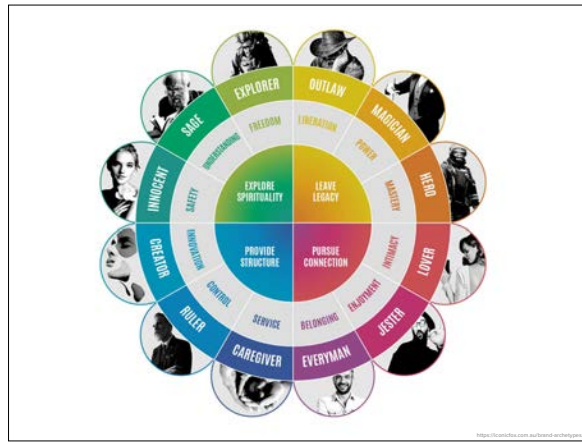
There's just something about the **brands we connect with**. We have an affinity with them that's hard to put your finger on. It's as if we know them. In some cases, it's as if we love them.

What is it that attracts us to these brands? Why do we welcome them into our family or show loyalty towards them?

Is it awesome Ad copy, amazing brand identity design or some kind of trickery?

The answer? **Brand Archetypes**.

In this article, we're going to show you how you can use them to hack the mind of your audience to **create enduring connections**.



The Outlaw
REVOLUTION

Rules are made to be broken

BRAND VOICE: Disruptive, Rebellious, Combative

BRAND MESSAGE: You don't have to settle for status quo. First, demand more, second, go out and get it.

OUTLAW BRANDS: Virgin, Harley-Davidson, Diesel

The Magician
POWER

It can happen

BRAND VOICE: Mystical, Informed, Reassuring

BRAND MESSAGE: Tomorrow is brighter than today and all your dreams can come true if you believe.

MAGICIAN BRANDS: Coca-Cola, Disney, Dyson

The Hero
MASTERY

Where there's a will there's a way

BRAND VOICE: Honest, Candid, Brave

BRAND MESSAGE: We can make the world better. We have the grit and determination to outwork the rest.

HERO BRANDS: adidas, Nike, FedEx

The Lover
INTIMACY

I only have eyes for you

BRAND VOICE: Sensual, Empathetic, Soothing

BRAND MESSAGE: Your Shining Beauty is impossible to ignore.

LOVER BRANDS: Chanel, Victoria's Secret

The Jester
 PLEASURE

“ If I can dance, I'm not part of it ”

BRAND VOICE | **BRAND MESSAGE**

Fun Loving
 Playful
 Optimistic

We're here for a short time, not for a long time. Let your hair down and start living life.

JESTER BRANDS

man, Old Spice, DOLAN SHAVE CLUB

The Everyman
 BELONGING

“ You're Just Like Me And I'm Just Like You ”

BRAND VOICE | **BRAND MESSAGE**

Friendly
 Humble
 Authentic

When we treat each other with honesty and friendliness we can live together in harmony.

EVERYMAN BRANDS

IKEA, TARGET, LYNX

The Caregiver
 SERVICE

“ Love Your Neighbour As Yourself ”

BRAND VOICE | **BRAND MESSAGE**

Caring
 Warm
 Reassuring

Everyone deserves care and we must all strive to bestow service upon one another.

CAREGIVER BRANDS

unicef, WWF, TOMS

The Ruler
 CONTROL

“ Power isn't everything. It's the only thing ”

BRAND VOICE | **BRAND MESSAGE**

Commanding
 Refined
 Articulate

You are successful in work and in life. Reward your excellence and your achievements.

RULER BRANDS

LV, Mercedes Benz, ROLEX

The Creator
 INNOVATION

“ If It Can Be Imagined It Can Be Created ”

BRAND VOICE | **BRAND MESSAGE**

Inspirational
 Daring
 Provocative

See Potential Everywhere and Discover Originality With Liberated Imagination.

CREATOR BRANDS

LEGO, Apple, Adobe

The Innocent
 SAFETY

“ Life Is Simple And Simplicity Is Elegant ”

BRAND VOICE | **BRAND MESSAGE**

Optimistic
 Honest
 Humble

The Most Wholesome Things In Life are Unadulterated and Pure.

INNOCENT BRANDS

Aveeno, Dove, iInnocent

The Sage
 UNDERSTANDING

“ The Truth Will Set You Free ”

BRAND VOICE | **BRAND MESSAGE**

Knowledgeable
 Assured
 Guiding

Education Is The Path To Wisdom And Wisdom Is Where The Answers Lie.

SAGE BRANDS

Google, BBC, OXFORD

THE EXPLORER
 FREEDOM

“ Don't Fence Me In ”

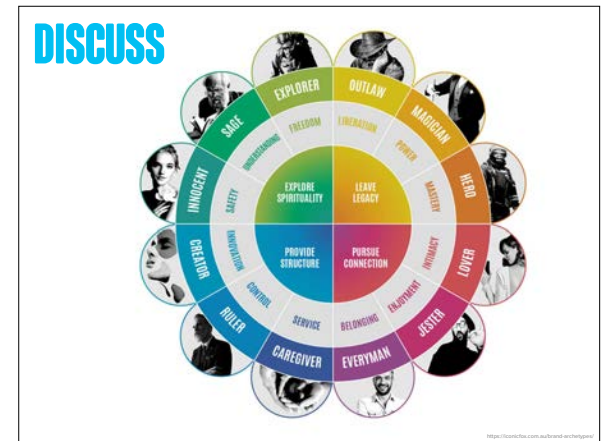
BRAND VOICE | **BRAND MESSAGE**

Exciting
 Fearless
 Daring

You Only Get One Life. Get Out And Make It Count.

EXPLORER BRANDS

THE NORTH FACE, Jeep, patagonia



BRAND : LOGO : CAMPAIGN + AUDIENCE

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BRAND ARCHETYPES

➔ BRAND EXERCISES

➔ BRAND POSITIONING STATEMENT

➔ YOUR PERSONAL MISSION STATEMENT

BRAND WORKSHOP DAY 2

MENU

workshop 2

BRAND EXERCISES

Students will continue exploring what their brands could be. During these group sessions, each student should **post in Discussion threads on Canvas SECTION 1 : Brand.**

EXERCISE #1: THE COMPARISON GAME

- **Why?**
This exercise is about equating your brand with other objects and people. It's a quick way to assess your brand's personality and positioning.

BRAND EXERCISE#1: THE COMPARISON GAME

If your brand was an animal, would it be a lion, an eagle, a dog, or an owl? Why?

Reply

EXERCISE #2: THE COCKTAIL PARTY

- **Why?**
This exercise helps you explore your brand personality and how you might amplify it.

BRAND EXERCISE#2: THE COCKTAIL PARTY

Imagine your brand is a person who just showed up at an industry party full of your ideal customers and competitors. What adjectives describe your presence and how this "brand" engages with others?

Describe what it this person is like. What is he/she/they/it wearing? How do they approach people? What do they say? Write down as much of a description as you can.

Reply

EXERCISE #3: FRONT PAGE NEWS

- **Why?**
This exercise helps you: align on your company's vision, or the biggest goal on the horizon. A strong vision helps guide business strategy and motivate you to achieve it.

BRAND EXERCISE#3: FRONT PAGE NEWS

Picture this: 10 years from now, your brand is on the front page news for achieving greatness. What is the article about? What is the headline?

Have you solved/cured a problem? Grown to be the biggest? Changed the way people do something? What does success look like to you?

Reply

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BRAND WORKSHOP DAY 2

workshop 2

BRAND POSITIONING STATEMENT

MENU

workshop 2

BRAND POSITIONING STATEMENT

First of all, what is positioning and why does it matter? **Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors.** It is also different from the concept of just brand awareness.

From this comes the Brand Positioning Statement, which 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.** This is a much more **strategic statement** than the more personal mission proclamation you will explore in the next part of the workshop.

workshop 2

BRAND POSITIONING STATEMENT

WARNING

During this workshop, this brand positioning statement will be weird and seemingly pointless, especially if you've never had a marketing class in your life. Just give it a try anyway.

A well-constructed positioning statement is an invaluable means of bringing focus and clarity to the development of a marketing strategy and tactics. As this is the first time you've developed a brand from the very beginning, it might be that the Brand Positioning Statement you write today ends up evolving into something different when I ask for it again on the Brand Board and in your final Brand Book.

workshop 2

BRAND POSITIONING STATEMENT

CONSIDERATIONS

There are four elements or components of any positioning statement. Consider these before proceeding to the next step.

- **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.

CREATE STATEMENT USING TEMPLATE

Using this [web page](#), fill in the blanks to your best ability. Do it a couple of times until it fits what you think your brand should be. Check that your spelling is correct.

Then click **Generate** and the page will produce your Brand Positioning Statement. Copy this and paste it into the thread in **Discussion threads on Canvas SECTION 1 : Brand**.

BRAND POSITIONING STATEMENT

Fill in the blanks using the template on [https://theintentionalbranding.com/positioning-statement-generator/](#) to the best of your ability. Then copy and paste the statement the page presents to you in a post here.

[Reply](#)

Positioning Statement Generator

Great work! Here's your positioning statement:

For _____

who _____

the _____ is a _____

that _____

Unlike _____

product _____

Copy that and keep it somewhere handy. Even print it out and stick it on the wall to remind you.

THE Intentional BRANDING COMPANY

Home How We Help About Us Learn Contact

Positioning Statement Generator

For (required)

Enter your target customer segment in here. For example: "town planners" (don't include the quotes)

who (required)

Enter the statement of need or opportunity in here. For example: "need to make good decisions around the location of services"

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workshop 2

PERSONAL MISSION STATEMENT WORKSHEET

It might sound counterintuitive that you are asked to explore your personal mission when lecture and this project sheet have explained how a brand helps armor your personal self when you do creative work for hire. However, who **you** are should definitely inform your brand or else it will be too much of a manufactured "self" and have no longevity.

Fill out this survey on **Canvas : SECTION 1 : Brand**

[PERSONAL MISSION STATEMENT WORKSHEET](#)

Jan 21

Really spend time with this and its intended self-evaluation. The questions cover the following subjects:

- Performance
- Passion
- Talents
- Imagination
- Vision
- Character
- Contribution
- Conscience
- Influence
- Balance

PERSONAL MISSION STATEMENT WORKSHEET

Quiz Instructions

PERSONAL MISSION STATEMENT:

"A mission statement is built on a foundation of your values. You should have more clarity about what you want to be and what you want to do in your life. You can also start to detect the values and principles upon which your life is based. This is not your brand positioning statement. It is simply learning to identify you and your ideals."

You may move forward and backward through the sections, reading ahead, going back to adjust answers upon further consideration, etc. All questions must be answered with critical thinking, careful self-evaluation, and strong writing via correct grammar and spelling.

Prof. will have access to the answers, but they will not be shared with fellow students. Have fun with this :)

Canvas LMS Screenshot: PERSONAL MISSION STATEMENT WORKSHEET

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PERFORMANCE

For the following, give your best answer. Really think these through and do your best to answer as completely and eloquently as possible. Remember that this is about **you** and your ideals. It is about who you are - or who you want to be.

Question 1 1 pts

I am at my best when:

0/10 View Insert Format Tools Help

The way answers inform a mission statement will be provided after answers have been submitted.

DUE > WHAT • WHEN • WHERE

DUE by 7:30am on **Tues Jan 21.**

- Performance
 - Passion
 - Talents
 - Imagination
 - Vision
 - Character
 - Contribution
 - Conscience
 - Influence
 - Balance
- I am at my best when **Q1.**
 - I will try to prevent times when **Q2.**
 - I will enjoy my work by finding employment where I can **Q3.**
 - I will find enjoyment in my personal life through **Q4.**
 - I will find opportunities to use my natural talents and gifts, such as **Q5.**
 - I can do anything I set my mind to. I will **Q6.**
 - My life's journey is **Q7.**
 - I will be a person who **Q8.**
 - My most important future contribution to others will be **Q9.**
 - I will stop procrastinating and start working on: **Q10.**
 - I will strive to incorporate the following attributes into my life: **Q11A, Q11B, and Q11C.**
 - I will constantly renew myself by focusing on the four dimensions of my life: **Q12A, Q12B, Q12C, and Q12D.**

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BRAND ARCHETYPES

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➔ **BRAND POSITIONING STATEMENT**

➔ **YOUR PERSONAL MISSION STATEMENT**

BRAND WORKSHOP DAY 2

BACK TO BESTIDEA 1

brand

OVERVIEW
WORKSHOP

- BRAND & LOGO RESEARCH/EVALUATION
- BRAND EXERCISES
- BRAND POSITIONING STATEMENT
- PERSONAL MISSION STATEMENT RUBRIC

SECTION 1

SECTION 1 PROJECT SHEET

Brand

- BRAND & LOGO RESEARCH/EVALUATION: BEST BRAND
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- BRAND EXERCISE#2: THE COCKTAIL PARTY
- BRAND EXERCISE#3: FRONT PAGE NEWS
- BRAND POSITIONING STATEMENT
- PERSONAL MISSION STATEMENT WORKSHEET

