CREATING A BRAND IDENTITY TO COMPETE WITH LOCAL PROVIDERS

DAILY

BRAND IDENTITY

EXPOSURE

PERISCOPE

my DAILY

BRAND IDENTITY

EXPOSURE

PERISCOPE

Colgate
Fluoride Toothpaste
100ml e
COLGATE-PALMOLIVE
GUILDFORD GU2 8JZ
DUBLIN 24, IRELAND
Call free
00-800-321-321-32
Directions for use:

Gillette
FUSION
HYDRA GE
SENSITIVE SKIN

100% NATURAL EXTRACTS
Timotei
Beauty recipes
from around the world
intense repair
dry and damaged hair

NIVEA
FOR MEN
SENSITIVE
MOISTURISE
DAVIDOFF
Cool Water
EAU DE
TOILETTE

Klein
Calvin Klein
Calvin

FRENCH CONNECTION
M

My daily brand identity exposure

bodum
HOT FLUIDS MUST BE
HANDLED WITH CARE

dorset cereals
honest, tasty and real
a timeless classic

S M E G

SAMSUNG

BOSE

Virgin
media
RESET

My daily brand identity exposure

IKEA FAMILY

Ferrari

WHAT IS A BRAND

Expectations
Promise

"A brand isn't a brand to you until it develops an emotional connection with you."

Daryl Travis – Emotional Branding

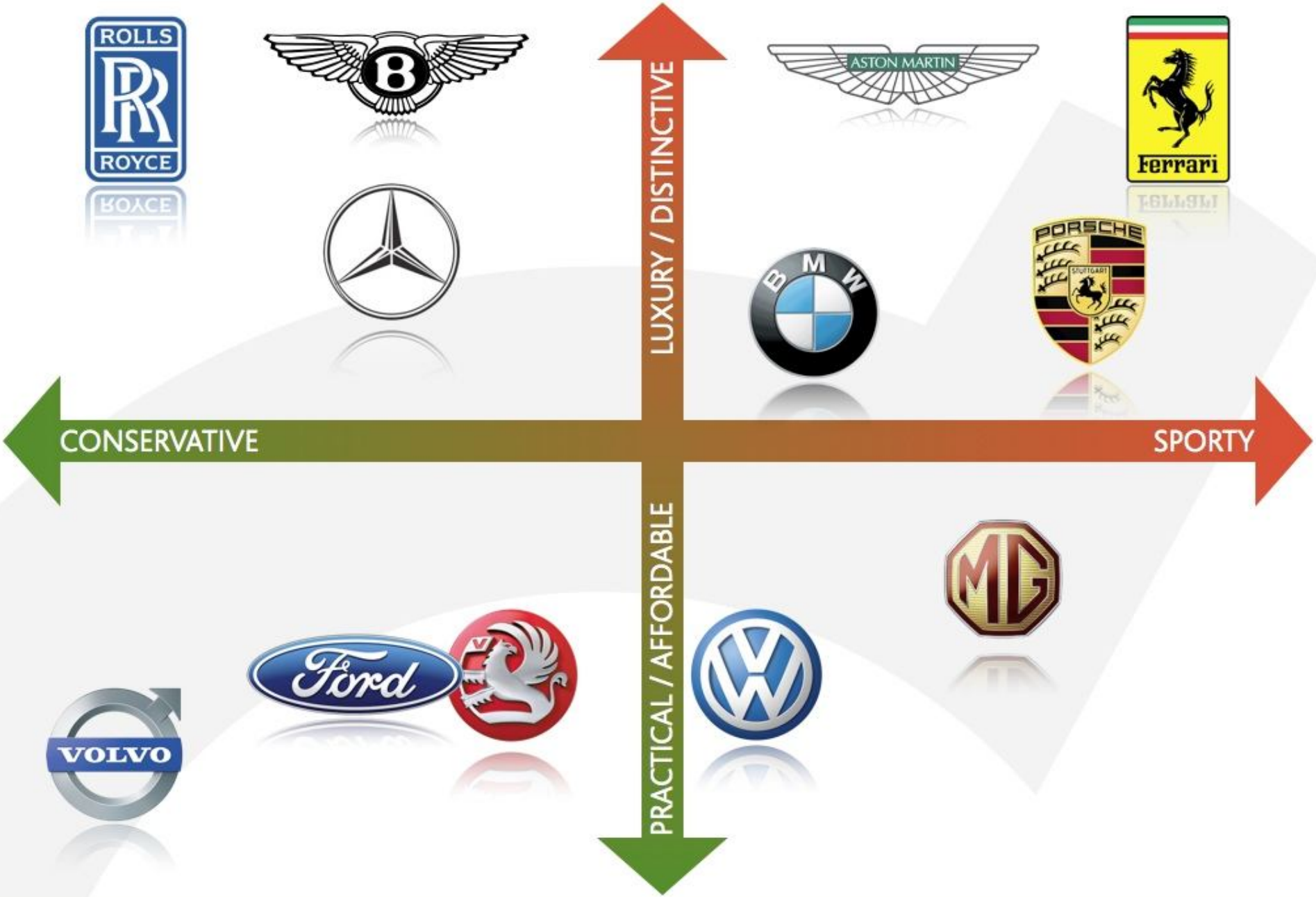
"A brand isn't a brand to you until it develops an emotional connection with you."

Daryl Travis – Emotional Branding

"...brands speak to the mind and heart."

Alina Wheeler –
Designing Brand Identity

POSITIONING


ROLLS ROYCE
ASTON MARTIN
Ferrari
PORSCHE
BMW
MG
Ford
VOLVO
LUXURY / DISTINCTIVE
PRACTICAL / AFFORDABLE
CONSERVATIVE
SPORTY

OWN A CATEGORY

VOLVO

WHAT IS A BRAND IDENTITY?

P P P P

Property

Products

Presentations

Publications

HOTEL CHAIN

Property

Building
Location
Gardens
Courtesy cars

Products

Guest rooms
Reception
Restaurants

Presentations

Employees
Staff clothing
Lighting
Aromas

Publications

Advertising
Website
Twitter/Facebook
Stationary
Forms

BRAND IDENTITY

ARCHITECTURE

BRAND IDENTITY

ARCHITECTURE

Monolithic

Freestanding

Endorsed

MONOLITHIC IDENTITY

BRITISH AIRWAYS

FREESTANDING IDENTITY

P&G

DURACELL®

ENDORSED IDENTITY

SONY

PS3

BRAND NAMING

BRAND NAMING

Founder

Descriptive

Fabricated

Metaphor

Acronym

Amalgamation

FOUNDER

Dyson
Ford
Boots

DESCRIPTIVE

Toys R Us
AirBus
Bank of England

FABRICATED

Kodak
Häagen-Dazs
Wii

METAPHOR

Nike
Oracle
Jaguar

ACRONYM

IBM
BBC
DKNY

AMALGAMATION

CitiBank
PlayStation
FedEx

TAGLINES

(own a word)

Probably the best ~~larger~~ presentation in the world

TAGLINES

(own a word)

Probably the best ~~larger~~ presentation in the world

Imperative

Descriptive

Superlative

Provocative

IMPERATIVE

Just do it
Life's short, play more
Don't leave home without it

DESCRIPTIVE

Moving at the speed of business
Connecting people
Saving you money everyday

SUPERLATIVE

The ultimate driving machine
Probably the best larger in the world
The best a man can get

PROVOCATIVE

Where are you going today?
Let's make things better
Because you're worth it

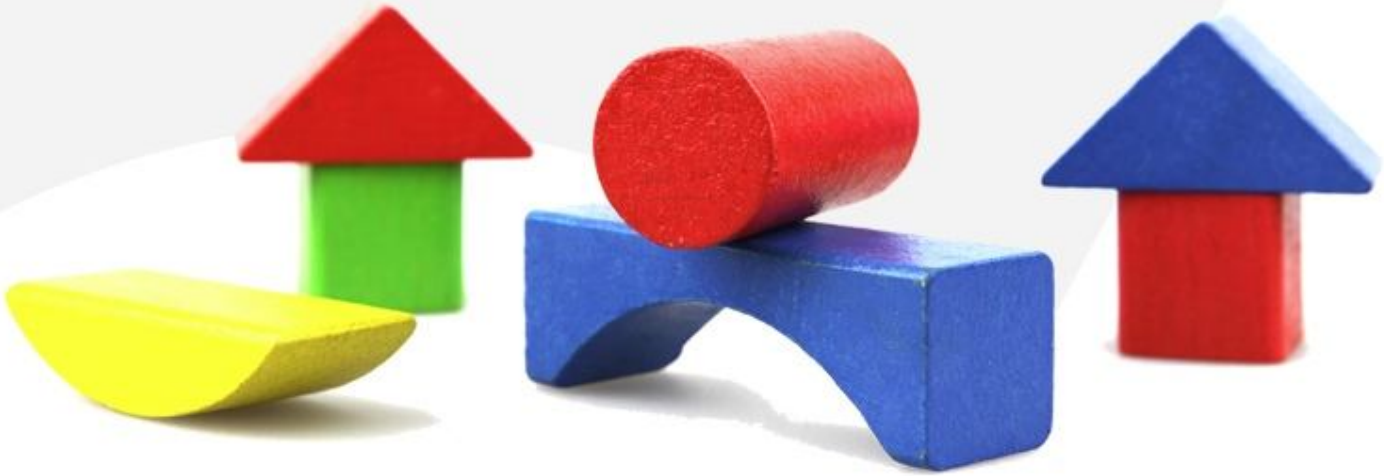
DESIGNING A BRAND IDENTIFIER

(the logo)

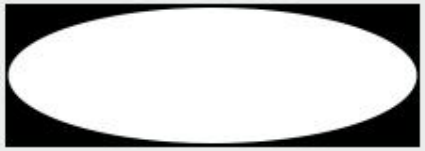
PERISCOPE

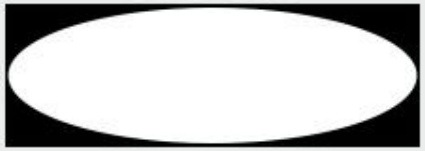
OWN

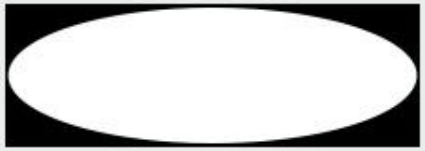
SHAPE & COLOUR



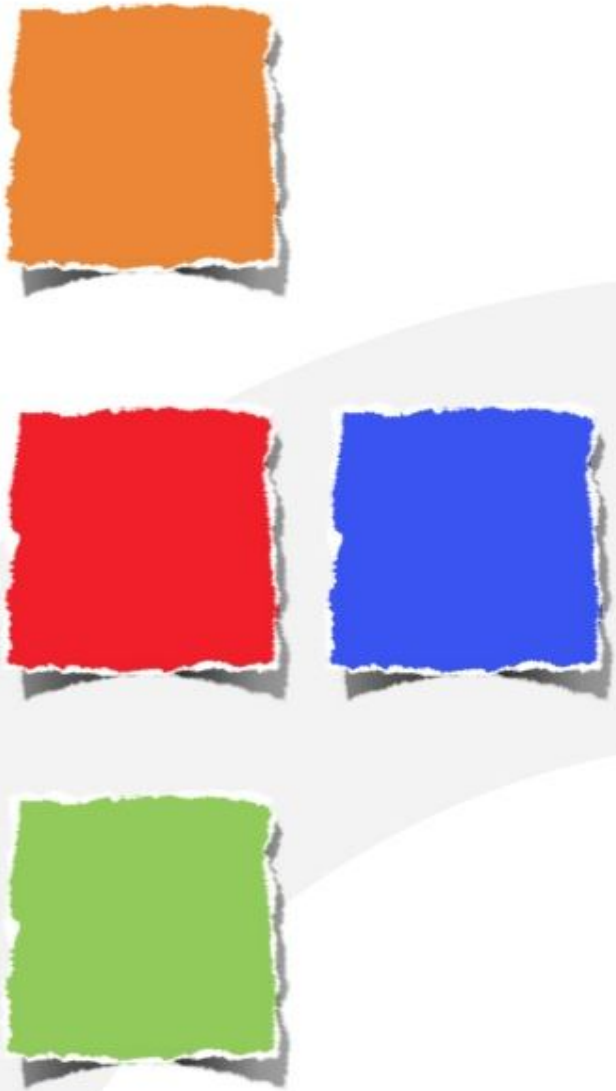
SHAPE



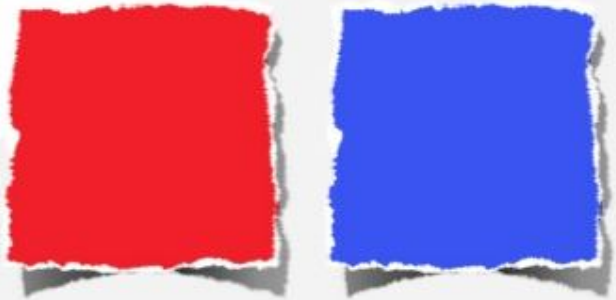
SHAPE	COLOUR
	

SHAPE	COLOUR	CONTENT
		

Honest logos by Viktor Hertz

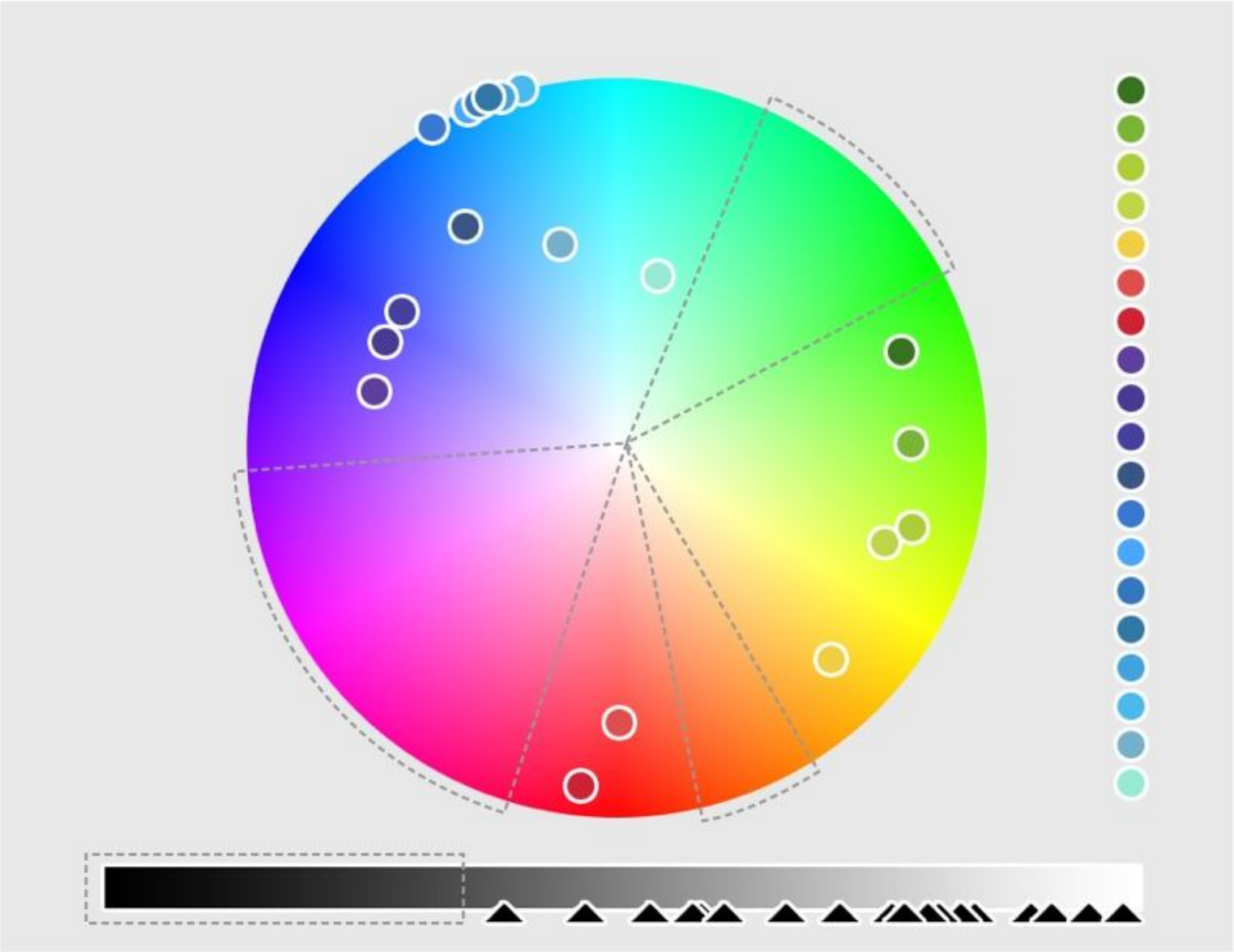


Sainsbury's



TESCO

ASDA



SUMMARY

SUMMARY

- A '*brand*' is a customer's emotional thoughts about a product/company

SUMMARY

- A *'brand'* is a customer's emotional thoughts about a product/company
- A *'brand identity'* is a visual and verbal expression the brand

SUMMARY

- A *'brand'* is a customer's emotional thoughts about a product/company
- A *'brand identity'* is a visual and verbal expression the brand
- Strategically position your brand in a category, and be first

SUMMARY

- A *'brand'* is a customer's emotional thoughts about a product/company
- A *'brand identity'* is a visual and verbal expression the brand
- Strategically position your brand in a category, and be first
- **Promote the category**

SUMMARY

- A *'brand'* is a customer's emotional thoughts about a product/company
- A *'brand identity'* is a visual and verbal expression the brand
- Strategically position your brand in a category, and be first
- **Promote the category**
- Decide on the most suitable brand identity architecture model

SUMMARY

- A *'brand'* is a customer's emotional thoughts about a product/company
- A *'brand identity'* is a visual and verbal expression the brand
- Strategically position your brand in a category, and be first
- **Promote the category**
- Decide on the most suitable brand identity architecture model
- Create a suitable name and protect it

SUMMARY

- A *'brand'* is a customer's emotional thoughts about a product/company
- A *'brand identity'* is a visual and verbal expression the brand
- Strategically position your brand in a category, and be first
- **Promote the category**
- Decide on the most suitable brand identity architecture model
- Create a suitable name and protect it
- Sum-up your brand in a tagline

SUMMARY

- A *'brand'* is a customer's emotional thoughts about a product/company
- A *'brand identity'* is a visual and verbal expression the brand
- Strategically position your brand in a category, and be first
- **Promote the category**
- Decide on the most suitable brand identity architecture model
- Create a suitable name and protect it
- Sum-up your brand in a tagline
- Own shape and colour(s) within your sector and protect them

SUMMARY

- A *'brand'* is a customer's emotional thoughts about a product/company
- A *'brand identity'* is a visual and verbal expression the brand
- Strategically position your brand in a category, and be first
- **Promote the category**
- Decide on the most suitable brand identity architecture model
- Create a suitable name and protect it
- Sum-up your brand in a tagline
- Own shape and colour(s) within your sector and protect them
- **Be consistent across ALL touch-points with your brand's identity**