**My understanding of lesson 1.2.1:**

During this lesson, I will be learning about the value and meaning of a brand, how to utilize a brand. Visual profile and where to position this brand, I will also learn about the importance of storytelling in your brand, developing a logo how to use the logo and the importance of being consistent during the development of a brand.

**Notes during the lessons:**

**Positioning your brand;**

Who are you?

What do you do?

Who is your target market?

How are you different?

What is your promise?

Why are you doing what you do?

Powerful positioning is all about being able to talk about a brand without showing a logo, image or webpage. Use the above questions to achieve this effect, the reason you do this is to make sure your brand is strong, independent of graphical content and that customers will remember the brand. Take the creative time to exercise these important questions.

Using images and style to support messages;

Appearance does matter when it comes to brand.

A logo is a visual that identifies the brand, make sure that the logo identifies and not explain the brand. This is crucial for the development of the actual brand itself. As an example, imagine if Apple made a logo that looked something like the first Macintosh, this would limit apple to only being able to create computers rather than being able to branch into whatever they may feel for. So again, it is crucial that all logos are identifiers and not explainers.

Images and style support the branding, everything from logo to letterhead. Once you have selected a logo a consistent use of it is a must. Make sure you create a style guide.

Building a brand:

Start brands storytelling through brand promise. This can tap emotions, be deliverable or focus on experience;

1. Be credible
2. Provide value
3. Keep your promise

All brand design, logo, letterhead, invoice etc will help to improve brand identity.

Make sure you use style guides to define consistency of brand identity elements like logo etc, this to ensure that the logo is being used correctly.

Trademarking your brand is a must if you want to ensure other companies won’t steal your ideas.

Succeding by Avoiding Common Mistakes:

Failing to plan is number one mistake in branding. Any marketing plan should start with assess 🡪 optimize 🡪 New.