



Today



Check-in

What is branding?

Examples

Organizational identity

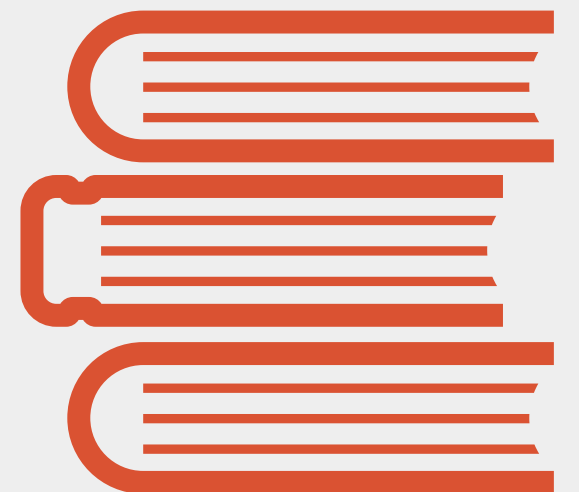
Brand personality spectrum

Principles & tips

Positioning

Exercise

Check-out

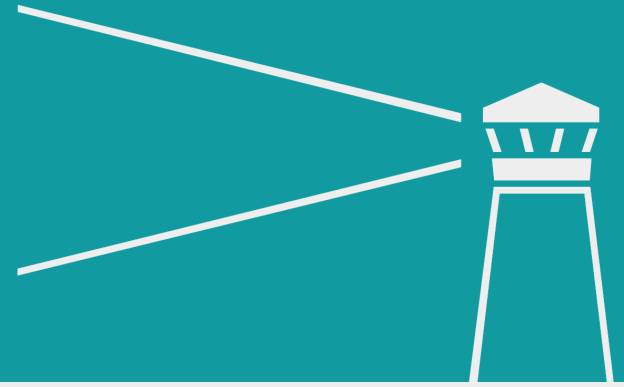


Check-in:

Name a brand which
speaks to you, and why

**What is
branding?**

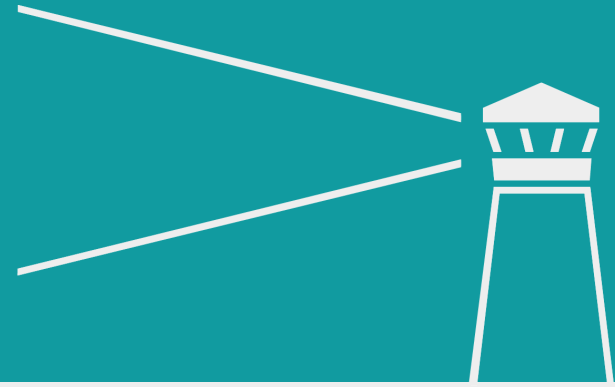
What is branding?



Branding = identity
Marketing = message



What is branding?



"Your brand is what other people say about you when you're not in the room."

- Jeff Bezos

Why branding is important

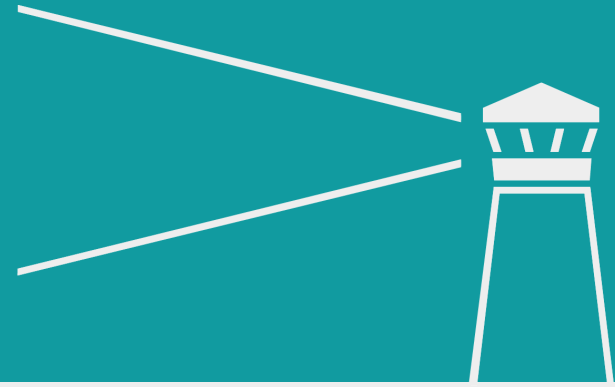


Increases customer loyalty

Help to increase prices

Enables building product portfolio

Elements of a brand

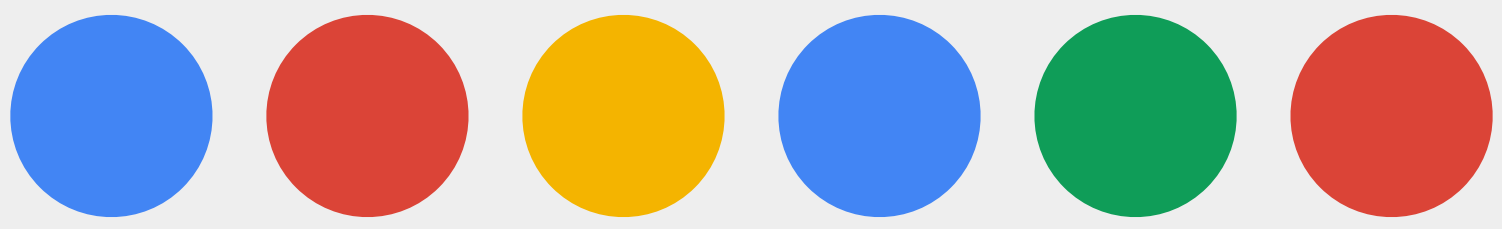


Logotype & mark
Language & tone
Typography
Style guide
Tagline



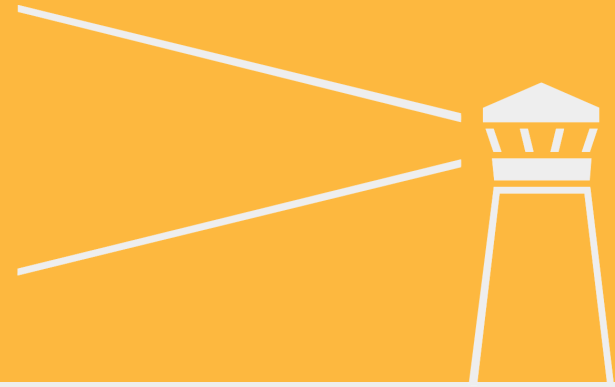
Examples





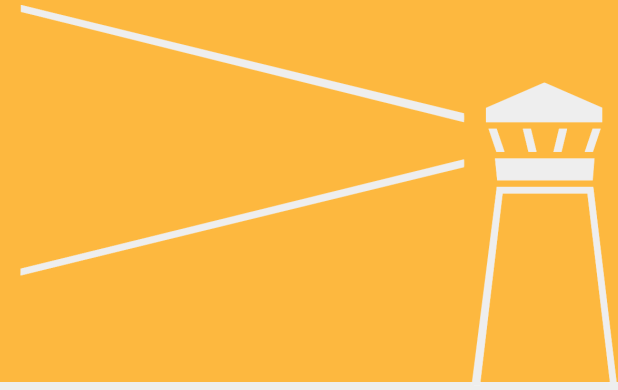


Examples



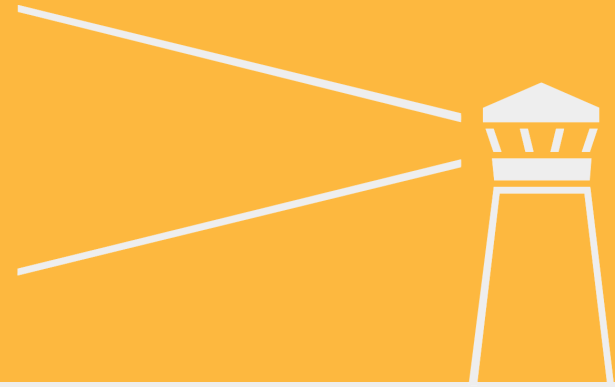
Why these colors?

Examples



and this typeface?

Examples

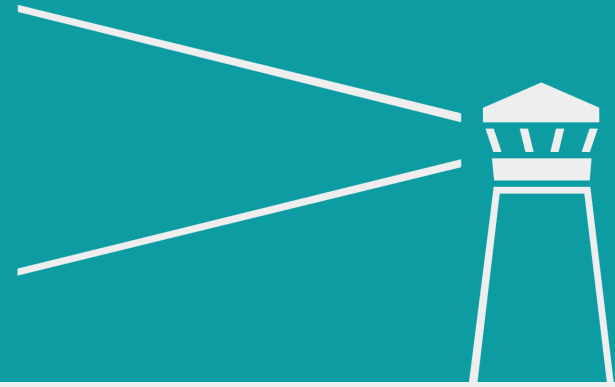


Dove

AXE

Organizational identity

Organizational identity



Purpose

Philosophy

Vision

Who we serve

Where we are active

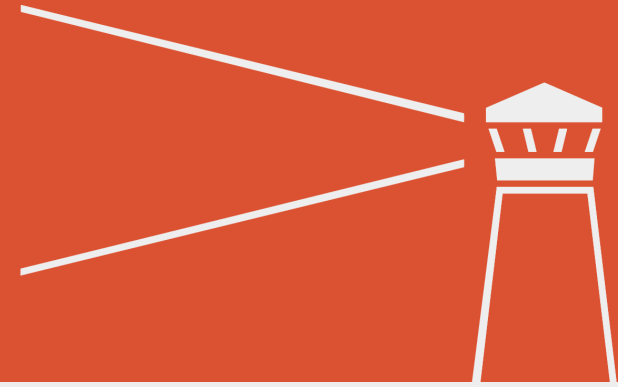
What we do

Competitive advantage



Brand personality spectrum

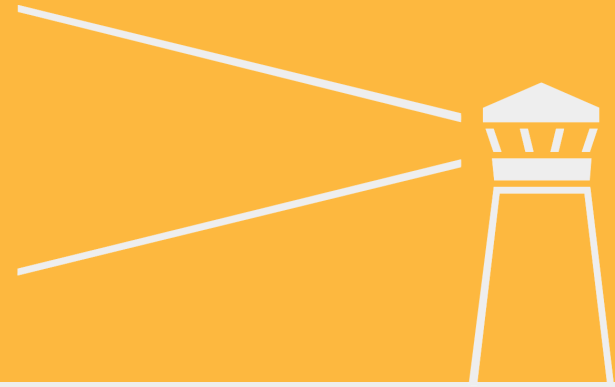
Brand personality spectrum



Personal & friendly	—————	Corporate / professional
Spontaneous	—————	Planning, careful
Modern, high tech	—————	Classic & traditional
Cutting edge	—————	Established
Fun	—————	Serious
Accessible to all	—————	Exclusive

Principles & tips

General tips



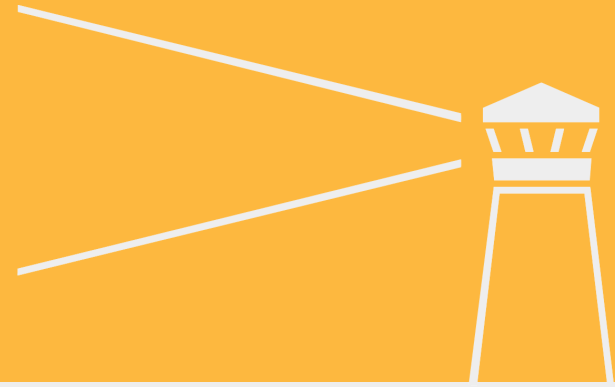
5-7 impressions before recognition

Consistency is necessary for ROI

If it's not finished - make it a mystery



Language tips

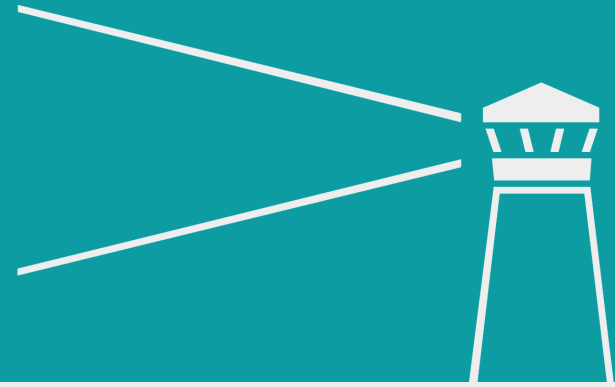


Simple to understand
Concise and easy to say
Emotional
Actionable



Positioning

Positioning



Competitor analysis
Unique and distinctive

Exercise

Exercise



Logotype
- Tagline -

Check-out :

How what would be the
practical benefits of
branding for your
project?

done