


Towards a visual tool for co-designing brand identity

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Branding is key for Startups and SMEs





KIWI - a Swiss and Mexican Startup encountered branding related problems

The Concept



Emerged in the
1990's
(Burt & Sparks, 2002)


Can only be
developed if
identity is
consistent
(Fombrun, 1996)

Process of
constructing and
cultivating a
positive image
(Einwiller & Will,
2002 ; VanRiel and
VanBruggen, 2002)

A person's feeling
about a company
(Neumeier, 2005)

**Fuzzy concept that lacks common
definition**

(Balmer, 2001; de Chernatonay, 2009; Stern, 2006; Wood, 2000)

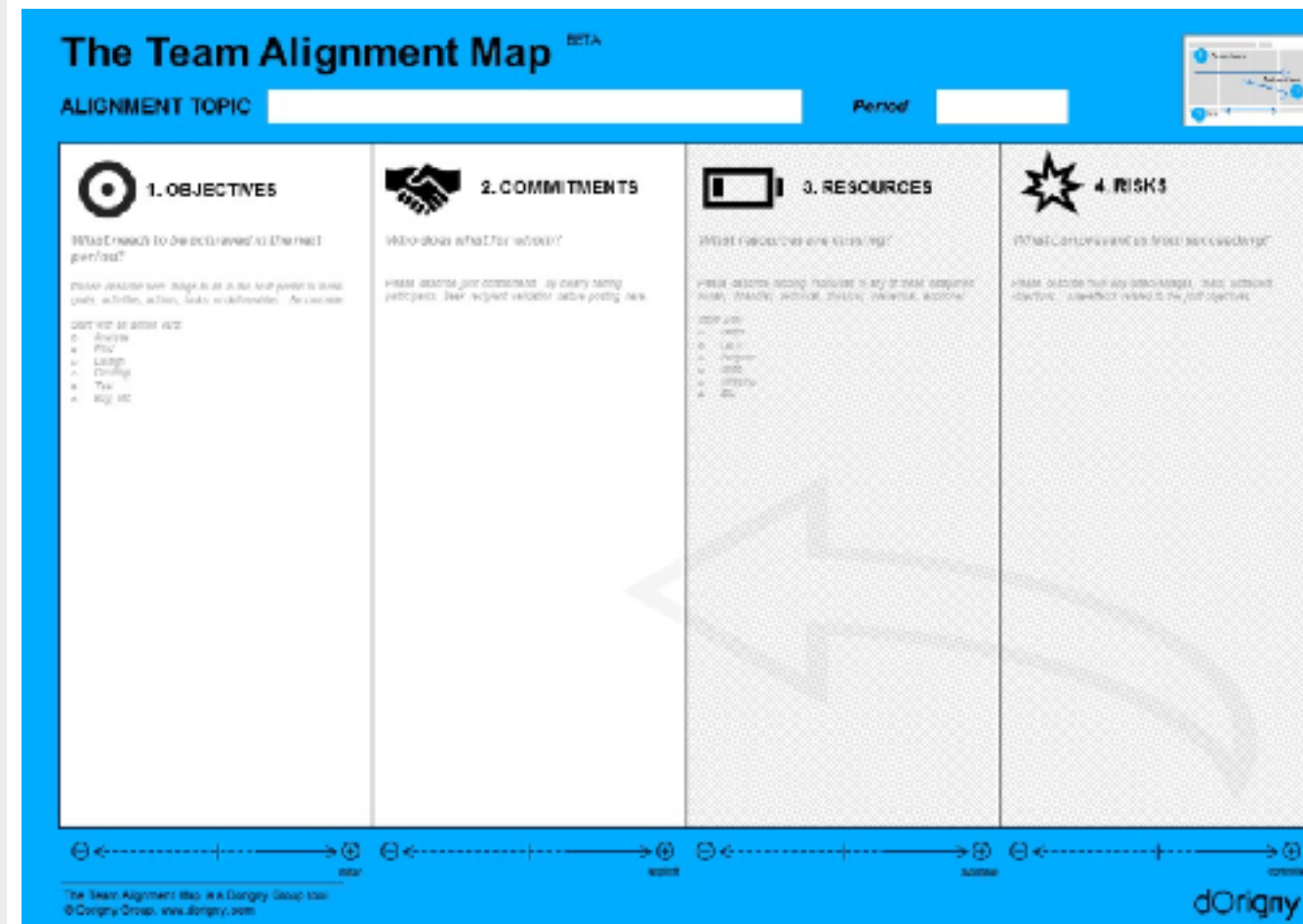
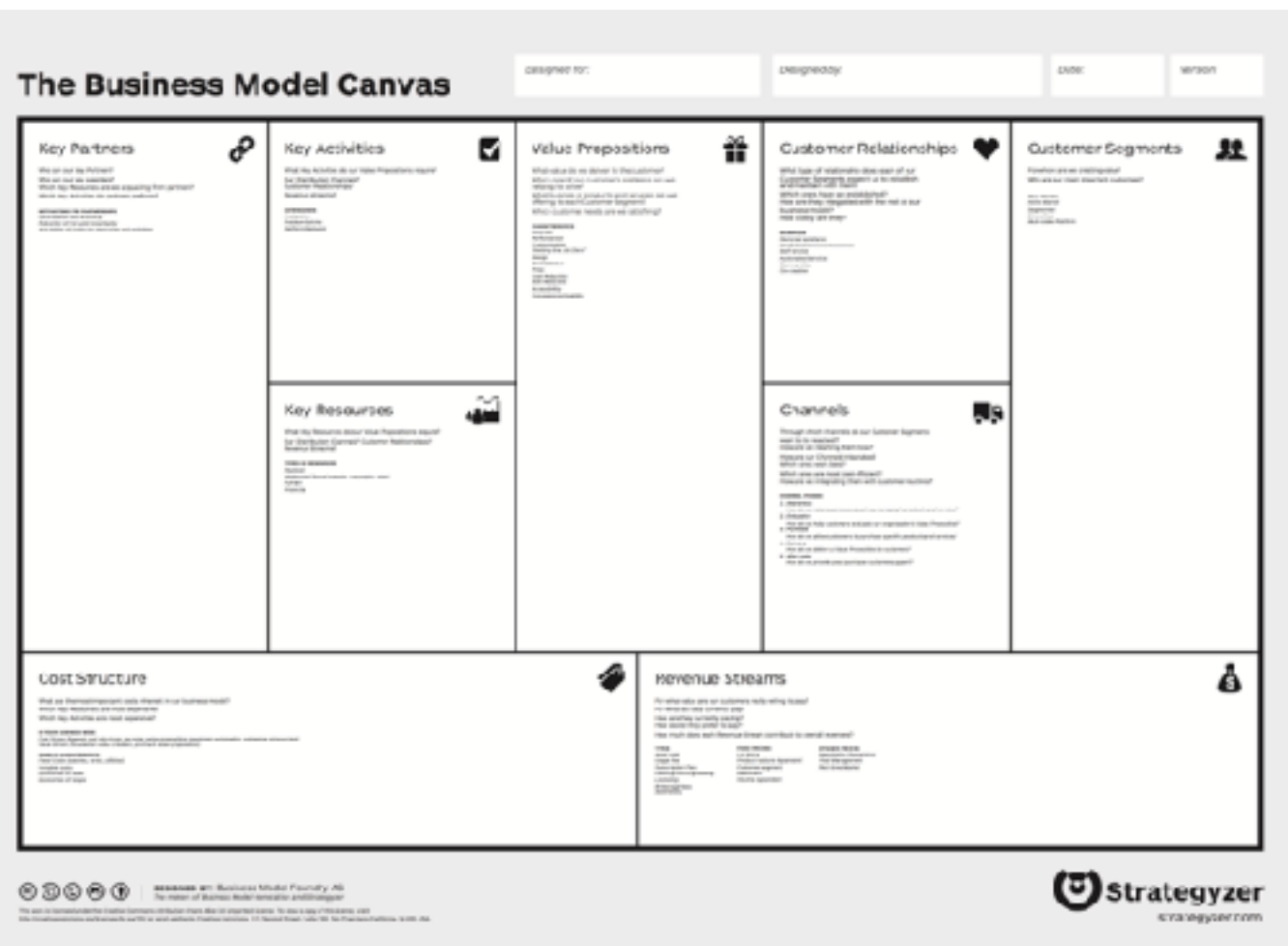


Because Brand Identity is an **ill-structured problem**, a **visual** inquiry tool would help practitioners better **frame** the problem and allow them to **collaboratively** solve it

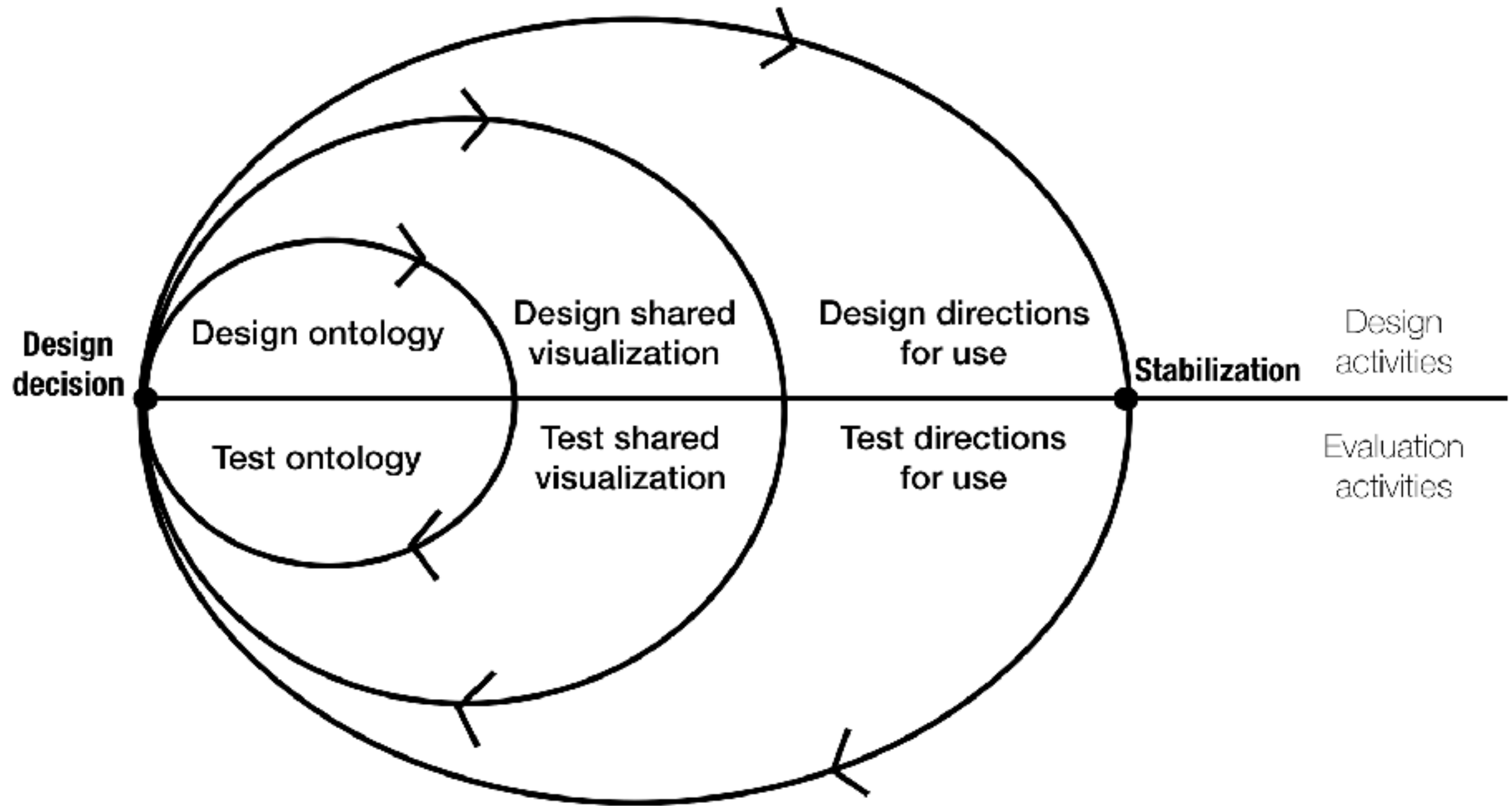
Avdiji et al., 2018

**But how to develop a tool that can help
Startups and SMEs co-design their brand
identity?**

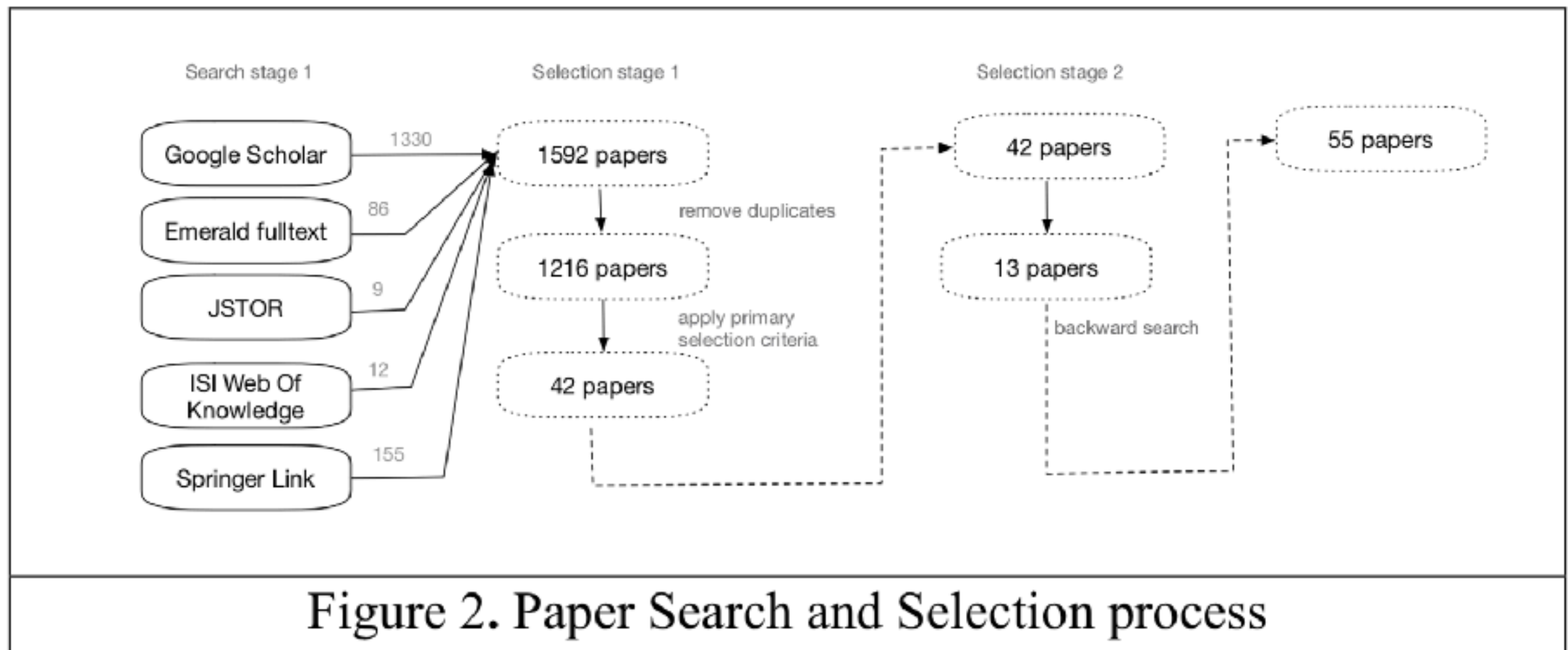
Looking at two cases that have attracted attention and have proven efficient



Design Principles



Towards a brand identity ontology: A Systematic Literature Review



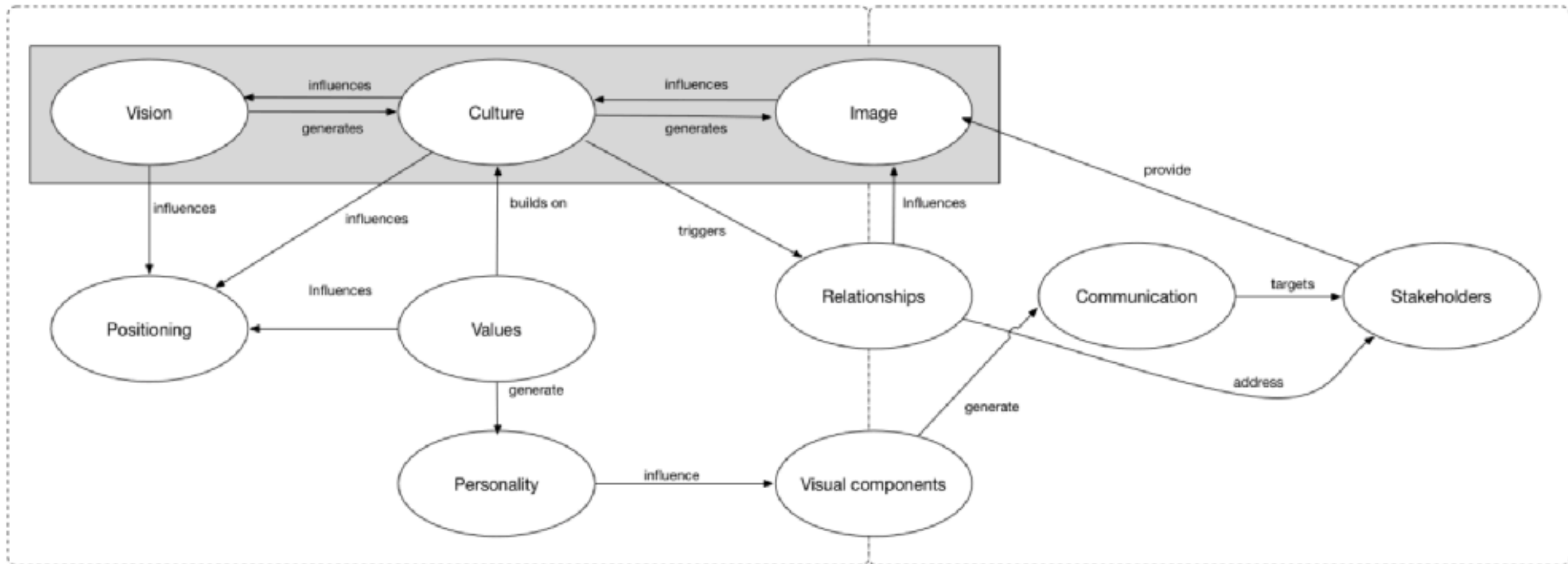
Components	Authors
Aim and goals	(Aaker 2004); (Anisimova, 2014); (Leitch and Richardson, 2003); (Balmer, 2001); (Minkiewicz et al., 2007)
Brand heritage	(Burmam and Zeplin, 2005)
Communication/ Expression	(Abratt and Kleyn, 2012); (Balmer and Gray, 2003); (Balmer, 2005); (Dowling, 1986); (Srivastava, 2011); (Stuart, 1999); (Witt and Rode, 2005); (Urde, 2013)
Corporate behaviours	(Melewar and Wooldridge, 2001); (Witt and Rode 2005)
Culture	(Aaker 2004); (Balmer 2003); (Balmer and Grey 2003); (Percy and Elliot, 2007); (De Chernatony, 1999); (Barros et al., 2015); (Dowling, 1986, 1993); (Harris and de Chernatony, 2001); (Hatch et al., 1997); (Kapferer, 1997, 2002); (Leitch and Richardson 2003); (Mottram et al., 1998); (Ruediger Kaufmann et al., 2012); (Schultz, 2015); (Stuart, 2012); (Urde, 2013) ; (Witt and Rode 2005)
Customer reflection	(Balmer and Grey 2003); (Harris and De Chernatony 2001); (Barros et al. 2015); (Elliot and Percy 2007) (Kapferer 2002); (Leitch and Richardson 2003)
Employees	(Bravo et al., 2017)
Environmental influences	(Balmer and Gray 2003); (Kennedy, 1977); (Markwick and Fill, 1997)
Essence	(Roll, 2006); (Harris and De Chernatony 2001)
Image	(Coleman, 2011); (Einwiller and Will, 2002); (Esch et al., 2006);(Ruediger et al. 2012); (Schultz, 2015);
Leadership	(Ruediger et al. 2012)

Mission	(Aaker 2004); (Balmer et al., Fill, 1997); (De Chernatony 1999); (Harris and de Chernatony, 2001); (Glanfield et al., 2017); (Minkiewicz, et al. 2007);
Personality	(Aaker, 1996); (Abratt and Kleyn 2012); (Balmer and Grey 2003); (Burmman and Zeplin 2005); (Blombäck and Ramírez-Pasillas, 2012); (Barros et al. 2014); (Elliot and Percy 2007); (Esche et al, 2006); (De Chernatony 1999); (Harris and De Chernatony 2001); ((Kapferer, 1997)2002); (Leitch and Richardson 2003); (Marwick and Fill 1997); (Mindrut et al., 2015); (Minkiewicz, et al, 2007); (Mottram 1998); (Roll 2006); (Razeghi et al., 2014); (Shee and Abratt, 1989);(Srivastava 2011); (Stuart 1999); (Urde 2013)
Positioning	(De Chernatony 1999); (Harris and De Chernatony 2001); (Kapferer, 1991); (Mindrut and Manolica 2015); (Minkiewicz, et al, 2007); (Roll 2006); (Urde, 2013)
Presentation	(Harris and De Chernatony 2001); (Kapferer 1991); (de Chernatony 1999); (Mindrut and Manolica 2015);
Reflection of consumer self-image	(Balmer and Grey 2003); (Barros et al. 2014); (Elliot and Percy 2007); (Harris and De Chernatony 2001); (Kapferer 1997, 2002); (Leitch and Richardson 2003);
Relationships	(Aaker 1996); (Abratt and Kleyn 2012); (Balmer and Grey 2003); (Barros et al. 2014); (De Chernatony 1999); (Elliot and Percy 2007); Dowling (1986); (Harris and De Chernatony 2001); (Iglesias et al. 2013); (Kapferer 1997); (Kapferer 2002); (Kennedy 1997); (Leitch and Richardson 2003);(Mäläskä et al., 2010); (Mindrut and Manolica 2015); (Muzellec and Lambkin 2009); (Stuart 1998); (Urde 2013);

Reputation	(Balmer and Gray 2000); (De Chernatony 1999); (Marwick and Fill 1997); (Stuart 1999)
Strategy	(Balmer 2001) ; (Vella and Melewar, 2008)
Structure	(Rashid, 2012)
Value proposition	(Melewar and Wooldridge 2001); (Urde 2013)
Values	(Aaker 2004); (Balmer 2001); (Burmam and Zeplin 2005); (Coleman 2011); (Dall’Olmo Riley and De Chernatony, 2000); (Mäläskä et al. 2010); (Minkiewicz, et al, 2007); (Muzellec and Lambkin 2009); (Stuart 2012); (Urde 2013)
Vision	(Burmam and Zeplin 2005); (Einwiller and Ingenhoff 2008); (Glanfield et al., 2017); (Harris and De Chernatony 2001); (Mindrut and Manolica 2015); (Mottram et al., 1998); (Roll 2006); (Ruediger et al., 2012); (Schultz 2005); (Urde, 2016)
Visual components Design Physical	<div>/</div> <div>/</div> (Abratt 1989); (Abratt and Kleyn 2012); (Balmer and Grey 2003); (Barros et al. 2014); (Glanfield et al., 2017); (Harris and De Chernatony 2001); (Kapferer 2002); (Leitch and Richardson 2003); (Witt and Rode 2005)

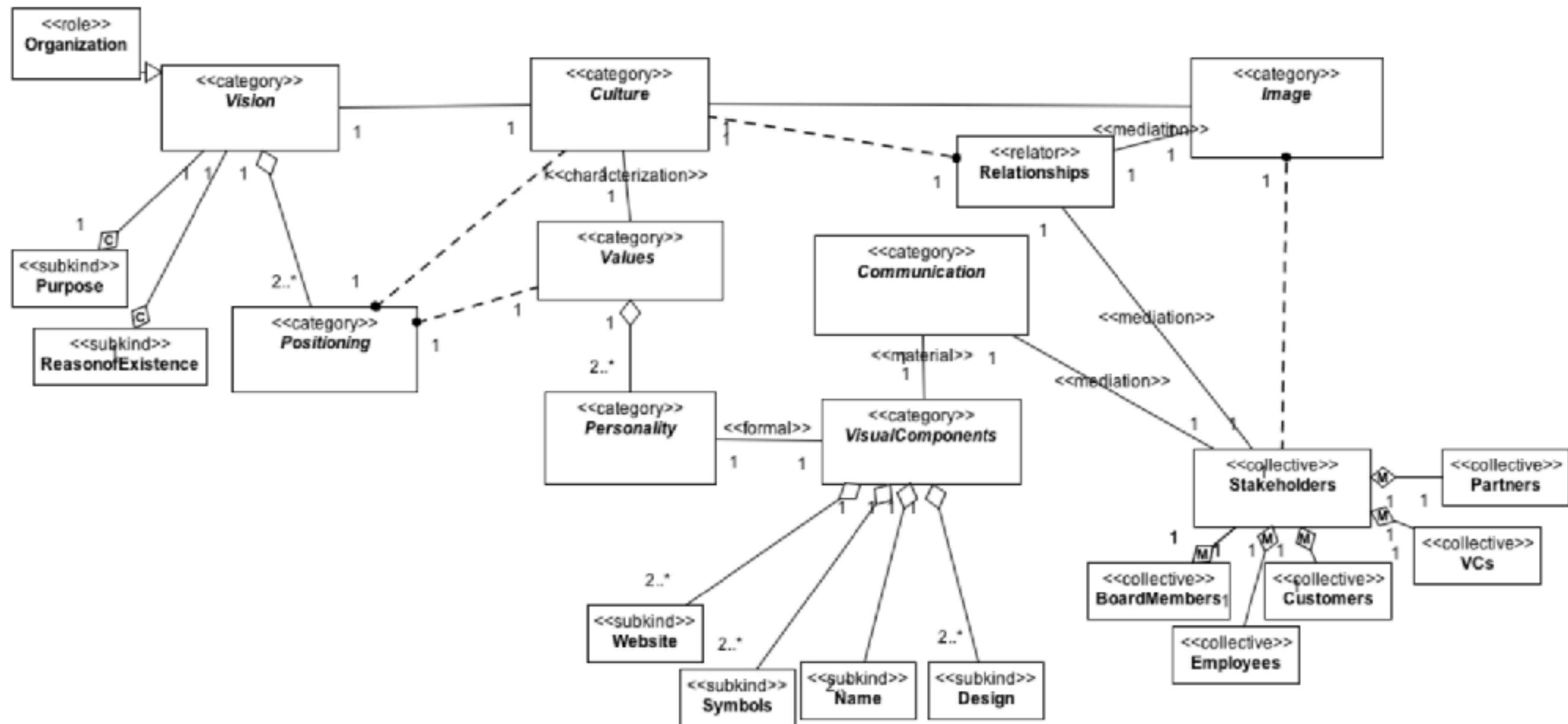
Table 1. Summary and Mapping of the elements found in the review.

Brand Identity Ontology



Emergent relationships based on the SLR

Brand Identity Ontology



Unified Foundational Ontology modeled with OntoUML (on OLED)

Future work



Refine the brand identity ontology

Evaluate the brand identity ontology

Represent it into a shared visual and
evaluate it

See if there is a need to formally
implement it and how to do it