

Brand

Salford & co.

Mastery:

BUSINESS

Branding

123-456-7890

hello@reallygreatsite.com

123 Anywhere st., Any City

@nitagedl

Think of a cold drink
based on the **Brand**
color Red.



Thinking
of Coca Cola?



@nitagedl

What about another
drink based on the
Color BLUE.



@nitagedl

Thinking
about Pepsi?



@nitagedl

**Not coincidence.
This was planned.**

@nitagedl

THE Rule of 7

Cola using
the Red for
134 years.



Customers need to encounter
a message **MULTIPLE** times
for it to make a lasting
impact

**Repetition makes
Your Brand
Recognized fast.**

@nitagedl

**And that's how
You make
Your Brand
Memorable.**

@nitagedl