

Branding: There is not one design process. Branding is about identity.

Process:

01. Who
02. What
03. When
04. Where
05. Why
06. How

Brand Image:

- Color
- Typography
- Slogans
- Tone of voice
- Logo

Additional Visual Elements:

- The name
- Logo
- Tagline or catchphrase
- Graphics
- Shapes
- Colors

Senses:

- Sights
- Movements
- Sounds
- Scents
- Tastes
- Touch

Value:

Value is subjective and actual dollar amount are very objective.

Why Branding:

- Refresh - when
- Rebrand -re- establish - merger
- Completely new visual style - startup

The creative process:

01. Preparation - brief & familiarize
02. Incubation - let the subconscious mind work while you're in rest
03. Intimation - become more familiar
04. Illumination - revelation
05. Verification - elaborate & apply

Brand Story

01. An internal process outline
02. Project planner questionnaire
03. A client-facing stages & objectives
04. Discovery interview questions

Questionnaire:

01. What does your organization do & why does it matter?
02. What is the desired persona or personality of your company?
03. What is the single most important defining character trait of your company?

Brand Strategy(Discovery & Direction)

Discovery:

01. Summary
02. Perception of the current brand
03. Etymology of the name
04. Values
05. Word mapping
06. Audience
07. Competitor research

Direction:

- Creative brief

Brand story is retrospective(look back) while brand strategy is prospective(look forward).

Guidelines:

- Be as comprehensive as possible

Final Brand Asset Delivery:

- Vector files: .eps, .svg, .ai
- Also send: .png, .jpgs
- Color palettes: .ase and simple square
- Don't include font files

Primary Color Profiles:

- RGB
- Hex
- CMYK
- Pantone

The 10 commandments of Emotional Branding:- globe

01. From Consumer to People

- Consumer buy, People live

02. From Product to Experience

- Products fulfills people's needs; Experiences fulfills Desires

03. From Honesty to Trust

- Honesty expected; Trust is Engaging and intimate

04. From Quality to Preference

- Quality for right price is a given today; Preference creates the sale

05. From Notoriety to Aspiration

- Being known doesn't mean that you're also loved

06. From Identity to Personality

- Identity is recognition; Personality is about characters & charisma

07. From Function to Feel

- Functionality is about practical or superficial qualities only; Sensorial design is about experience

08. From Ubiquity to Presence

- Ubiquity is Seen; Emotional present is Felt.

09. From Communication to Dialog

- Communication is Telling; Dialog is Sharing.

10. From Service to Relationship

- Service is selling; Relationship is Acknowledgement

A brand is a living entity -M.Eisner