

BRANDING & BRAND IDENTITY

WHAT IS A BRAND & WHY IS IT IMPORTANT?



This is not a Brand

A Brand is not.....

- A Logo
- A corporate/ brand identity
- A product

A Brand is.....

“A person’s gut feeling about a product, service, idea or company”

“

A Brand is not what you say it is.
It is what others say it is.

”

Why is Brand so important now?



How do you decide which one to buy?



Coca-Cola has a market cap of \$120 Billion
Coca Cola's Brand alone is worth \$70 Billion

“If we woke up tomorrow and all the Coke products in the world disappeared, Coca Cola will actually survive.

If we woke up tomorrow and forgot what Coca Cola is, Coca Cola is in trouble.”

What makes a brand good?

Story
Experience
Personalize
Differentiate
Innovate
Product
Service



Google

EVERNOTE®

Design + Strategy

Foundation of Brand is Trust



Further Reading

The Brand Gap by Marty Neumeier

A WHITEBOARD OVERVIEW BY MARTY NEUMEIER

HOW TO BRIDGE
THE DISTANCE
BETWEEN
BUSINESS STRATEGY
AND DESIGN

