

ENT101

BUILDING A BRAND

SY 2022-2023



OBJECTIVES

- 1. Develop company statements including mission, vision, brand positioning, and differentiation documents
- 2. Assess opportunities for expanding brand awareness
- 3. Evaluate the strengths and weaknesses of a brand's logo design
- 4. Apply best practices for choosing colors, designing logos, selecting a business name, and crafting a brand voice

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Company statements highlight the focus and purpose of a business and communicate that purpose to the world.

- Mission Statement
- Vision Statement
- Positioning Statement

Mission statement

is a synopsis that explains why a company exists; it solidifies objectives and describes the solution that your business provides in answer to a particular problem.

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Vision statement

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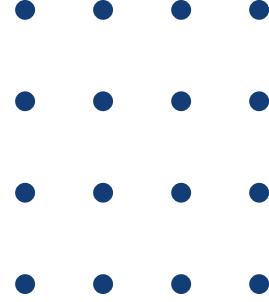
compliments the mission statement as it discusses where the company's leadership (i.e. owner, partnership, etc.) wants the company to go in the future.

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A positioning statement

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is a formal document that
communicates how your brand
differentiates from other
competing brands.



POSITIONING STATEMENT ELEMENTS

- Who: Your positioning statement should help your audience clearly recognize that the product or service you offer is for them.
- What: Your positioning statement should help your audience understand what problem your business can solve.
- How: Help your audience understand areas of speciality that distinguish your business from your competitors.
- Why: Generate positive associations and humanize your brand by explaining why you are in business.
- Where: Communicate to your audience what specific geographic segment your company serves.

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POSITIONING STATEMENT FORMULA

[Company name] + [what does the company provide] +

[what benefits does the company offer] because [the company's "why"].

[Primary audience] chooses this company because [list core competency]

and [reason to choose this company over other companies].

[Additional core competencies/differentiations] helps [target market] by

[benefits to the target market] + [what that means to the business].

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CREATIVESPARKS POSITIONING STATEMENT

At CreativeSparks we offer graphic design services that provide professional, high quality branding because we feel professional appearance matters. We know that small business owners choose us because we deliver quickly and are cost effective. We know our offering of innovative and creative logos and branding material help small business owners be more efficient and that means they can focus on their business and customers.

Brand Components

Name, Colors, & Logo



Naming A Business

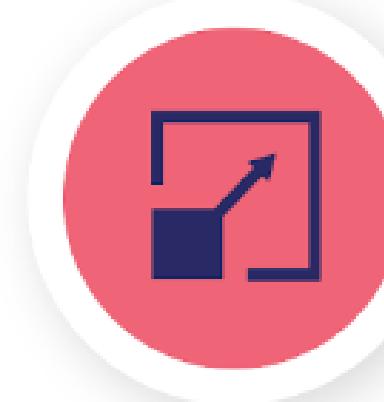
Five Best Practices



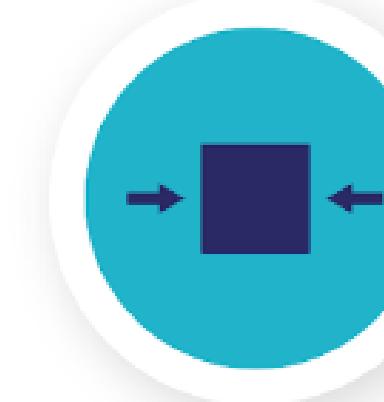
Be unique, but
not TOO unique



Make sure people
can read, spell, and
pronounce it



Make sure it's
available, scalable,
and attainable



Preemptively
abbreviate



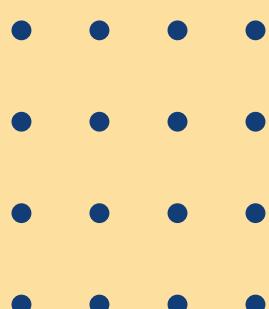
Make the name
meaningful

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BRAND COLORS

COLOR THEORY

*A theory that explores the connection
between different colors and the feelings
they evoke in a viewer*



COLOR ASSOCIATIONS

FRIENDLINESS & WARMTH



warmth, happiness,
flamboyance, fun



aggressive, war, danger,
revolution, defiance



sunlight, creativity,
friendliness, confidence



deceit, depression,
hazard, cowardice

LOVE & EXCITEMENT



femininity, sympathy,
health, love



weakness, inhibition



excitement, warmth, love,
fire, strength, passion



aggression, war, danger,
revolution, defiance

PEACE & TRANQUILITY



eco, environmental,
balance, peace, good luck



jealousy, illness, greed,
corruption, envy



efficiency, intelligence,
professional, peace, calm



coldness, obscenity,
depression

PURITY & SIMPLICITY



elegance, neutrality,
respect, wisdom



decay, pollution,
dampness, blandness



purity, light, hope,
simplicity



coldness, emptiness,
unfriendliness

RICHNESS & LUXURY



luxury, quality,
creativity, wisdom



arrogance, gaudiness,
profanity, inferiority



calm, reliable, nature,
tradition, richness



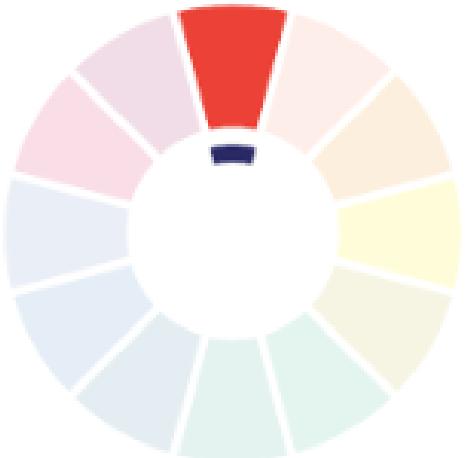
dirt, dull, poverty,
heaviness, simplicity



glamour, security,
sophistication, wealth



fear, mourning,
oppressive, heavy



MONOCHROMATIC



COMPLEMENTARY



TETRADIC



ANALOGOUS

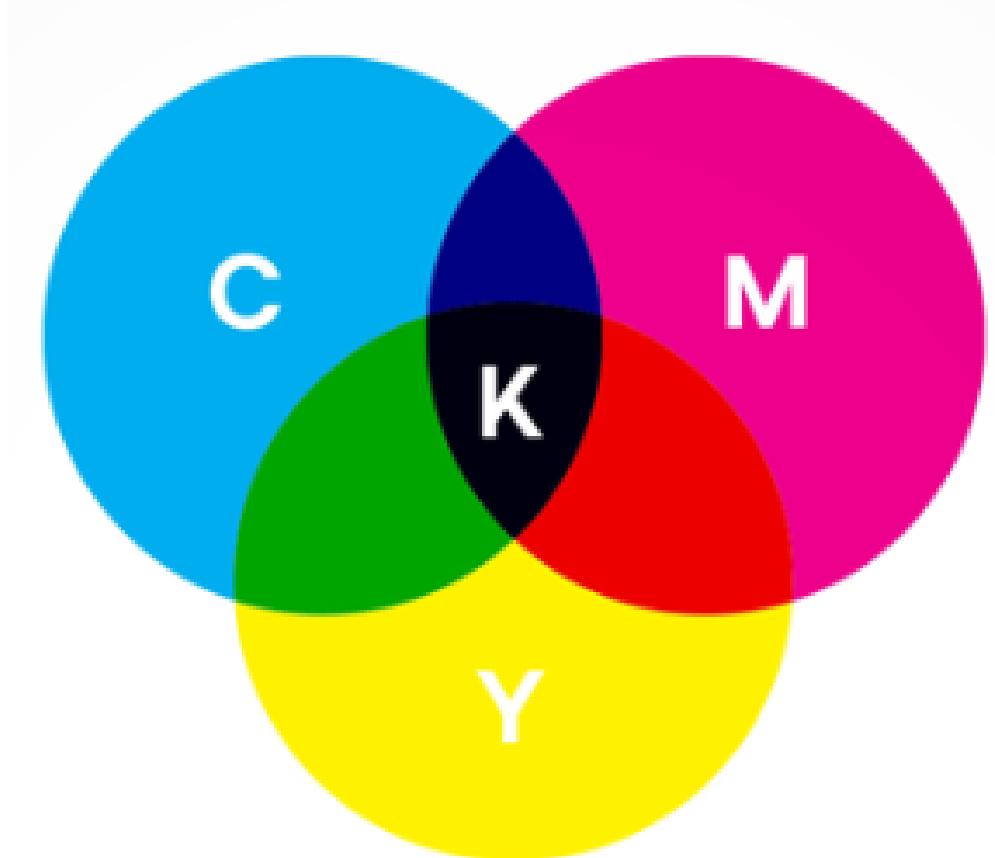


TRIADIC

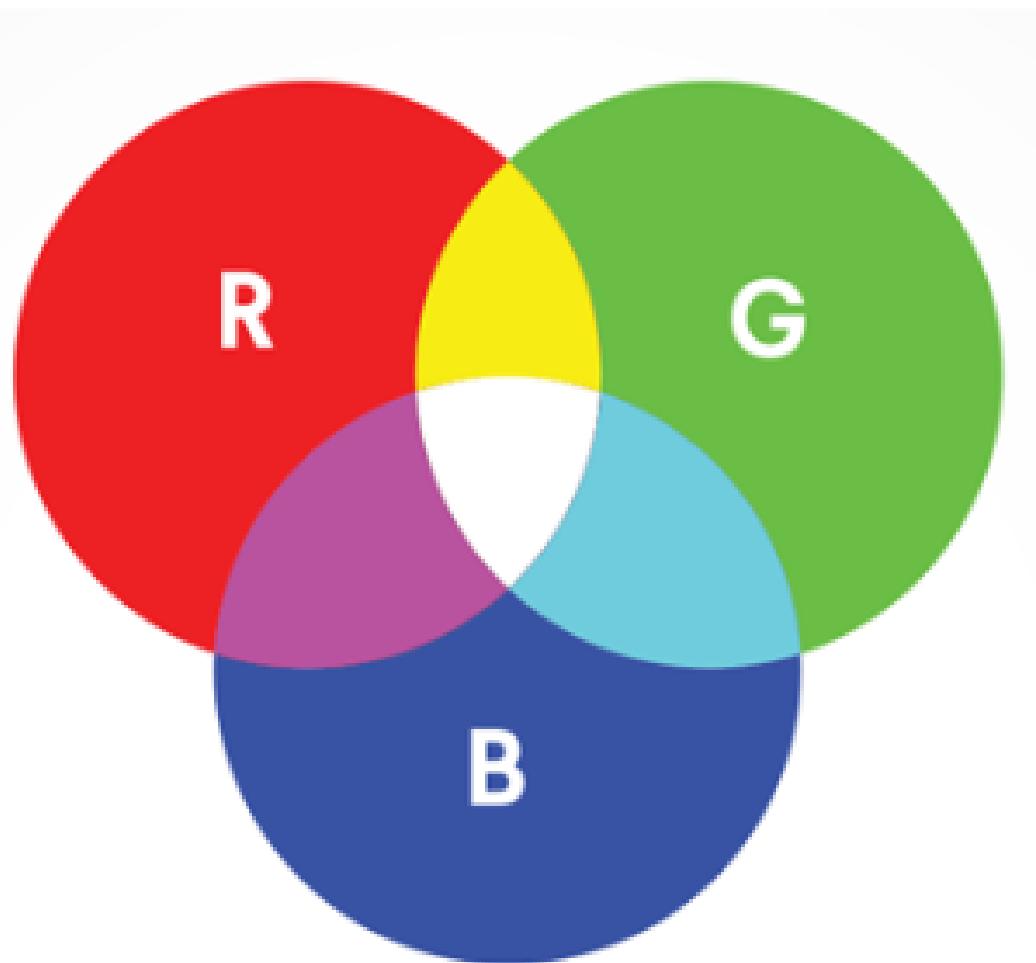
There are three primary colors (*yellow, red, and blue*),
three secondary colors (*orange, violet, and green*),
and
tertiary colors (*combinations of primary and secondary colors.*)

Warm colors include reds, oranges, and yellows, while cold colors include blues, greens, violet, and purples.

Color Codes



Subtractive Mixing Model
(Primarily used for printing)

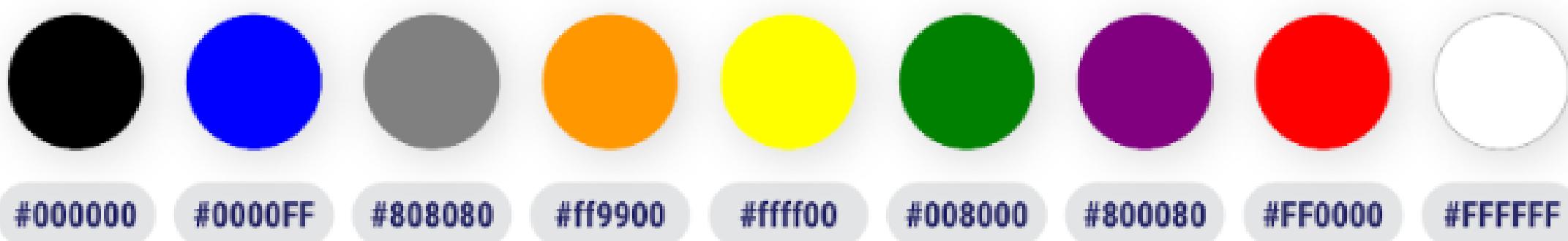


Additive Mixing Model
(Primarily used for screen viewing)

LAYERS OF COLOR

- Hue: The natural combination of primary colors
- Shade: Color + Black
- Tint: Color + White
- Tone: Color + Gray
(Black + White)

Common Hex Codes



BUSINESS LOGO

The visual image of your brand

- Choose something simple that can easily be reproduced on a variety of products (printing, embroidery, etc.)
- Try to avoid complexity, which can limit usage and raise costs

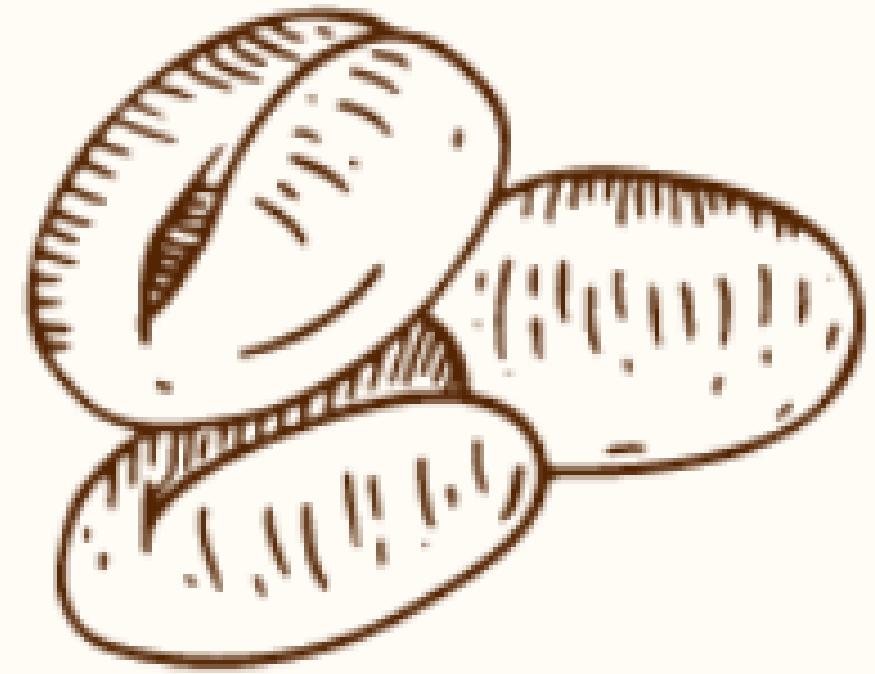


ANY COMMENTS
ABOUT THE LOGO
ON THE RIGHT
SIDE????



ANY COMMENTS
ABOUT THE LOGO ON
THE RIGHT SIDE????

creative



Sparks



BRANDED MATERIALS

TYPES OF MATERIALS:

- Merch: Company-branded items that people buy
- Swag: Branded items that a company purchases in bulk for the sole purpose of giving it away
- Branded Documents: Instructional or informational documents (flyers, business cards, tri-folds, etc.) that increase awareness about the company's mission, purpose, products, and services.

BUILDING YOUR BRAND VOICE



- **Brand Identity** - The visual elements that come together to form the overall brand experience.
- **Brand Voice** - The consistent verbiage and tone used in all written, visual, and auditory communications across all mediums.

COMMUNICATING YOUR BRAND STORY



The Pitch

Prepare to answer questions like:

- Why does your business exist?
- What does your business do?
- Why does your business do what it does?
- Whom does your business benefit?
- How can people support your business?

BRANDING OPPORTUNITIES

- Sponsoring events
- Non-profit organizations
- Philanthropic causes

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TIPS:

- The target audience of the opportunity should align with the target audience of your brand
- Giveaways and promotions cost YOU money, so make sure that you have allocated appropriate funds in the budget to be able to represent your company well
- Plan for an appropriate amount of swag and other promotional items. You don't want to run out of items, but you don't want a bunch left over, either!

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ORDER NOW

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TIPS:

- Be realistic about your expectations for the event (brand recognition, networking, etc.). Make sure the purpose of the event aligns with your goals and objectives for attending.
- Choose to participate in events that represent causes you believe in. Mismatched opportunities can tarnish your brand in ways that will outlast the event and damage your brand.

REFERENCES

- **Entrepreneurship: How to Start, Grow, and Scale a Business**
By Jen Riley, Ph.D. and Stuart Draper
- **Entrepreneurship: Practice and Mindset** by Heidi Neck,
Christopher Neck and Emma Murray

