

90 DAY REBRAND

WHAT IS A BRAND

STAGE 1: MODULE 1



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“Brand is more than a logo or a tagline; it is a strategic endeavor”

Michelle Bonterre

6 Brand Awareness

Also referred to as recognition, brand awareness is the extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tag line, packaging, messaging, or advertising campaign. Brand recognition can also be triggered via an audio cue, such as a jingle or theme song associated with a brand.

7 Brand Consistency

Consistency is the delivery of brand messaging in line with the brand identity, values, and strategy over time. Consistency means your target audience is being exposed to core messages, visual branding, and other brand elements repeatedly, which can help to solidify brand recognition.

8 Brand Loyalty

This refers to a consumers positive feelings towards a brand and their dedication to purchase the same product or service repeatedly, regardless of deficiencies, a competitor's actions or changes in the environment

THE POWER OF BRAND LOYALTY

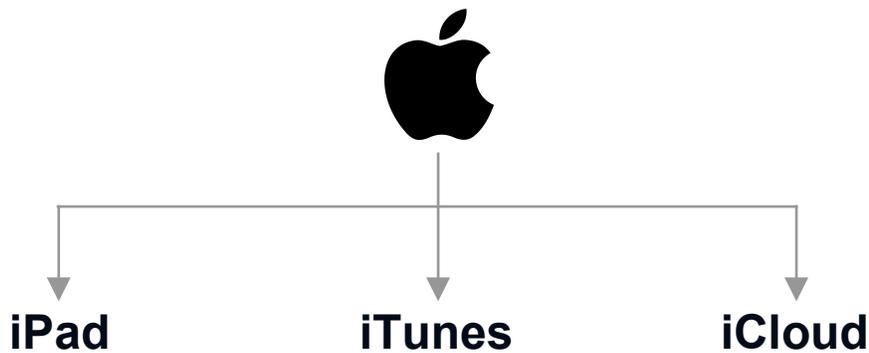
- 50% of loyal customers will **pay a 25% premium** before switching brands.
- Loyal customers **spend 33% more** than new customers.
- There's a **60-70% probability** of selling to a loyal customer, and only a 5-20% chance of selling to a new customer.
- Customers who have an emotional connection to a brand are **4 times more likely** to make a purchase.
- The most loyal 10% of customers **generate 50% of the revenue**.
- A 5% increase in customer retention can **increase profits by 30%**.
- A 5% increase in customer loyalty can **increase profits by 95%** over the customer's lifetime.

Endorsed Brand Architecture

This is characterized by marketing synergy between the product or division and the parent. The product or division has a clearly defined market presence, and benefits from the association, endorsement, and visibility of the parent.

EXAMPLES:

iPad + Apple
Residence Inn + Marriott
Polo + Ralph Lauren
Oreo + Nabisco
Navy Seals + Navy
Kellogg + Corn Flakes
Honda + Accord

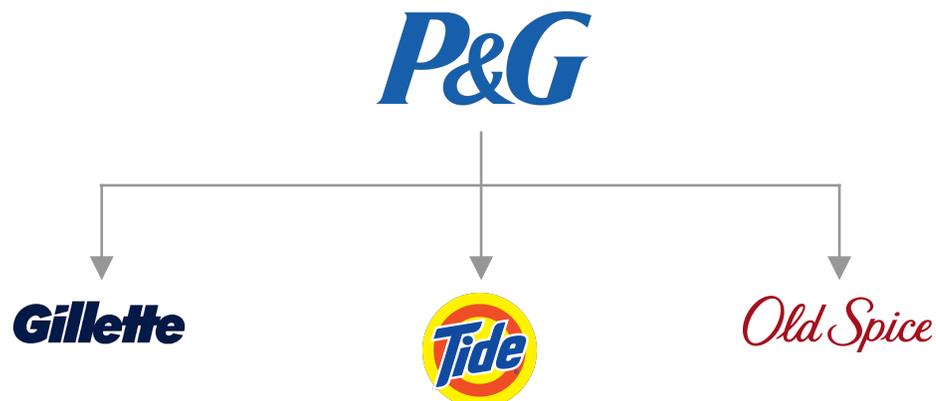


Pluralistic Brand Architecture

This structure is characterized by a series of well-known consumer brands. The names of the parent may be either invisible or inconsequential to the consumer.

EXAMPLES:

Gillette (P&G)
Godiva Chocolatier (Yildiz Holdings)
Hellmann's Mayonnaise (Unilever)
Kleenex (Kimberly Clark)
Elmers (Newell Brands)
Gerber (Nestle)



Action Questions:

What is your parent company name?

What are some individual brands, subsidiary companies, products, or services that could be structured into a new brand architecture?

Which brand architecture is right for your business?

Monolithic

Endorsed

Pluralistic

What are the benefits of leveraging the name of the parent company?

Does the positioning each individual brand, subsidiary company, product, or service require that we distance it from the parent?

Will co-branding confuse the customer?

Do we change the name or build on existing equity from the parent brand?

Should the parent company always be visible in a secondary position?

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THE POWER OF BRANDING

STAGE 1: MODULE 2



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“The primary function of brands is to reduce our anxiety in making choices. The more we sense we know about a product, the less anxious we feel”

Nicholas Ind

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WHEN TO START BRANDING

STAGE 1: MODULE 3



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**“Products are created in a factory.
Brands are created in the mind.”**

Walter Landor

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WHY YOU NEED A BRAND TEAM

STAGE 2: MODULE 4



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**“Branding is deliberate
differentiation”**

Debbie Millman

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CREATIVE TEAM FUNCTIONS AND TALENTS

STAGE 2: MODULE 5



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“Branding is principally the process of attaching a name and reputation to something or someone”

Jane Pavitt

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LEADING A CREATIVE TEAM

STAGE 2: MODULE 6



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A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

Jeff Bezos

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WHAT IS A BRAND STRATEGY

STAGE 3: MODULE 7



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It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

Warren Buffett

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MAINTAINING POSITIVE BRAND STATUS

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If you don't give the market the story to talk about, they'll define your brand's story for you.

David Brier

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AUDITING YOUR BRAND

STAGE 3: MODULE 9



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“Research is to see what everybody else has seen, and to think what nobody else has thought”

Albert Szent-Gyorgyi

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BRAND PURPOSE

STAGE 4: MODULE 10



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**“A brand isn’t what YOU say it is,
it’s what THEY say it is.”**

Marty Neumeir

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BRAND VISION

STAGE 4: MODULE 11



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“Brand is just a perception, and perception will match reality over time.”

Elon Musk

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BRAND MISSION

STAGE 4: MODULE 12



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“If people believe they share values with a company, they will stay loyal to the brand.”

Howard Schultz

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BRAND VALUES

STAGE 4: MODULE 13



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“Your brand serves as your best protection against factors you can’t control.”

Dan Schawbel

Brand Values Inspiration List

Circle about 20 words that are most important to your business. Use the space to the right to include any additional words that are not in the list.

Abundance	Discovery	Hard work	Popularity
Acceptance	Discretion	Harmony	Positivity
Accessibility	Diversity	Health	Potential
Accountability	Dreams	Heart	Power
Accuracy	Drive	Heroism	Precision
Activeness	Duty	History	Pride
Adaptability	Eagerness	Honesty	Privacy
Adventure	Ease of use	Honour	Productivity
Affection	Economy	Hope	Professionalism
Ambition	Education	Humility	Progress
Appreciation	Effectiveness	Humor	Purity
Approachability	Elegance	Imagination	Quality
Attention to detail	Empathy	Impact	Recognition
Balance	Empowering	Individuality	Reflection
Beauty	Energy	Innovation	Relationships
Belonging	Engagement	Insight	Reliability
Bravery	Enjoyment	Inspiration	Resilience
Capability	Entertainment	Integrity	Resourcefulness
Care	Enthusiasm	Intelligence	Respect
Change	Entrepreneurship	Intimacy	Responsibility
Charity	Environment	Intuition	Safety
Clarity	Equality	Joy	Satisfaction
Cleanliness	Evolution	Justice	Security
Collaboration	Excellence	Kindness	Sharing
Comfort	Excitement	Knowledge	Simplicity
Commitment	Exhilaration	Leadership	Sincerity
Communication	Expertise	Learning	Skill
Compassion	Exploration	Liveliness	Speed
Confidence	Fairness	Logic	Spontaneity
Connection	Faith	Longevity	Stability
Consistency	Family	Love	Strength
Control	Fame	Loyalty	Success
Cooperation	Fascination	Mastery	Support
Courage	Fearlessness	Mindfulness	Sustainability
Craftiness	Firmness	Motivation	Talent
Craftsmanship	Fitness	Neatness	Teamwork
Creativity	Flexibility	Optimism	Thoughtfulness
Credibility	Focus	Organisation	Tolerance
Curiosity	Freedom	Originality	Trust
Customer satisfaction	Freshness	Partnership	Truth
Customer-centric	Friendship	Passion	Understanding
Daring	Fun	Patience	Uniqueness
Dedication	Generosity	Peace	Unity
Dependability	Genius	Perception	Value
Determination	Genuineness	Performance	Variety
Devotion	Goodwill	Persistence	Virtue
Dignity	Gratitude	Personal development	Vision
Diligence	Growth	Playfulness	Warmth
Directness	Guidance	Poise	Welcoming
Discipline	Happiness	Polish	Wonder

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TARGETING YOUR AUDIENCE

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**“If people like you they will listen
to you, but if they trust you,
they’ll do business with you.”**

Zig Ziglar

Identify Your Target Audience

Identify your audience to understand how your brand can speak to them and solve their unique problems and concerns.

	PERSONA 1	PERSONA 2	PERSONA 3
Name Provide a unique name for each persona.			
Age			
Gender			
Relationship Status			
Location			
Occupation			
Income			
Homeowner or Renter			
Number of Children			
Education High school, trade school, college, etc.			
Transporation What vehicle type do they own?			
Clothing Style Business professional, business casual, casual, etc.			
Favorite Drink			
Favorite Music			
Favorite TV Shows			
Favorite Movies			
Favorite Books			
Interests & Hobbies			
Websites & News Which websites and news outlets do they visit?			

Social Media Facebook, Instagram, Linkedin, etc.			
Pain Points What obstacles and challenges to they face?			
Wants & Needs What are they searching for? How do they want to be perceived?			
What do they hate?			
How would they hear about your brand?			
How do they think your product or service will solve their problems?			
What might make them hesitant to use your product or service?			

Consumer Characterization

SEGMENT	DESCRIPTION	BRAND CHOICE	COMMUNICATION	%
The Resigned	Predominantly an older demographic. They have built up their value system over time, making them rigid, strict and authoritarian. Personally oriented to the past, they value survival, respect institutions and play traditional roles within society.	Brands centered on safety, economy, familiarity and expert opinion.	Nostalgia focusing on simple messages.	10%
The Struggler	Living in the moment with little consideration of the future. With often limited resources and capabilities they are often perceived as disorganized and aimless. Relying on their physical skills they find achievement difficult, and are often alienated from mainstream society.	Brands offering sensation and escape.	Visual impact.	8%
The Mainstreamer	Tend to be conventional, conformist, passive and risk-averse, living in the everyday world of domesticity. They focus their choices on the family rather than the individual. Represent the majority view.	Well-known and value oriented brands.	Emotionally warm, secure and reassuring.	30%
The Aspirer	Tend to be younger, materialistic and acquisitive. Concerned with status, material possessions, appearance, image and fashion, they are driven by others' perception of them rather than their own values.	Trendy, fun and unique brands.	Status.	13%
The Succeeder	Self-confident and accomplished, they are organized and in control. They have a strong work ethic, and tend to occupy positions of responsibility in society. Goals and leadership are high on their agenda. They will seek out the best as they believe they deserve it.	Brands offering prestige and reward and brands that promise to pamper and relax.	Evidence the support brand claims.	16%
The Explorer	Characterized by a desire to challenge themselves and find new frontiers. Driven by a need to discover. Young at heart, they are often the first to try out new ideas and experiences.	Brands offering new sensations, indulgence and instant effects.	Difference and discovery.	9%
The Reformer	Focused on enlightenment, personal growth and freedom of thought. Intellectually driven, they pride themselves on their social awareness and tolerance.	Brands offering authenticity and harmony.	Concepts and ideas.	14%

Cross Cultural Consumer Characterization by Young and Rubicam

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BEATING THE COMPETITION

STAGE 5: MODULE 15



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**“Branding is the process of
connecting good strategy with
good creativity.”**

Marty Neumeier

5 Ways to Identity Your Competition

1 Search For Them

Start with the most obvious and just google it. Begin by searching for the products or services you offer. Next, search for terms and phrases related to your business. And finally, compile a list of keywords that relate to your products or services, and start Googling. You will quickly have a list of potential competitors.

2 Pay Attention to Search Ads

While you are Googling your keywords and phrases, pay attention to the ads listed above, below and to the side of your search results. These ads will most likely be from competitors that have targeted the keywords you are searching. Also, make sure you do the searches multiple times since not all the ads will appear on every search.

3 Dive Into Social Media

Whether you like it or not, everyone and every business has a social media presence these days. There are so many channels, groups, communities, forums, chats, posts, and blogs to analyze that it can quickly become overwhelming. Start by searching on facebook for competitor business pages, then move on to youtube, and twitter. From there, you will start to find groups and links to blogs to follow. Pay close attention to the comments section. This is where your audience hangs out and talks about the competition.

4 Talk to Your Customers

When you make a sale, ask the customer how they heard about you, and if they have purchased the same product or service from a competitor in the past. Find out why they chose you over them. This will help you develop your marketing message and value proposition.

5 Review Publications and Trade Show Vendors

If there are any publications in your industry, both physical or digital, make sure you're reviewing these often. New or existing competitors may submit articles or place advertisements to help promote their business. Take a look at vendor lists for trade shows that focus on your industry. This could produce a list of up and coming brands that may become direct or indirect competition.

The 8 Step Competitor Audit

STEP 1: Basic Information

Start with the easy stuff. This will help to organize and develop some comparison points between your competitors.

- What products or services they offer?
- Their revenue and financial reports, if publicly available?
- How many clients or repetitive customers they have?
- How many offices or stores they have, and their locations?
- What geographic areas they operate in?
- How many employees they have, and any valuable information about executives and upper management?
- The history of the company, and any significant milestones?
- What websites and social media channels they own?

STEP 2: Brand Purpose, Vision, Mission, Values

Just like you've defined for your brand earlier, you will want to learn the brand purpose, brand vision, brand mission, and brand values of your competitors.

This information will be valuable when determining the best way to differentiate and position your brand in the marketplace.

STEP 3: Visual Identity

You will want to perform a complete audit of your competition's visual identity.

This should include their logo, colors palette, typography, imagery, iconography, and website design.

Some questions you should ask yourself are:

- Do you like their logo?
- Does their logo represent what they do?
- What emotions do you feel from their brand colors?
- Does their typography trigger a response?
- Does their imagery match their brands look and feel?
- How is their visual identity better than yours?
- How is your visual identity better than theirs?
- Does their website provide a pleasurable visual experience?

STEP 4: Messaging

Take a look at how your competition speaks to their customers.

This is not just in verbal communications, but in all of their messaging. By analyzing their voice, mission, slogans, and taglines you will begin to get a good understanding about how they see themselves and what they are trying to accomplish.

You should review their website copy, social media content, marketing campaigns, emails, packaging copy, and physical materials such as brochures and flyers.

A few question to consider are:

- What does their tagline or slogan say to the consumer?
- What is the main heading and opening copy on their homepage?
- When they speak to the consumer, what type of language is used?
- How do they talk about their products and services?
- What features do they emphasize?
- Who are the people they are talking to?
- What are their key selling points?
- Do they compare themselves to the competition?

STEP 5: Pricing

Analyze and document the pricing structure of the competition's products or services.

Then match those up with comparable products or services that you offer.

If they are similar in quality and features, you can then assess whether or not your product is fairly priced.

STEP 6: Recruitment & Job Openings

Your competitors careers page will provide great insights into their company. You can make some educated guesses based on what they are posting.

For example, if they are looking for new designers and developers, they probably have a big project or product expansion on the horizon.

Also, if there seems to be a lot of recent job openings it could indicate there are troubles within the company, and employees are leaving.

This is something you may be able to take advantage of by recruiting their top talent.

STEP 7: Website Content

A lot of valuable information can be collected from a competitor's website.

Begin by taking a look at the website structure.

- Is their website easy to navigate?
- What are they emphasizing?
- What content are they presenting to the visitor?
- Do they have a blog, and how often are they posting?
- Where does their website fail the visitor?
- How can it be better?

Next take a look at the design, technology and how the website functions.

- Are they staying on top of the latest trends?
- Is the website visually pleasing?
- Is it responsive and does it work on multiple mobile devices?
- Does it load fast?
- Are there any errors or broken links?

STEP 8: Social Media

There's no better source to determine what your competition is doing, and how well they are performing than social media.

By reviewing all their channels you will not gain insight into how your competition uses social media, but also how people perceive them.

Begin by finding what platforms they use, and then see who they are talking to and how they interact with them.

Here are a few questions to ask yourself while reviewing their channels:

- What platforms are working best for them?
- How many followers do they have?
- How often do they post?
- Are their posts engaging?
- What kind of language do they use?
- Are people commenting on their posts?
- Are the comments positive or negative?
- Who is the demographic that follows and comments?
- Do their graphical posts remain on-brand?
- Is their messaging consistent?
- What type of content is working?

Identify Your Competition

Identify your competition to understand how you can better differentiate your brand.

	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
BASIC INFORMATION			
Competing Brands			
Brand Purpose			
Brand Vision			
Brand Mission			
Brand Values			
Products & Services			
Revenue			
How Many Repeat Clients			
How Many Offices / Stores			
Geographic Area			
How Many Employees			
Strengths			
Weaknesses			
Similarities			
Differences			
VISUAL IDENTITY			
Do you like their logo?			
Does their logo represent what they do?			
What emotions do you feel from their brand colors?			
Does their typography trigger a response?			
Does their imagery match their brands look and feel?			

How is their visual identity better than yours?			
How is your visual identity better than theirs?			
What is their design "look & feel?"			
MESSAGING			
What does their tagline or slogan say to the consumer?			
When they speak to the consumer, what type of language is used?			
How do they talk about their products and services?			
What features do they emphasize?			
Who are the people they are talking to?			
What are their key selling points?			
Do they compare themselves to the competition?			
WEBSITE			
Website URL			
What is the main heading and opening copy on their homepage?			
Is their website easy to navigate?			
What are they emphasizing?			
What content are they presenting to the visitor?			
Do they have a blog, and how often are they posting?			
Where does their website fail the visitor?			
How can it be better?			
Are they staying on top of the latest trends?			
Is the website visual pleasing?			
Is it responsive and does it work on multiple mobile devices?			
Does it load fast?			
Are there any errors or broken links?			

SOCIAL MEDIA			
Which social media platforms do they use?			
What platforms are working best for them?			
How many followers do they have?			
How often do they post?			
Are their posts engaging?			
What kind of language do they use?			
Are people commenting on their posts?			
Are the comments positive or negative?			
Who is the demographic that follows and comments?			
Do their graphical posts remain on-brand?			
Is their messaging consistent?			
What type of content is working?			

90 DAY REBRAND

NAMING YOUR BRAND

STAGE 5: MODULE 16



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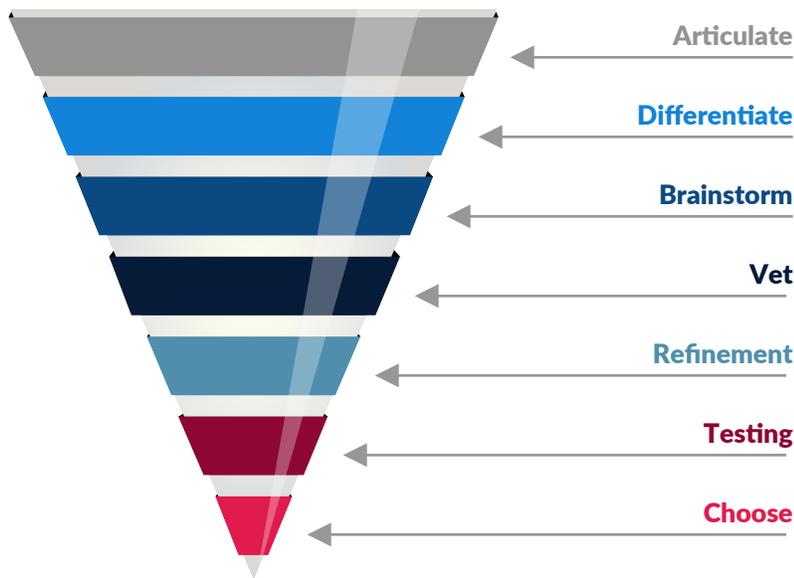
“Don’t pick a name that makes you one of the trees in the forest, and then spend the rest of your marketing budget trying to stand out”

Danny Altman

5 Reasons to Consider a Rename

- 1: You've outgrown your name.
- 2: Your name doesn't stand out.
- 3: You're being legally forced to.
- 4: You're experiencing a public relations conflict.
- 5: You've expanded beyond your geographical name.

THE BRAND NAMING FUNNEL



7 Steps to Choosing Your Brand Name

1 Articulate

Before you begin choosing names, you need to remember how you defined your business back in Stage 4.

Go back and review your brand purpose, your brand vision, your brand mission, and your brand values.

Then be sure they are articulated in your name choices.

STEP 6: Testing

Test each of your final 5 name options to see how they look when applied to design. Mockup logos, emails, landing pages, and business cards.

Name Options	Does It Look Good In....			
	LOGO	EMAIL SUBJECT	LANDING PAGE	BUSINESS CARD
1				
2				
3				
4				
5				

STEP 7: Choose

Choose your FINAL brand name and write it below:

Ten Principles of Renaming

- 1: Be clear about why change is needed.**
- 2: Assess the impact of change.**
- 3: Know what your choices are.**
- 4: Know what you are trying to say before you name it.**
- 5: Avoid trendy names.**
- 6: Avoid names that are too specific.**
- 7: Understand that a new name can't do everything.**
- 8: Ensure you can own it.**
- 9: Transition with confidence.**

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COMMUNICATING YOUR BRAND PERSONALITY

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“Start by knowing what you want and who you are, build credibility around it and deliver it online in a compelling way.”

Krista Neher

4 Enhances Your Brand Story

People want to be part of something bigger than just a brand's product line.

They want full transparency in the companies they choose to buy from.

Communication and being open with your brand personality will enhance your brand's story, and further connect with your audience.

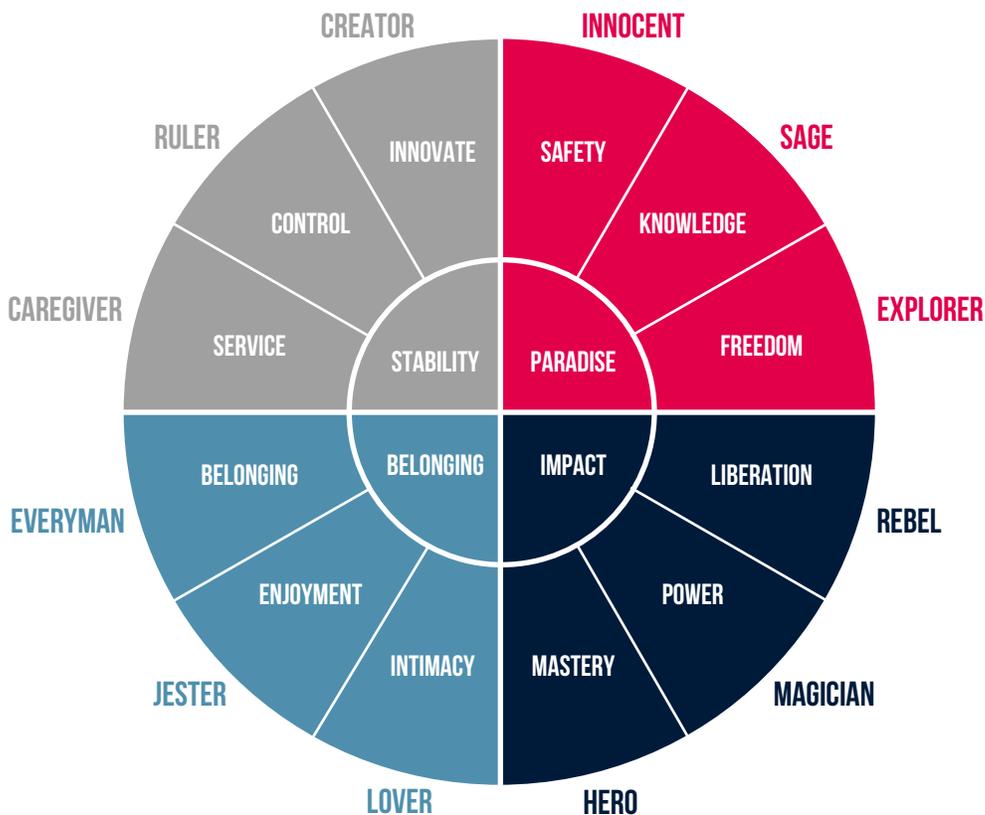
5 Authenticates Your Core Values

When your brand's personality reflects your core values, you will be perceived as authentic in the eyes of the consumer.

This authenticity will build trust and support from your target audience.

Be sure to review your brand values you defined earlier in Stage 4.

BRAND PERSONALITY CHARACTERISTICS



ARCHETYPE TO BRAND PERSONALITY DIMENSION

ARCHETYPE	ARCHETYPE MANIFESTATION	PERSONALITY TRAIT	BRAND PERSONALITY DIMENSION
RULER	Stability	Reliable Tough Upper Class	Competence Ruggedness Sophistication
CREATOR	Stability Independence	Imaginative Unique Upper Class	Excitement Excitement Sophistication
CAREGIVER	Stability Belonging	Embraced Welcoming Genuine	Sincerity Sincerity Sincerity
JESTER	Belonging Mastery	Genuine Charming Imaginative	Sincerity Sophistication Sincerity
LOVER	Belonging Stability	Welcoming Charming Embraced	Sincerity Sophistication Sincerity
EVERYMAN	Belonging	Welcoming Reliable Genuine	Sincerity Competence Sincerity
REBEL	Mastery Independence	Adventure Tough Charming	Excitement Ruggedness Sophistication
MAGICIAN	Mastery Belonging	Embraced Reliable Imaginative	Sincerity Competence Excitement
HERO	Mastery	Adventure Genuine Tough	Excitement Sincerity Ruggedness
SAGE	Independence Stability	Unique Reliable Imaginative	Excitement Competence Excitement
EXPLORER	Independence	Adventure Unique Tough	Excitement Excitement Ruggedness
INNOCENT	Independence Mastery	Genuine Unique Reliable	Sincerity Excitement Competence

BRAND PERSONALITY DIMENSIONS

SINCERITY	EXCITEMENT	COMPETENCE	SOPHISTICATION	RUGGEDNESS
Down-to-Earth Honest Wholesome Cheerful	Daring Spirited Imaginative Up-to-Date	Reliable Intelligent Successful Hard-Working	Upper Class Charming Glamorous Feminine	Outdoorsy Tough Masculine Western

SINCERE brands are: honest, genuine, heartfelt, gracious, and passionate.

EXCITING brands are: intense, energetic, joyous, imaginative, and enthusiastic.

COMPETENT brands are: knowledgeable, professional, trustworthy, reliable, and strategic.

SOPHISTICATED brands are: stylistic, luxurious, cultured, exquisite, and exceptional.

RUGGED brands are: adventurous, strong, tough, confident, and outdoorsy.

NEGATIVE TRAITS

Abrasive	Destructive	High-handed	One-sided	Stiff
Abrupt	Devious	Hostile	Opinionated	Strong-willed
Agonizing	Difficult	Ignorant	Opportunistic	Stupid
Aimless	Dirty	Imitative	Oppressed	Submissive
Airy	Disconcerting	Impatient	Outrageous	Superficial
Aloof	Discontented	Impractical	Overimaginative	Superstitious
Amoral	Discouraging	Imprudent	Paranoid	Suspicious
Angry	Discourteous	Impulsive	Passive	Tactless
Anxious	Dishonest	Inconsiderate	Pedantic	Tasteless
Apathetic	Disloyal	Incurious	Perverse	Tense
Arbitrary	Disobedient	Indecisive	Petty	Thievish
Argumentative	Disorderly	Indulgent	Pharissical	Thoughtless
Arrogant	Disorganized	Inert	Phlegmatic	Timid
Artificial	Disputatious	Inhibited	Plodding	Transparent
Asocial	Disrespectful	Insecure	Pompous	Treacherous
Assertive	Disruptive	Insensitive	Possessive	Trendy
Astigmatic	Dissolute	Insincere	Power-hungry	Troublesome
Barbaric	Dissonant	Insulting	Predatory	Unappreciative
Bewildered	Distractible	Intolerant	Prejudiced	Uncaring
Bizarre	Disturbing	Irascible	Presumptuous	Uncharitable
Bland	Dogmatic	Irrational	Pretentious	Unconvincing
Blunt	Domineering	Irresponsible	Prim	Uncooperative
Boisterous	Dull	Irritable	Procrastinating	Uncreative
Brittle	Easily Discouraged	Lazy	Profligate	Uncritical
Brutal	Egocentric	Libidinous	Provocative	Unctuous
Calculating	Enervated	Loquacious	Pugnacious	Undisciplined
Callous	Envious	Malicious	Puritanical	Unfriendly
Cantakerous	Erratic	Mannered	Quirky	Ungrateful
Careless	Escapist	Mannerless	Reactionary	Unhealthy
Cautious	Excitable	Mawkish	Reactive	Unimaginative
Charmless	Expedient	Mealy-mouthed	Regimental	Unimpressive
Childish	Extravagant	Mechanical	Regretful	Unlovable
Clumsy	Extreme	Meddlesome	Repentant	Unpolished
Coarse	Faithless	Melancholic	Repressed	Unprincipled
Cold	False	Meretricious	Resentful	Unrealistic
Colorless	Fanatical	Messy	Ridiculous	Unreflective
Complacent	Fanciful	Miserable	Rigid	Unreliable
Complaining	Fatalistic	Miserly	Ritualistic	Unrestrained
Compulsive	Fawning	Misguided	Rowdy	Unself-critical
Conceited	Fearful	Mistaken	Ruined	Unstable
Condemnatory	Fickle	Money-minded	Sadistic	Vacuous
Conformist	Fiery	Monstrous	Sanctimonious	Vague
Confused	Fixed	Moody	Scheming	Venial
Contemptible	Flamboyant	Morbid	Scornful	Venomous
Conventional	Foolish	Muddle-headed	Secretive	Vindictive
Cowardly	Forgetful	Naive	Sedentary	Vulnerable
Crafty	Fraudulent	Narcissistic	Selfish	Weak
Crass	Frightening	Narrow	Self-indulgent	Weak-willed
Crazy	Frivolous	Narrow-minded	Shallow	Well-meaning
Criminal	Gloomy	Natty	Shortsighted	Willful
Critical	Graceless	Negativistic	Shy	Wishful
Crude	Grand	Neglectful	Silly	Zany
Cruel	Greedy	Neurotic	Single-minded	
Cynical	Grim	Nihilistic	Sloppy	
Decadent	Gullible	Obnoxious	Slow	
Deceitful	Hateful	Obsessive	Sly	
Delicate	Haughty	Obvious	Small-thinking	
Demanding	Hedonistic	Odd	Soft-headed	
Dependent	Hesitant	Offhand	Sordid	
Desperate	Hidebound	One-dimensional	Steely	

90 DAY **REBRAND**

CRAFTING YOUR BRAND TAGLINE

STAGE 5: MODULE 18



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“The most important thing to remember is you must know your audience.”

Lewis Howes

The Most Recalled Brand Taglines

Nike: Just do it!

McDonald's: I'm lovin' it.

Burger King: Have it your way.

M&M's: Melts in your mouth, not in your hand.

California Milk Processor Board: Got milk?

Subway: Eat fresh.

Campbell's Soup: Mmmm-mmm good!

Allstate: You're in good hands with Allstate.

Taco Bell: Think outside the bun.

BMW: The ultimate driving machine.

Types of Brand Taglines

Imperative

Imperative taglines is a command, action, or direction that usually starts with a verb.

YouTube	Broadcast yourself
Nike	Just do it
MINI Cooper	Let's motor
Bausch + Lomb	See better. Live better.
Apple	Think different
Toshiba	Don't copy. Lead.
Virgin Mobile	Live without a plan
Unstuck	Live better everyday
Crocs	Feel the love
Coca-Cola	Open happiness

Descriptive

Descriptive taglines describe the service, product, or brand promise.

TOMS Shoes	One for one
TED	Ideas worth spreading
Ashoka	Everyone a changemaker
Philips	Innovation & You
Target	Expect more. Pay less.
Concentrics	People. Process. Results.
MSNBC	This is who we are
Ernst & Young	Building a better working world
Allstate	You're in good hands
GE	Imagination at work
Nature Conservancy	Protecting nature. Preserving life.

Superlative

Superlative taglines position the company as the best or top of their category.

DeBeers	A diamond is forever
BMW	The ultimate driving machine
Lufthansa	Nonstop you
National Guard	Americans at their best
Budweiser	King of beers
Adidas	Impossible is nothing

Provocative

Provocative taglines are thought-provoking or ironic. Frequently in the form of a question.

Verizon Wireless	Can you hear me now?
Microsoft	Where are you going today?
Mercedes-Benz	What makes a symbol endure?
Dairy Council	Got milk?

Specific

Specific taglines define and reveal the business or products.

The New York Times	All the news that's fit to print
Olay	Love the skin you're in
Volkswagen	Drivers wanted
eBay	Happy hunting
Skittles	Taste the rainbow

6 Steps to Write The Perfect Tagline

1 Get Inspired

The first step is to get inspiration from the taglines of other brands.

Specifically, those who are using the same tagline type as yours.

Pay close attention to how you feel when you see the words, and when you hear them.

Do you instantly know what the brand does and what it stands for? Is it memorable?

Take a look at your competitors' taglines, and think about how you can differentiate yourself from them.

90 DAY REBRAND

FINDING YOUR BRAND VOICE

STAGE 5: MODULE 19



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“Your brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.”

Jason Hartman

STEP 5: Define Who You Are NOT

State what you won't do. This is who you do not want to be. Knowing who you aren't, is just as helpful as knowing who you are.

For example, if you are adventurous, funny, outgoing, real, and transparent, you won't want your voice to sound pretentious, overly serious, businesslike, or humorless.

Not that there's anything wrong with being businesslike or serious, but just be sure that your characteristics are authentic to your brand's personality.

What will you NOT do?

Who do you NOT want to be?

STEP 6: Create a Brand Voice Guide

Now that you have all this valuable information to work with, you will want to Create a Brand Voice Guide.

This guide is a simple table that helps organize and further elaborate on the brand characteristics you've defined.

This will also provide your designers and writers with guidelines to use when creating content so you are confident that your brand voice will be communicated properly.

BRAND VOICE GUIDE TEMPLATE

VOICE CHARACTERISTICS	DESCRIPTION	DO	DON'T
PASSIONATE	We're passionate about changing the way the world works.	<ul style="list-style-type: none"> Use strong verbs Be champions for (industry) Be cheerleaders 	<ul style="list-style-type: none"> Be lukewarm, wishy-washy Use passive voice
QUIRKY	We're not afraid to challenge the status quo and be ourselves.	<ul style="list-style-type: none"> Use unexpected examples Take the contrarian view Express yourself 	<ul style="list-style-type: none"> Use too much slang or obscure references. Use overplayed examples Lose sight of the audience and core message
IRREVERENT	We take our product seriously; we don't take ourselves seriously.	<ul style="list-style-type: none"> Be playful Use colorful illustrations or examples 	<ul style="list-style-type: none"> Be too casual Use too many obscure pop-culture examples
AUTHENTIC	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	<ul style="list-style-type: none"> Be honest and direct Stick to your word Own any issues or mistakes, and show how you will address them 	<ul style="list-style-type: none"> Use marketing jargon Over promise Over sell the product's capabilities

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BRAND POSITIONING STATEMENT

STAGE 5: MODULE 20



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**“Your brand is a gateway to
your true work.”**

Dave Buck

5 Demonstrate Value

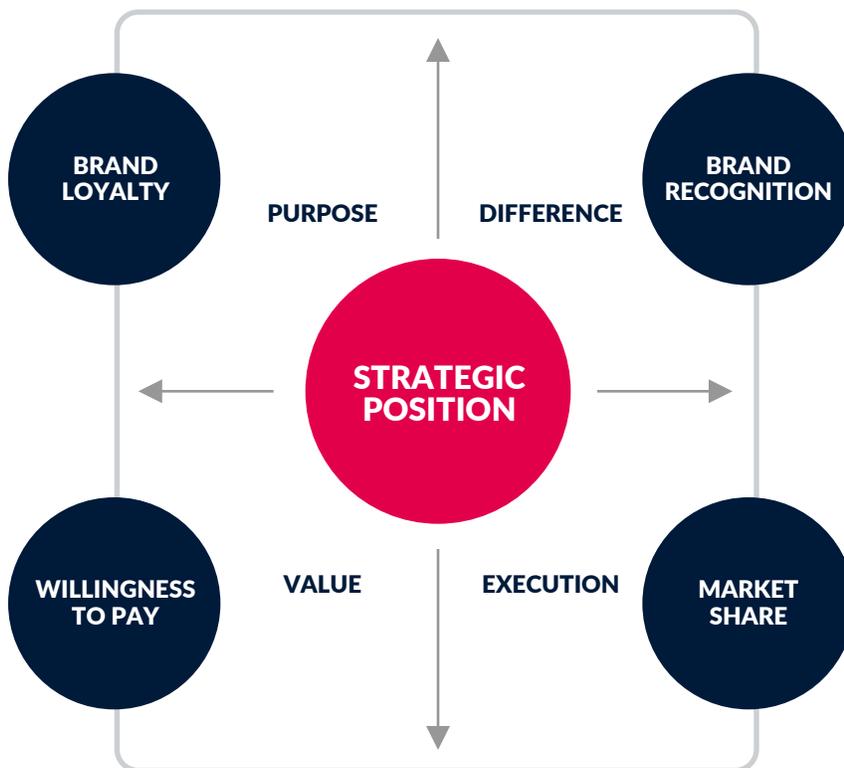
Strong positioning establishes your brand as the preferred option.

When the consumer perceives your brand as valuable, you are able to effectively charge a premium price.

6 Enhances Messaging

With a powerful and meaningful positioning statement, you will learn what messages engage with your consumers the best.

You can then build off of that foundation to create more compelling marketing campaigns.



Value Proposition

A value proposition is a promise of value to be delivered, and focuses on the functional and emotional benefits of the experience.

Understanding your value proposition starts with analyzing the data from the audience targeting, and competitor audits you completed earlier.

UNIQUE SELLING PROPOSITION TEMPLATE

**[YOUR BRAND] offers [PRODUCT/SERVICE] for [TARGET MARKET]
to [VALUE PROPOSITION].
Unlike [THE ALTERNATIVE], we [KEY DIFFERENTIATOR].**

YOUR BRAND

OFFERS

PRODUCT/SERVICE

FOR

TARGET MARKET

TO

VALUE PROPOSITION

UNLIKE

THE ALTERNATIVE

WE

KEY DIFFERENTIATOR

Brand Positioning Statement

A brand positioning statement is a declaration that communicates your brand's unique value to your target audience within the competitive marketplace.

It's job is to provide clarity and direction for your team to consistently guide your brand into the mind of the consumer.

Unlike your brand tagline and mission statement, your Brand Positioning Statement is not customer facing, which means the customer should never see it.

It should only be viewed and used internally to assist your team in their designs and marketing campaigns.

Place each of those sentences into this formula to create your Brand Positioning Statement.

BRAND PROPOSITION STATEMENT TEMPLATE

We help **[AUDIENCE]** who **[CHALLENGE / PAIN-POINT]**
to achieve/experience **[KEY BENEFIT]**
unlike **[COMPETITIVE ALTERNATIVE]**
our solution **[UNIQUE POINT OF DIFFERENCE]**

WE HELP

AUDIENCE

WHO

CHALLENGE / PAIN POINT

TO ACHIEVE/EXPERIENCE

KEY BENEFIT

UNLIKE

COMPETITIVE ALTERNATIVE

OUR SOLUTION

UNIQUE POINT OF DIFFERENCE

Notes:

Brand Positioning Statement Checklist

- Is it believable?
- Is it easy to understand?
- Is it flexible and allows for future growth?
- Does it differentiate the brand from the competition?
- Will it help create more effective marketing campaigns?
- Does it speak to your audience?
- Does it motivate your audience?
- Is it memorable?
- Is it unique to your brand?
- Is it better than your competitors?

90 DAY REBRAND

THE IMPORTANCE OF GREAT DESIGN

STAGE 6: MODULE 21



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“Your premium brand had better be delivering something special, or it’s not going to get the business.”

Warren Buffet

Great Logo Design

The human brain processes visuals **60,000 times** faster than it processes text. This is the reason why many brands add a visual or a glyph to their logo.

It takes a website visitor **10 seconds** to form an impression of your brand logo. However, it can take up to seven impressions for the visitor to recognize the logo.

Great Color Design

92.6% of consumers say that color is the key factor affecting their purchase decision.

80% of website visitors perceive brand enhancement based on colors.

Colored advertisements had **40%** more viewership rates than plain ads.

Color improves readership by **40%**, comprehension by **73%**, and learning by up to **78%**.

Color is a key factor in brand recognition. For example, the use of a brand color can increase brand recognition by **80%**.

Compared to black and white images, colored images catch the attention of viewers by **2 seconds** more.

According to HubSpot, when changing the color of a CTA button from green to red, there was a **21%** increase in conversion.

Great Marketing Design

68% of digital marketers have plans in place to increase the use of visual assets in future content activities.

51% of B2B digital marketers value the use of visual assets in content marketing.

62% of marketers use visuals for the landing pages of a website or as part of blog content.

32% of digital marketers claim visual images are the most important type of content.

When people hear a message, they are most likely able to remember 10% of the information relayed three days later on. However, when the same message is coupled with a visual graphic, people can remember **65%** of the information three days later.

90 DAY REBRAND

WHAT IS VISUAL IDENTITY

STAGE 6: MODULE 22



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**“Creativity may well be the last
legal unfair competitive
advantage we can take to run
over the competition.”**

Dave Trott

4 Comprehensive

Your designers and content creators should be equipped with everything they need to effectively do their jobs.

Your brand's visual Identity is NOT just a logo.

5 Intuitive

Your brand's visual identity needs to be designed in unison. It should be developed so that each component compliments the others.

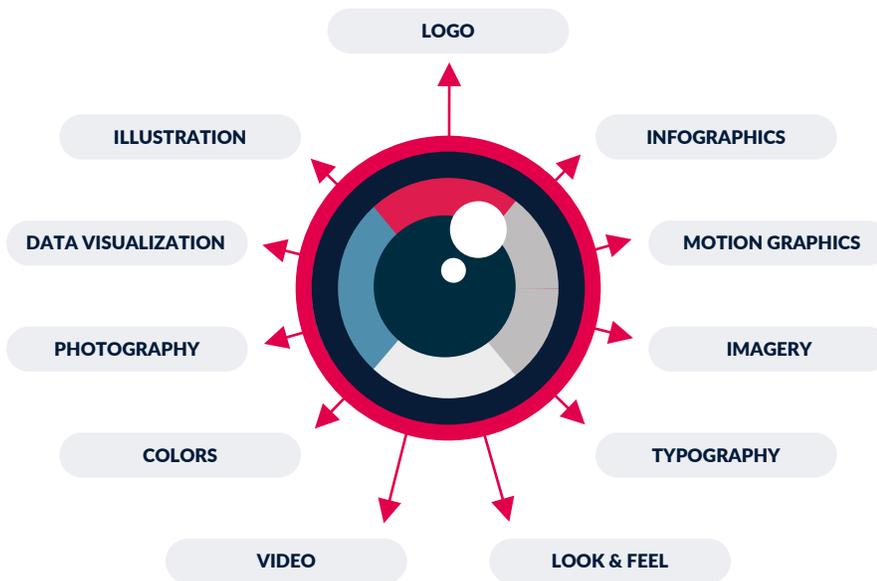
If all your designs use different colors, random typography, and inconsistent imagery, it will not be memorable or engaging to the consumer.

6 Emotional

I've mentioned before that we are extremely visual beings. What we see can be very powerful and evoke strong emotions.

Your brand's identity should represent your personality and values. It needs to produce an emotional response, whatever that happens to be for your specific brand.

What's Included in a Brand's Visual Identity



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BRAND LOGO

STAGE 6: MODULE 23



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“A brand is no longer what we tell the consumer it is—it is what consumers tell each other it is.”

Scott Cook

2 Lettermark

These types of logos are even simpler and more minimalist than wordmarks.

These logos are typically the first letter, or letters of the business name displayed in a highly stylized graphic format.

Examples of lettermark logos are Yahoo, H&M, UFC, IBM, HP, McDonalds, and CNN.

This type of logo can be a great way to reduce your brand's name to something more memorable, and are easier to use for reduced purposes like app icons and social media.

However, lettermarks may lack expression and aren't very descriptive, so you may be limiting your brand recognition and clarity.

Typically, brands will switch to a lettermark option after they have become well established in the marketplace.

Lettermark Examples:



3 Pictorial Mark

These are simple and unique graphical representations of the brand.

Oftentimes, they feature an easily recognizable image, but sometimes they are a shape that may not even relate to the brand's products or services.

The goal in creating a pictorial mark, is to design the simplest form possible, and make effective use of whitespace.

Less is always more when designing a pictorial mark.

Pictorial Mark Examples:



4 Combination Mark

When you combine a pictorial mark with a wordmark, you get a combination mark. This is when your logo includes your business name and a symbol or unique graphic.

The name can either be placed next to the symbol, or integrated within the symbol to create a complete graphic.

Combination Mark Examples:



5 Emblem Mark

Similar to a combination mark, these logos often contain multiple elements like a wordmark and pictorial mark.

But they are then designed within a shape that becomes part of the brand identity.

If you choose to design an emblem mark, pay close attention to the text size. Since this logo type includes multiple elements, it may become illegible when scaled down to smaller sizes.

Emblem Mark Examples:



6 Abstract Mark

Similar to pictorial marks, these logo types are simple and unique graphical representations of the brand.

However, they are not a recognizable symbol. Instead, they are completely abstract geometric forms that don't form an immediate connection.

Abstract Mark Examples:



Script Fonts

Script fonts are reminiscent of handwriting.

From elegant calligraphy fonts to relaxed and down-to-earth scripts, there is a huge variety out there. Use them to make your logo look more individualistic.



Display Fonts

Display fonts are decorative fonts that are highly stylized and really catch the eye. They are basically a design themselves.

Be careful though with display fonts, since the font itself can appear to be a logo, and become too busy if combined with other elements.



9 Pro Logo Design Tips

- Keep your logo design simple and clean, without too many small elements that may become difficult to see at a small size.
 - Remember that your logo is meant to appeal to your audience, and reflect your brand, not just satisfy your personal design taste.
 - Design your logo in vector format so it can be resized without losing quality.
 - Your logo should not only be legible in full color, but also in a single solid color.
 - Do not use photo imagery, or raster graphics in your logo.
 - Keep your logo to 2-3 colors max. Pay close attention to the colors you are choosing, and the emotions that are attached to them.
 - Choose a font type that aligns with the personality of your brand.
 - Don't make your logo too trendy. You don't want it to look dated in a few years.
 - Don't be cheap with your logo designs, and don't settle for anything less than excellent. The extra investment now, will save you from huge headaches and a redesign in the future.
-

90 DAY REBRAND

BRAND COLORS

STAGE 6: MODULE 24



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**“Today it’s important to be present,
be relevant and add value.”**

Nick Besbeas

Color Perceptions and Emotional Connections

We touched briefly on the emotional connection of colors in the last module when designing your logo.

Let's review both the positive and negative responses to each color in greater detail, so you can get a better understanding of how color influences the minds and actions of the consumer.



RED is for passion, danger, and strength

Arguably the strongest and most intense of all the color options. Red is often used to get our attention or to signal danger.

It can be used to communicate anger, or express negativity, but it is also the color of heat, passion, love, and romance.

Red is a good choice for brands that are loud and want to stand out. It can be used as an attention color on your website, or an accent color on your product packaging.

POSITIVE RESPONSES

- Power
- Passion
- Energy
- Fearlessness
- Strength
- Excitement

NEGATIVE RESPONSES

- Anger
- Danger
- Warning
- Defiance
- Aggression



Orange is for vibrancy, confidence, and friendliness

Similar to red in that it stimulates feelings of excitement, energy, and warmth. Orange is often used to express value, playfulness, and innovation.

It can be used to attract attention in a less dramatic way than red.

Orange is a good choice for brands who are youthful, and want to promote energy and activity.

POSITIVE RESPONSES

- Courage
- Confidence
- Warmth
- Innovation
- Friendliness
- Energy

NEGATIVE RESPONSES

- Deprivation
- Frustration
- Frivolity
- Immaturity
- Ignorance
- Sluggishness



Blue is for security, trust, and dependability

As a cool and relaxing color, blue is the most popular color in the world and is the number one color used in corporate logo designs.

It is often used to express clarity, communication, intelligence, and responsibility.

Like green, blue is also associated with nature because of its connection to the sky, oceans, and lakes.

Blue is a good choice for brands who want to be perceived as professional and trustworthy.

It is also a good choice for businesses whose focus is relaxation or therapy.

POSITIVE RESPONSES

Trust
Loyalty
Dependability
Logic
Serenity
Security

NEGATIVE RESPONSES

Coldness
Aloofness
Emotionless
Unfriendliness
Uncaring
Unappetizing



Purple is for wisdom, luxury, and sophistication

A mix of the calmness of blue, and the boldness of red, Purple can be both warm or cool.

It is often associated with prestige, royalty, and wealth.

Depending on the hue, and the dominance of either blue or red, purple can be both masculine or feminine.

Purple is a good choice for brands who are luxurious and sophisticated, but can also be used to express feminism by pairing it with pink.

POSITIVE RESPONSES

Wisdom
Luxury
Wealth
Spirituality
Imaginative
Sophistication

NEGATIVE RESPONSES

Introversion
Decadence
Suppression
Inferiority
Extravagance
Moodiness

How to Choose Your Brand Color Palette

STEP 1: Get Inspired

There are several online color picker tools, and generators to help you begin to visualize how colors interact with each other.

Some of these resources allow you to type in a mood or emotion to get started. While others allow you to enter color codes or even upload a photo that will auto generate a color palette for you based on that image.

Adobe Color: Color palette search and inspiration.

Adobe Capture CC: Helps you turn photos into color palettes.

Colorhexa: Provides information about any color.

Colorhunt.co: Hand-picked color palettes.

ColourLovers.com: A great site for color geeks.

Coolers.co: Color scheme generator.

Colors.lol: Curated color palette inspiration.

Paletton.com: Tool to create color palettes based on color theory.

Pantone Color Finder: Helps you locate specific Pantone colors.

STEP 2: Experiment

Now that you are inspired, just start playing around. Use the information you have already collected about your brand, and pair that with colors that support what you do and who you want to attract.

Experiment with monochromatic, analogous, and complementary pairings. Try both light and dark tones, pastels, bold and bright, muted and subtle.

Ask yourself how certain colors make you feel, and are these emotions an accurate representation of your brand?

Monochromatic Colors:

Monochromatic colors are all the colors of a single hue. Monochromatic color schemes are derived from a single base hue and extended using its shades, tones and tints. Tints are achieved by adding white and shades and tones are achieved by adding a darker color, grey or black.

Analogous Colors:

Analogous colors are groups of three colors that are next to each other on the color wheel, and a tertiary. Red, orange, and red-orange are examples. The term analogous refers to having analogy, or corresponding to something in particular. An analogous color scheme creates a rich, monochromatic look.

Complementary Colors:

Complementary colors are pairs of colors which, when combined or mixed, cancel each other out (lose hue) by producing a grayscale color like white or black. When placed next to each other, they create the strongest contrast for those two colors. Complementary colors may also be called "opposite colors".

STEP 3: Define Your Primary, Accent Colors, and Supporting Colors

PRIMARY BRAND COLOR

ENTER HEX VALUE:

[Red dashed box for hex value entry]

2-3 ACCENT BRAND COLORS

ENTER HEX VALUE:

ENTER HEX VALUE:

ENTER HEX VALUE:

[Red dashed box for hex value entry]

[Red dashed box for hex value entry]

[Red dashed box for hex value entry]

3-5 SUPPORTING BRAND COLORS

ENTER HEX VALUE:

ENTER HEX VALUE:

ENTER HEX VALUE:

[Red dashed box for hex value entry]

[Red dashed box for hex value entry]

[Red dashed box for hex value entry]

ENTER HEX VALUE:

ENTER HEX VALUE:

[Red dashed box for hex value entry]

[Red dashed box for hex value entry]

Notes:

[Lined area for notes]

Brand Color Checklist

- Is the color distinctive?
- Is the color differentiated from the competition?
- Is the color appropriate for the business?
- Does the color communicate the brand personality?
- Will the color be sustainable?
- Does the color have positive connotations?
- Will the color be memorable?
- Will the color create recognition?
- Does the color work on both white and black?
- Can you achieve consistency across all media?
- Have you tested the color on a range of monitors and devices?
- Have you tested the color in print?

90 DAY REBRAND

BRAND TYPOGRAPHY

STAGE 6: MODULE 25



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“Great typography heightens and enriches our knowledge of things and redefines the way we read”

Eddie Opara

Script Fonts

Script fonts are reminiscent of handwriting.

From elegant calligraphy fonts, to relaxed and down-to-earth scripts, there is a huge variety out there. Use them to make your logo look more individualistic.

Regular 400

Almost before we knew it, we had left the ground.

Brand Typography Imperatives

Your brand's typography should be a natural extension of your logo and colors.

For example, the typefaces you choose should be influenced by the shape and style of your logo, so they compliment it and create a cohesive look.

Your typography and fonts should also support the personality and emotional connection derived from your brand colors.

Here are a few typography imperatives to keep in mind when researching type styles for your brand:

1 It Conveys Feeling and Reflects Positioning

Just like your brand colors, typography has the ability to convey feelings and emotions.

So when choosing your typography, make sure that it supports your brand positioning, personality, and values.

2 It Covers the Range of Application Needs

Your brand fonts will need to be available on a range of applications, both online and print.

For example, you may need to choose google font alternatives for your website that are similar to your primary brand fonts.

3 It Works in a Range of Sizes

Big, bold, blocky fonts may not be legible at small scale.

When choosing your fonts, specifically fonts that will be used for paragraph or subheading text, make sure you test them out at a variety of sizes.

4 Tips For Choosing Brand Typography

TIP 1: Where to Find Typefaces

When choosing where to find your brand typefaces, you have 3 options.

You can download free open source typefaces, you can purchase professionally designed typefaces, or you can hire a lettering artist to design a typeface specifically for your brand.

Open Source Typeface

Font Squirrel	www.fontsquirrel.com
Font Library	www.fontlibrary.org
Fontface Ninja	www.fonts.ninja
Google Fonts	fonts.google.com
Open Foundry	www.open-foundry.com
My Fonts	www.myfonts.com

PROS: Open source fonts are free, readily available, and can be used on several platforms.

CONS: Open Source fonts can be poorly designed, they sometimes look generic, they may not include all characters, and they could be limited when it comes to weight options.

Professionally Designed Paid Typefaces

Fonts.com	www.fonts.com
FontShop	www.fontshop.com
Linotype Library of Fonts	www.linotype.com
Adobe Fonts	www.fonts.adobe.com

PROS: Professionally designed fonts provide a great variety of choices, and the fonts are often high quality.

CONS: Professionally designed fonts can be expensive, and if you have multiple designers working on multiple platforms, you will most likely require several licenses for each of the fonts within the type family.

Custom Designed Typefaces

BitFontMaker	www.pentacom.jp
Fontstruct	www.fontstruct.com
Glyphs	www.glyphsapp.com
Robofont	www.robofont.com
MCKL Type	www.mckltype.com
Commercial Type	www.commercialtype.com
OH no Type Co	www.ohnotype.co
Delve Fonts	www.delvefonts.com

PROS: Custom Typefaces are unique and separates you from the competition.

CONS: Custom Typefaces are typically very expensive and requires a huge time commitment.

TIP 2: Narrow Down Your Choices

Try not to get overwhelmed by the abundance of typeface options available.

Start by determining what type and style of font best represents your brand's personality and message. Then simply eliminate the rest.

Choose 15-20 Fonts

FONT OPTION 1: _____

FONT OPTION 2: _____

FONT OPTION 3: _____

FONT OPTION 4: _____

FONT OPTION 5: _____

FONT OPTION 6: _____

FONT OPTION 7: _____

FONT OPTION 8: _____

FONT OPTION 9: _____

FONT OPTION 10: _____

FONT OPTION 11: _____

FONT OPTION 12: _____

FONT OPTION 13: _____

FONT OPTION 14: _____

FONT OPTION 15: _____

FONT OPTION 16: _____

FONT OPTION 17: _____

FONT OPTION 18: _____

FONT OPTION 19: _____

FONT OPTION 20: _____



Notes section with horizontal lines for writing.

90 DAY REBRAND

BRAND GRAPHICS

STAGE 6: MODULE 26



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**“The essential test of design is
how well it assists the
understanding of the content,
not how stylish it is.”**

Edward Tufte

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BRAND GUIDELINES

STAGE 6: MODULE 27



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**”Design is the silent ambassador
of your brand.”**

Paul Rand

4 Trust

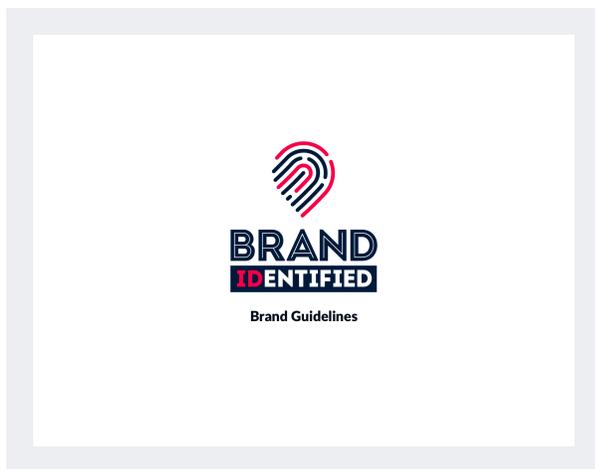
When a potential customer sees something that is well designed and looks professional, they will automatically perceive that product or brand as a higher quality than a poorly designed product. This perception will gain the trust of the consumer. If you can gain a consumer's trust, you may also acquire a sale.

5 Recognition

Brand guidelines help your business deliver a cohesive brand experience, and make it easier for people to recognize your content. This recognition will provide a positive consumer experience, and develop loyal brand advocates.

Create Your Visual Brand Guidelines

STEP 1: Cover Page



INCLUDE:

- Logo
- Wordmark
- Tagline
- Title

STEP 2: About Page



INCLUDE:

- Company Background / History
- Brand Purpose
- Brand Vision
- Brand Mission
- Brand Values

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BRAND TOUCHPOINTS

STAGE 7: MODULE 28



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“Too many companies want their brands to reflect some idealised, perfected image of themselves. As a consequence, their brands acquire no texture, no character, and no public trust.”

Richard Branson

Top Brand Touchpoints



Website

Your website is typically the first place a customer will visit to determine if the products or services you offer are right for them.

That is why it is critical that your website not only functions properly, but also strategically engages with the visitor, so they can easily consume your content, and connect with your brand.

It must also be visually appealing on an emotional level by utilizing the brand specific colors, fonts, images, and graphics that you designed in your visual identity.

You want your website to be an enjoyable and memorable experience that engages with the visitor, and offers them the opportunity to establish a connection.

It's this connection, through the use of your brand strategy, that will build brand recognition, brand equity, and cultivate a loyal brand advocate.



Blog

By consistently creating content that is valuable to your target demographic, you are able to promote your brand through industry updates, news articles, top 10 lists, or anything else that your audience may be interested in, and searching for.

This constant source of new online traffic provides you unlimited opportunities to brand your blog post with your visual identity.

If you are willing to put in the time and effort to produce engaging content every week, then you will discover, over time, that more and more people will be positively interacting with your brand.



Social Media

In 2020 there were 3.19 billion people actively using social networks for an average of 2 hours and 24 minutes per day.

That's a lot of time, and a lot of eyeballs to see your brand as they scroll through their mobile feeds.

With that amount of opportunity, it should be extremely obvious that social media should be one of your top ranked brand touchpoints to invest in.

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HOW TO WRITE A CREATIVE BRIEF

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**“People relate to people, and if
your brand feels like people,
they’ll relate to you, too.”**

Laura Busche

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PRINT VS. DIGITAL DESIGN

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**“Branding is the process of
connecting good strategy with
good creativity.”**

Marty Neumeier

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THE DESIGN PROCESS

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“The power of the brand is not in the name but what has been invested in that name over the years.”

Bernard Kelvin

STEP 11: Revise and Refine the Design

Evaluate all the feedback you received from the design review and make some decisions about what needs to change, and what does not need to change.

Remember, not all the individual opinions will be valid. You need to manage the design change requests based on the scope of the creative brief.

If the request does not fulfill, or add to the goal of the creative brief, it should not be applied to the design.

Take this time to revise and refine the design into its final output.

STEP 11.5: Development

If your design project is a web page design, now is the time where you would begin the development stage.

This is the process of taking your static page design and building it out into an interactive web page.

STEP 12: Test and Critique - Round 1

Now that your final design has been completed or your website has been developed, it's time for the first round of testing.

If this is a graphic design or print project, critique and proof the design before going to print.

Check the grammar and spelling of text content, confirm that all the colors and fonts are on-brand, and make sure the layout is visually pleasing.

If this is a digital web design project, test each web page on multiple browsers and operating systems to confirm that all content is displaying properly.

Test all links, menus, and buttons to make sure they are all linked correctly.

Verify that all brand colors, fonts, logos, and styles are consistent with the visual brand guidelines.

Document everything, and fix any errors you find in the design or functionality.

STEP 13: Beta Launch or Print a Proof

Once all the errors, mistakes, and broken links have been fixed, it's time to either launch a beta version of your website, or print a proof of your design.

Be sure to work with the printer who will be producing your final product, so that you receive an actual representation of the paper stock, colors, texture, binding, and any other special print applications that are required.

If this is an online project, use a staging environment on the actual platform and server that your final website will be hosted on. This will allow a seamless transition later when you are ready to go live.

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WEB PAGE LAYOUT

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“Your culture is your brand.”

Tony Hsieh

Web Page Layout Pro Tips

1 Use Negative Space to Create Visual Impact

Using empty space will draw the viewer's attention towards an object or content of greater importance.

For example, if a designer places a black square next to a white square, the black square will outweigh the white, and the human eye will be drawn towards the black side of the page.

2 Create Visual Balance and Symmetry

By aligning and separating sections of content on a page that have the same weight and visual impact gives the impression of stability, balance, and structure.

Balanced layouts are also easily scannable, so the viewer can quickly interpret and understand the content.

3 Stimulate the Audience Through Visual Tension

When designers use high contrast colors, oversized typefaces, or bold imagery, the viewer has no choice but to be drawn towards the object that is demanding the most visual tension.

This can be especially useful when you need to emphasize an element as quickly as possible.

4 Create Emphasis Through Focal Points

Similar to creating visual tension, designers should also create several focal points in your web page layout.

Focal points are typically call-to-action buttons that are designed using the attention colors from your brand's visual identity guidelines. Other effective focal points are bold headlines, descriptive icons, or photos of human faces.

5 Accomplish The Goals of The Content

One of the most important tips of choosing or designing any page layout is to make sure that it accomplishes the goals of the website.

Think about the type of content your business is providing to the audience, and what is the best way to present that content, and create an enjoyable experience.

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WIREFRAMES & CONTENT HIERARCHY

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**“A brand that captures your mind
gains behavior. A brand that captures
your heart gains commitment.”**

Scott Talgo

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WEB PAGE DESIGN

STAGE 7: MODULE 34



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**“A brand that captures your mind
gains behavior. A brand that captures
your heart gains commitment.”**

Scott Talgo

5 Review and Make Changes

Once your page has been fully designed, review everything you have done and make any necessary changes.

You may find that call-to-action buttons are too close to each other. Or perhaps some of the color placements are not as visually appealing as they could be. Pay close attention to your font sizes and verify that all text elements are legible.

Take a broad overview of the entire page, and ask yourself the following questions:

- Does the page feel cohesive?
- Are your eyes drawn to the most important content on the page?
- Does the page support your brand's style?
- Does the page reflect your brand's personality?
- Is the page visually appealing?
- Does the page tell a story, and lead the visitor through a journey?
- Does the design support the content and goals of the page?
- Is there a clear, obvious, and easily accessible call-to-action?
- Is this page GREAT design?
- Do you LOVE this page?

How to Create Focus and Direct Through Design

TIP 1: Use Movement

Movement on a web page can be everything from videos, to animations, to slideshows, to scrolling effects, to how content enters the page, to how buttons react on hover, or how the navigation menu responds to interaction.

Movement not only enhances the user experience, but it is also highly effective in generating a response.

TIP 2: Use Directional Imagery

Use faces to increase the human and emotional connection the viewer will experience when visiting your web page. When people can associate other humans to a brand, they are more likely to approve of it, and perceive it as trustworthy.

Studies have shown that people follow the gaze of the people in the photos. So always be sure that when using photos of people, that they are either looking towards, or pointing at the content you want them to pay attention to.

Always use high quality photos that convey emotion. For example, photos of your employees, your products, or your happy customers.

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WEBSITE ARCHITECTURE

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**“Customers don’t just want to shop:
they want to feel that the brand
understands them.”**

Mickey Drexler

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WEBSITE DEVELOPMENT

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**Design is about problem solving,
not about personal preference or
unsupported opinion.”**

Bob Baxley

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MANAGING YOUR BRAND ASSETS

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of your brand.**

Paul Rand

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REVIEW, REPORT, REFRESH

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“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

Jeff Bezos

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STAYING RELEVANT

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“Every advertisement should be thought of as a contribution to the complex symbol which is the brand image.”

David Ogilvy

