

# BUILDING YOUR BRAND

**How to Create a Compelling, Engaging, Authentic Brand Identity**

AUGUST 10, 2020

REVEL

# *What is a brand?*

## Origin of the word **BRAND**:



From the Old Norse word *brandr* or “to burn”

Refers to the practice of branding livestock, which dates back more than 4,000 years.

# *A brand is not simply a logo.*

## **So what the %\$#@ is it???**

Simply put, your brand is defined by **a customer's overall perception of your business.**

Owning your  
company values

Being transparent

Earning trust



Your brand is what people say about you when you're not in the room.”

JEFF BEZOS | FOUNDER OF AMAZON

# *Building a brand is a process.*

**The ongoing effort** will result in establishing long-term relationships with your customers, which leads to:

- Increase in sales
- Word-of-mouth referrals
- Advocacy for your products or services

# *What's your personal brand?*





**You, as a human being, have a brand identity.**

When your friends, family, colleagues talk about you, they use your **“brand traits.”**

## HOW DO PEOPLE DESCRIBE YOU?

Funny  
Honest  
Loyal  
Smart  
Trustworthy  
Flaky  
Responsible  
Impulsive  
Generous  
Friendly  
Curious  
Inclusive  
Evasive  
Detail oriented

# *Don't like your brand?*

**Consider a brand refresh.**





# *Start with the why.*

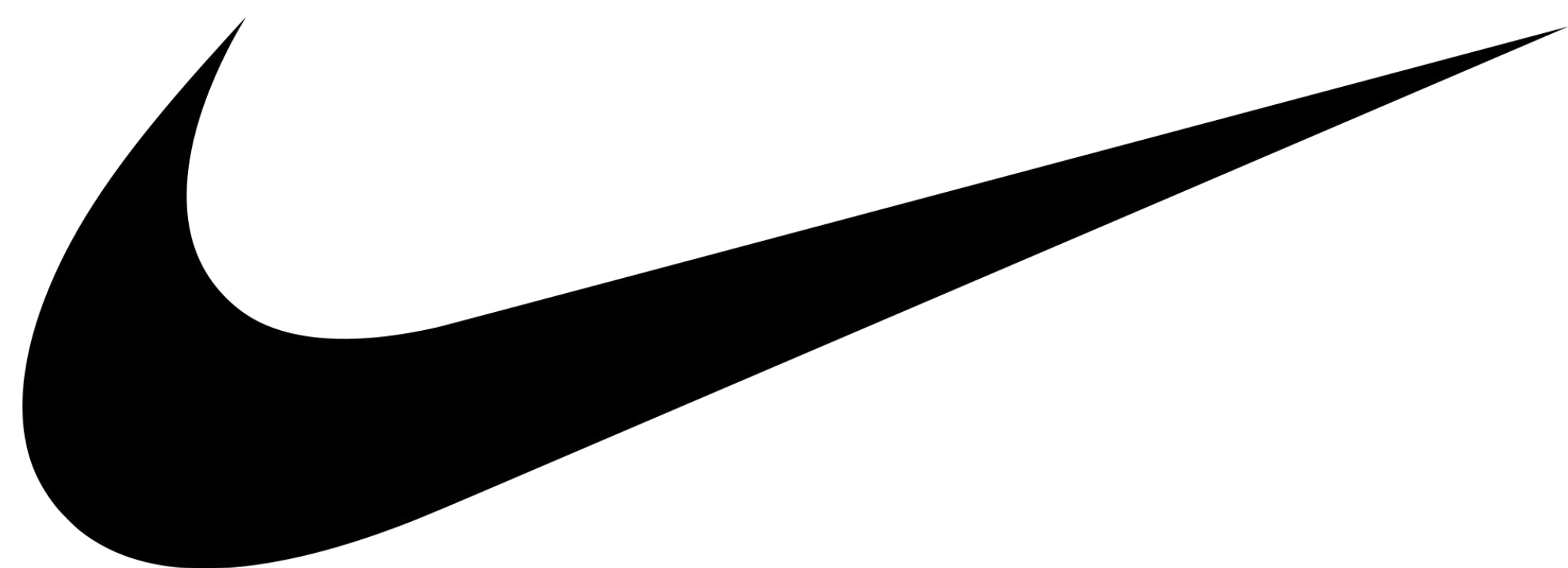
**What is the purpose behind your brand?**

**Why do you do what you do?**

Defining this will reveal the essence of your brand story.

## A QUICK EXERCISE

What is your emotional reaction to these brands?



**amazon**

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the word is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'. The arrow is a vibrant orange color and has a slight 3D effect with a darker orange shadow on its top edge.

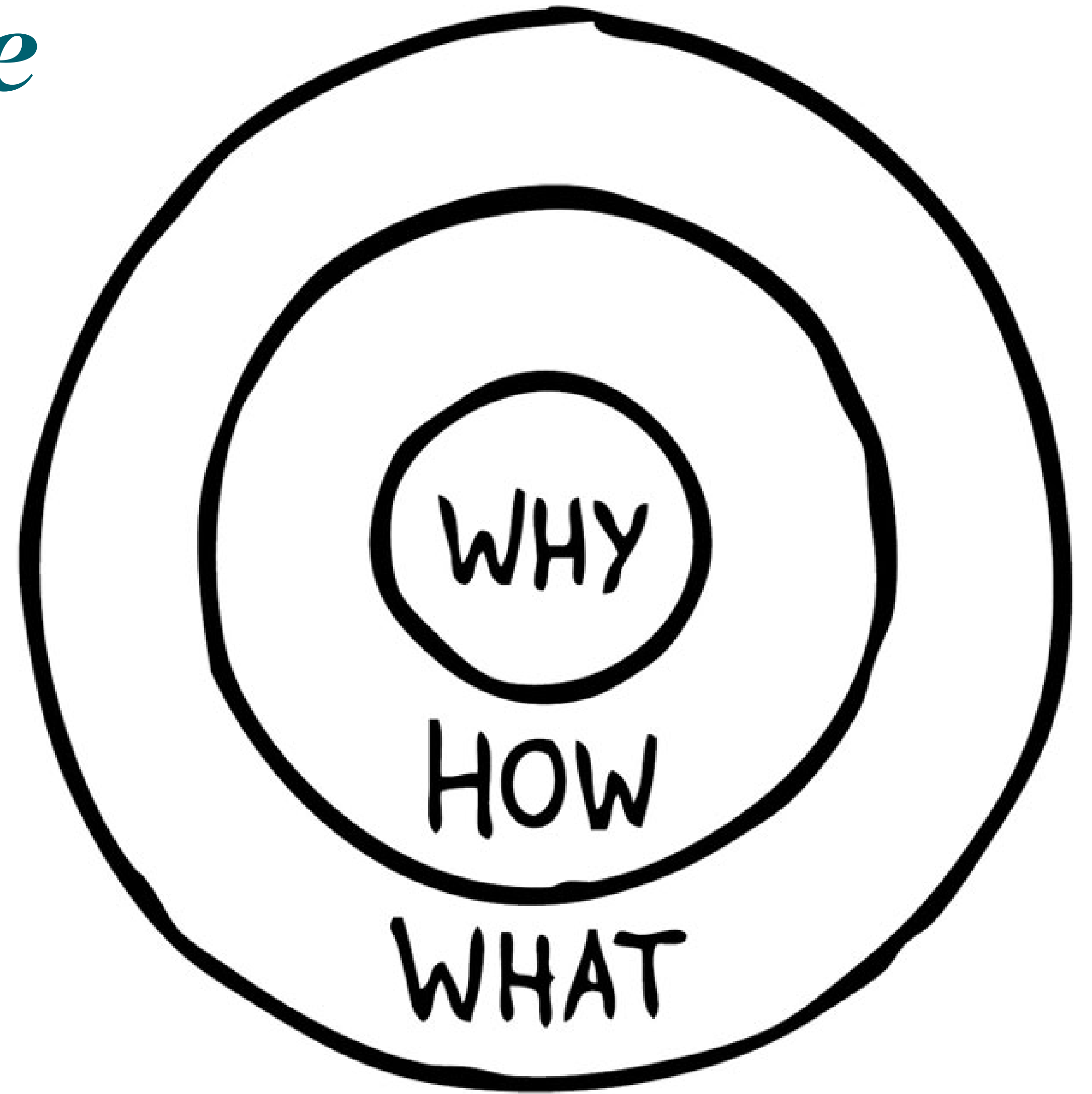
**Leadership expert Simon Sinek is known for his engaging and impactful Ted Talks.**

He has come up with a simple but amazingly effective model called the **Golden Circle**.



**Watch here.**

# *The Golden Circle*



You know the WHAT | You know the HOW | **Focus on the WHY**

“ People don’t buy what you do; they buy why you do it.  
The goal is not to do business with everybody that needs what you have.  
The goal is to do business with people who believe what you believe.”

SIMON SINEK | CREATOR OF THE GOLDEN CIRCLE

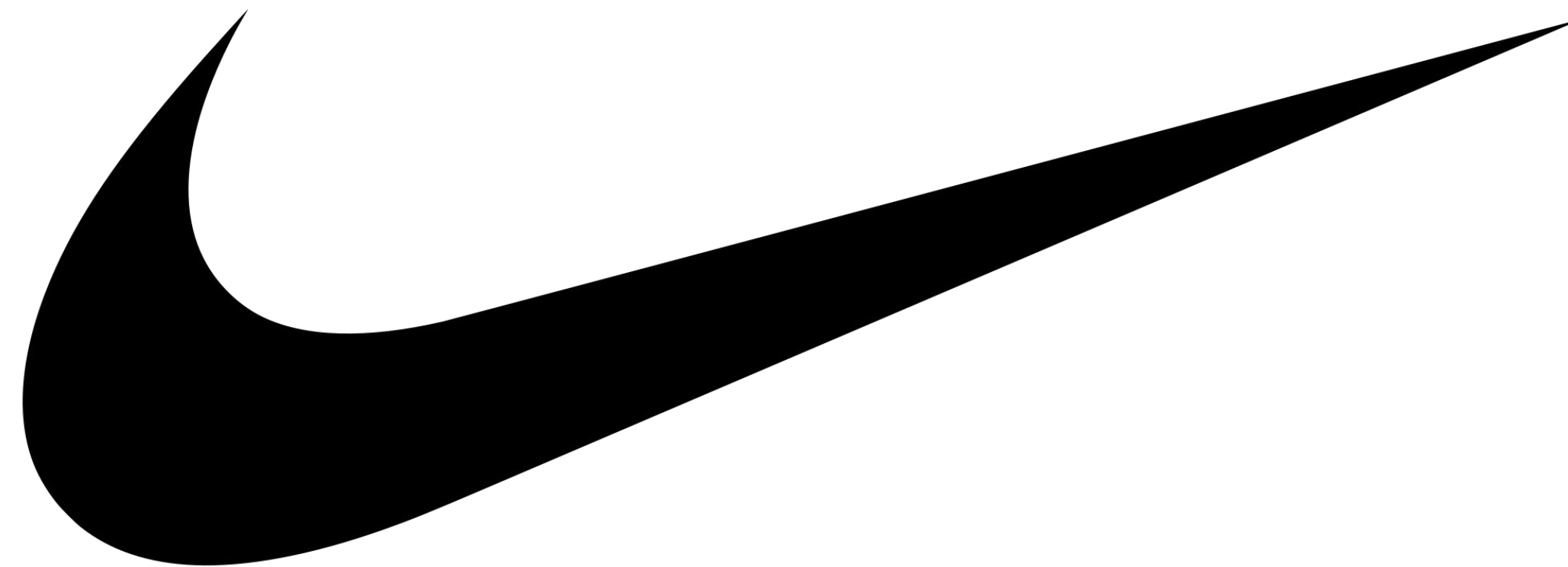
**Now...**

*What do you think is their why?*



**Our mission: bring inspiration and innovation to every athlete\* in the world.**

**\*If you have a body, you are an athlete.**



**Our vision is to be earth's most customer centric company,** to build a place where people can come to find and discover anything they might want to buy online.

**amazon**

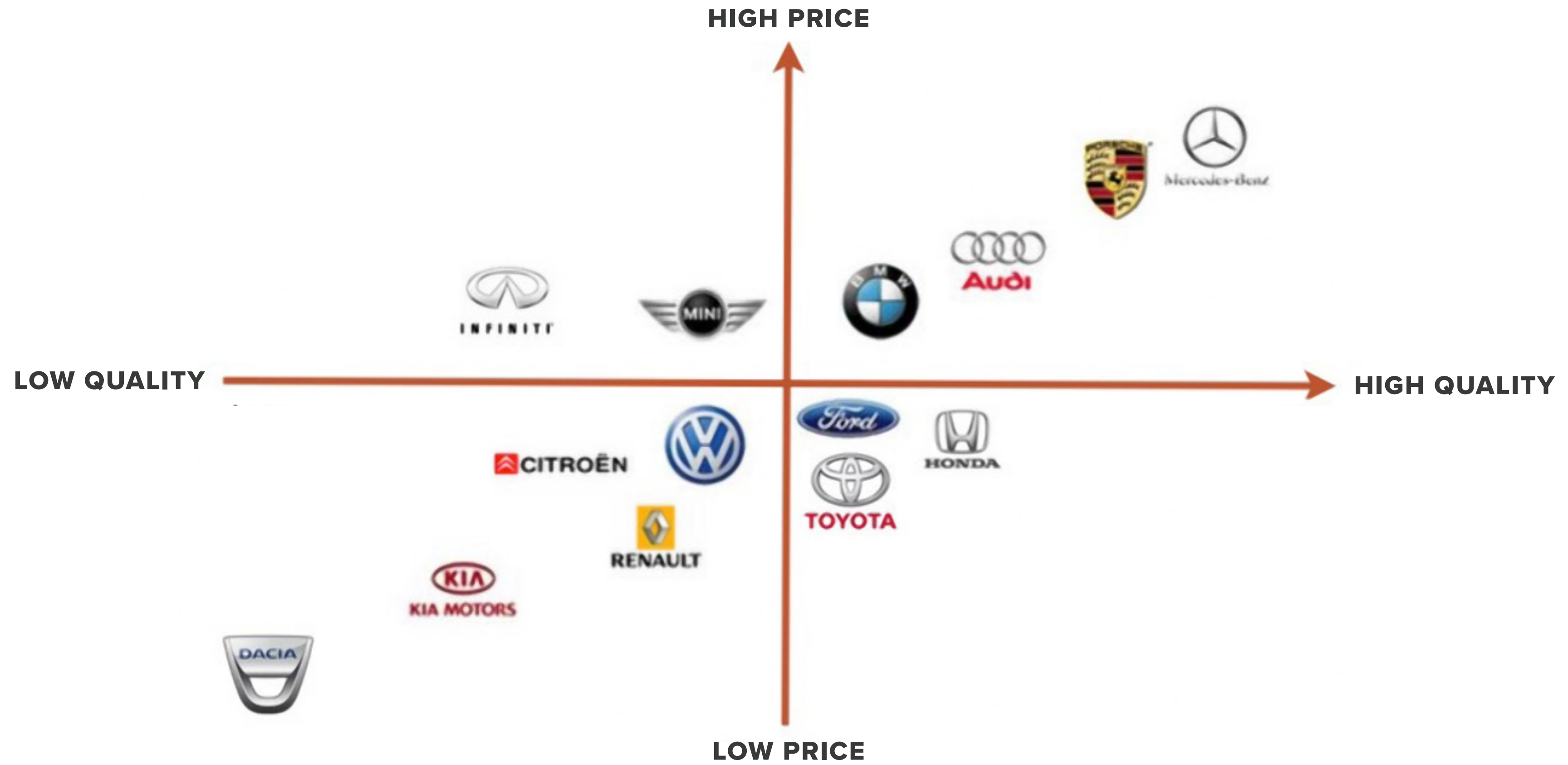
The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the word is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.

# *What makes you different?*

**What is the space you own in the marketplace?**

# Brand Positioning Matrix

Consumer Perception by **Price** and **Quality**



SOURCE: Sebastien Bellanger, rockstarsbm.wordpress.com/2014/11/23/perceptual-maps

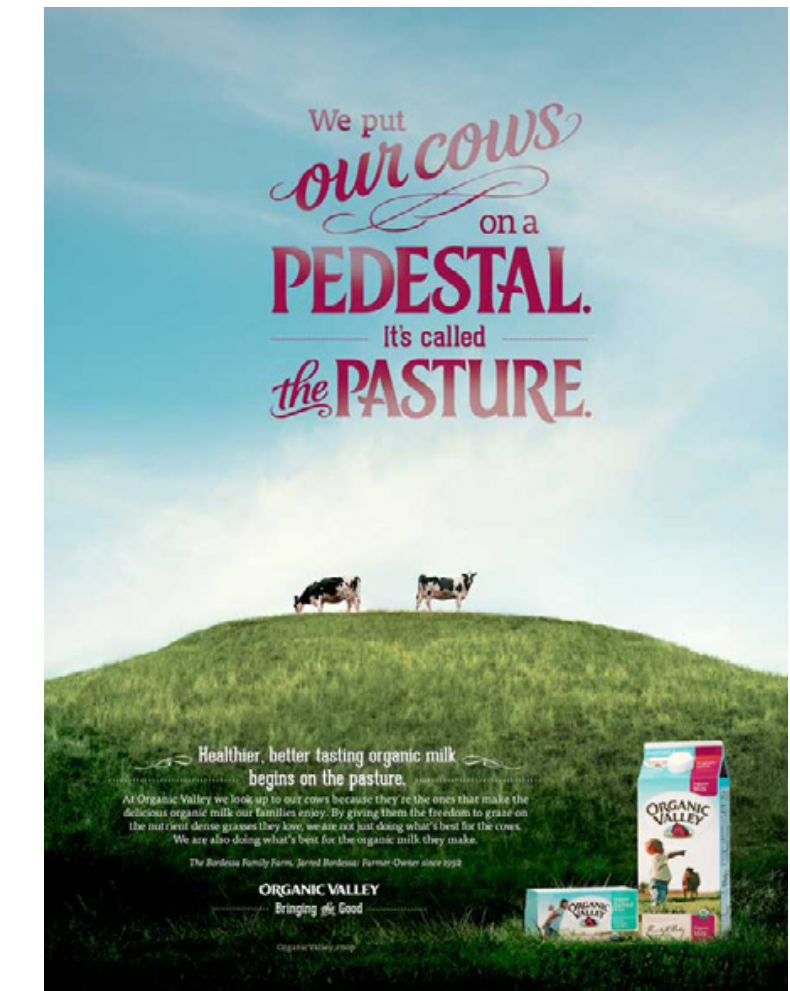
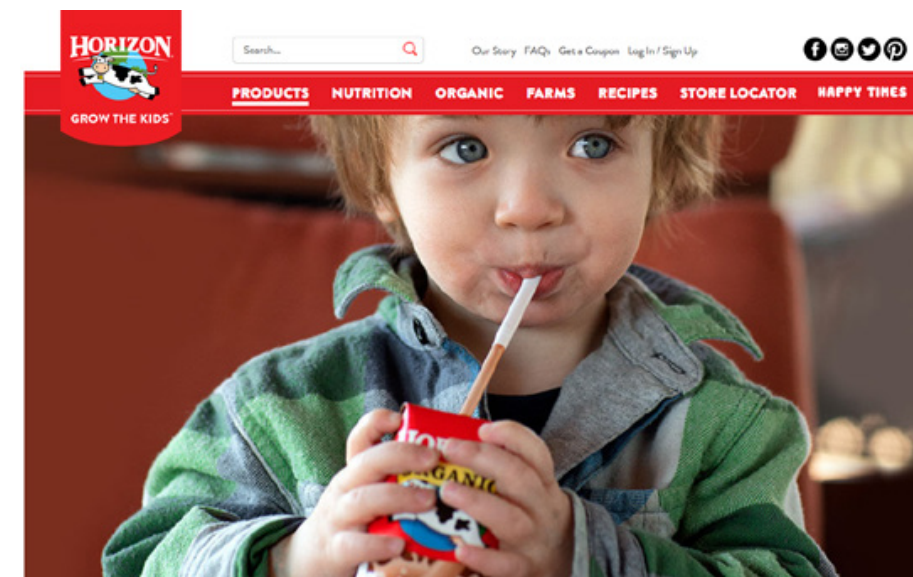
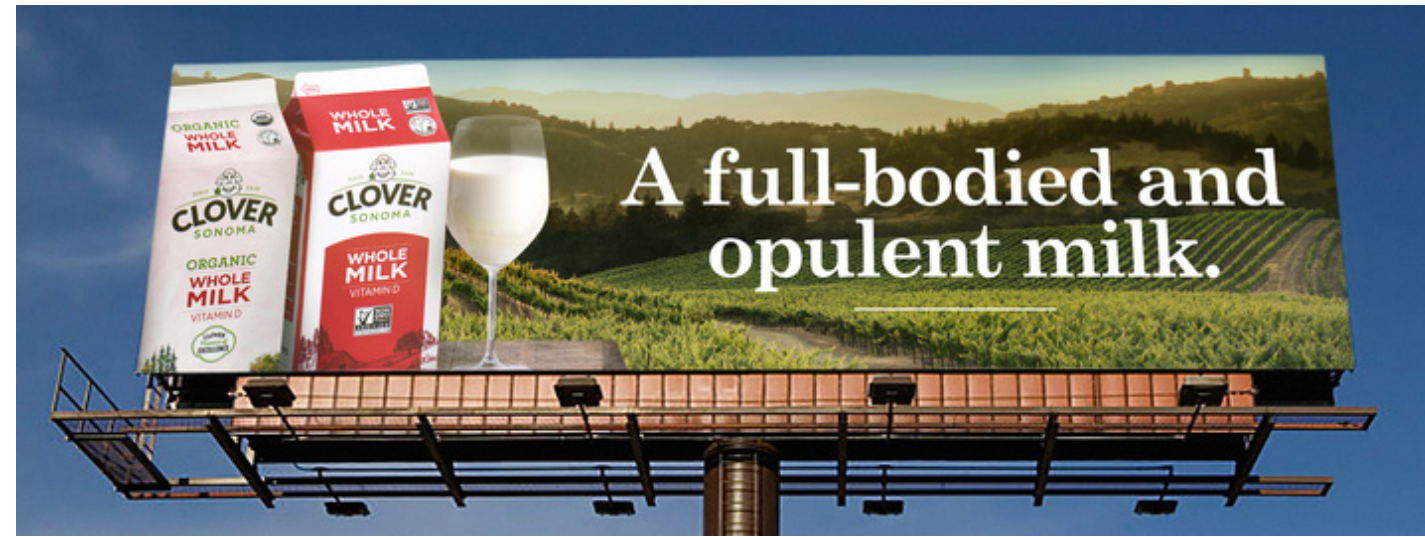
## Follow with a competitive review.

We'll look at



as an example.

# COMPETITIVE REVIEW



Milk cartons in pastures anyone?  
Difficult to tell the brands apart. All using same creative approach.

# A more ownable space



## THE DIFFERENCE IS CLEAR

More than a nostalgic throwback, our glass bottles keep the milk colder — preserving our rich flavor. And unlike milks that are ultra-pasteurized to increase shelf life, we only gently pasteurize to ensure nutritional benefits and fresh taste.

### TASTE THE STRAUS DIFFERENCE

- Minimally Processed and Premium Quality
- Pasture-Fed Cows — in Accordance with the National Organic Program
- Always Organic and Non-GMO



Committed to environmental leadership and farmer-first practices.

STRAUSFAMILYCREAMERY.COM



## LESS IS MORE

Just as important as what goes into our yogurt is what we leave out — we never use gums, thickeners or artificial ingredients. We blend our premium certified-organic milk with active, live cultures to craft smooth European Style yogurts.

### TASTE THE STRAUS DIFFERENCE

- Minimally Processed and Premium Quality
- Pasture-Fed Cows — in Accordance with the National Organic Program
- Always Organic and Non-GMO



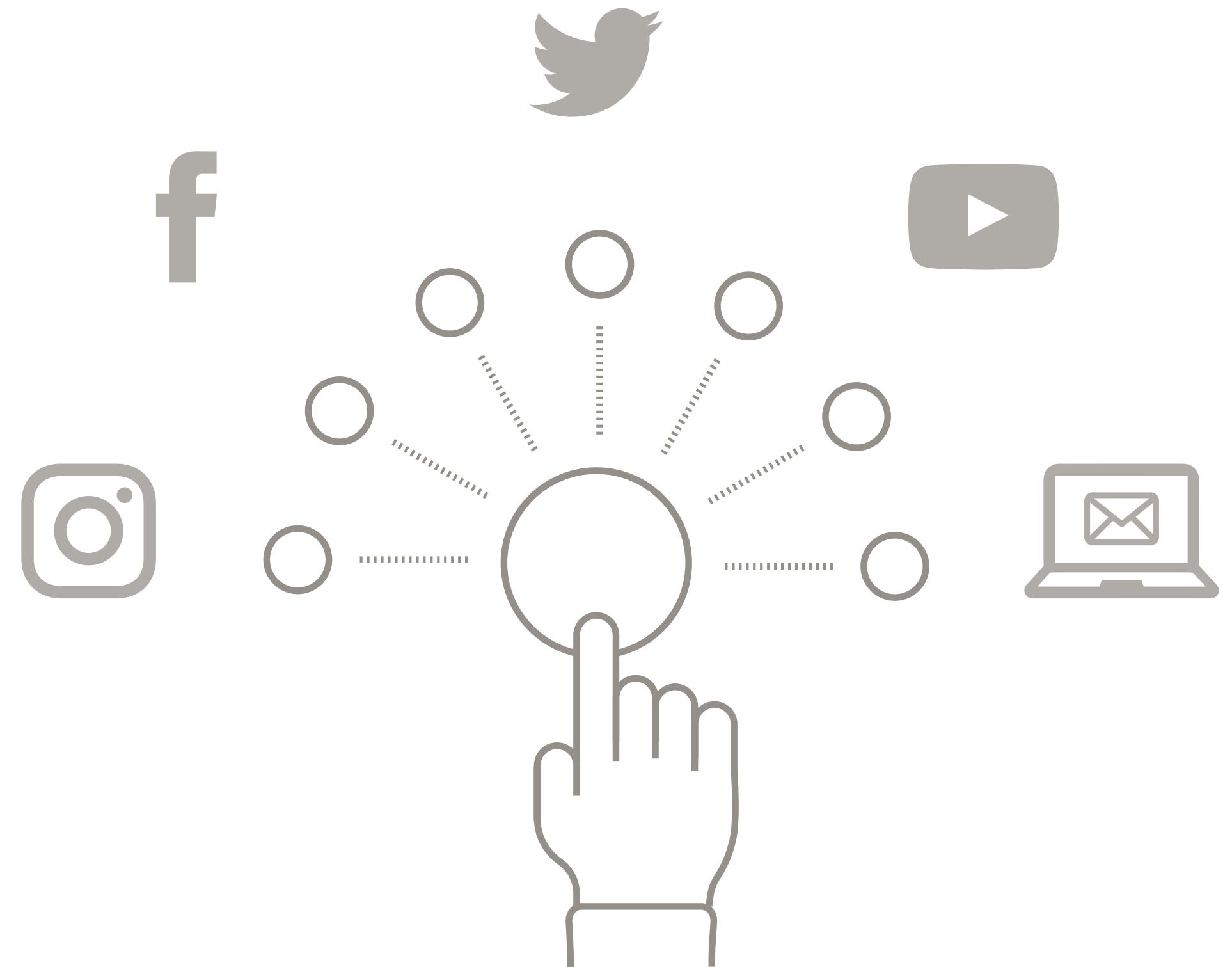
Committed to environmental leadership and farmer-first practices.

STRAUSFAMILYCREAMERY.COM

# *Your brand voice*

is the unique way that you communicate with the world.

**It should be consistent, and present at every customer touchpoint.**





# *Finding your voice*

## **Step 1**

List single words that describe your business.

**EXAMPLES** RESPONSIBLE FAIR APPROACHABLE CASUAL

# *Finding your voice*

## Step 2

List single words that **do not** describe your business.

**EXAMPLES** STUFFY COLD ALOOF ISOLATED

# *Finding your voice*

## Step 3

Use the single words to complete the following sentence:

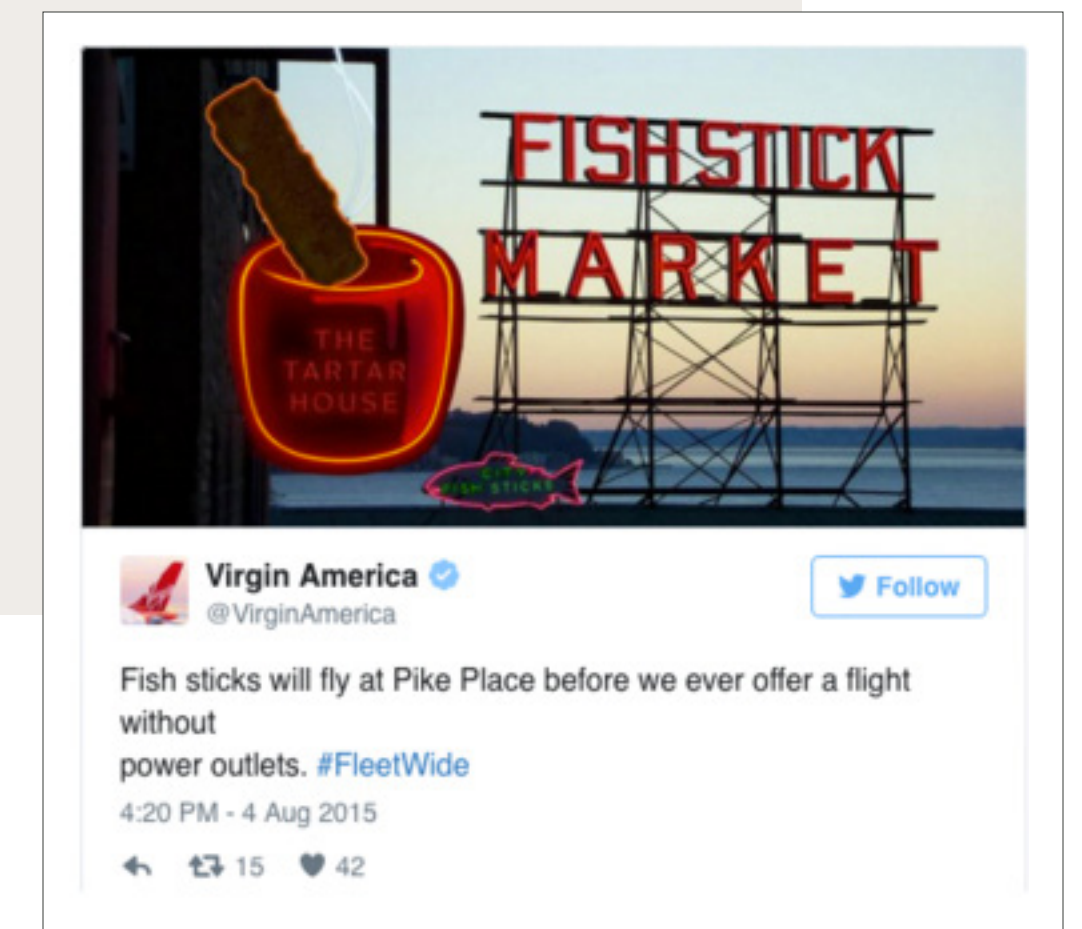
We are \_\_\_\_\_ but not \_\_\_\_\_.

**EXAMPLES** WE ARE BOLD BUT NOT ARROGANT  
WE ARE CASUAL BUT NOT SLOPPY

“Fish sticks will fly at Pike Place before we ever offer a flight without power outlets.”

VIRGIN AMERICA (@VIRGINAMERICA) | AUGUST 4, 2015

**Example of a distinctive brand voice**



# *Know your audience.*

## **To whom are you speaking?**

Again, it's not anyone who will listen, it is people who **believe** what you **believe**.



## **Know your target.**

Food from people who make toothpaste? No thanks. 🤢



**Again, know your target.**

Fries are not to be trifled with.

# *Make it personal.*

## **Create personas.**

Consumer personas are the foundation of your marketing strategy.

### DEMOGRAPHICS

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Location

Age

Gender

Profession

Spending power + patterns

Interests

Stage of life

### PSYCHOGRAPHICS

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Motivations

Priorities

Beliefs

Needs

Pain points





## *Kate, 44*

- Busy mother of 3
- Works and always needs quick, easy meal ideas for a family
- Shops at Whole Foods, natural food stores and the farmers market
- Prioritizes health and ingredients but also needs convenience
- Willing to pay more for a premium, organic product that makes her feel like a good mom, confident that she is feeding her family the best she can



## *David, 36*

- Single man
- Works full time and doesn't have a lot of time to cook but appreciates good food
- Needs quick, easy meal ideas
- Works out often and picks up supplements his cooking with premade meals or takeout
- Shops at mainstream grocery stores and sometimes Whole Foods
- Prioritizes ease and convenience but is conscious of health
- Knows "his tortilla" by the color the package and always buys the same one



## *Jill, 22*

- College student
- Works on campus part time and doesn't really cook
- Needs quick, easy meal ideas she can eat on the go
- Shops at mainstream markets and Trader Joe's
- Prioritizes ease and convenience but is conscious of clean ingredients and brand values that align with her own
- She is price conscious due to her budget but will buy fewer, more high quality items to maintain her values system

# *Visual identity*

is about visually communicating your brand essence.

## **More is not necessarily more.**

We have **5 simple rules** when creating a brand mark:





**Keep it  
simple**

The quicker you convey your brand message, the greater your chance to engage with your target audience.



**Make it  
memorable**

With a simple yet clever design, your mark can be absorbed more quickly.



**Think  
timeless**

Look for ways that will leave your mark feeling fresh and strong today and 15 years from today.



All great logos work and reproduce in any given media application it is faced with.





Your logo should have an authentic and ownable feel in its content and design.

And never. **Ever.** Use

Papyrus



**Watch here.**

# BRAND FAILS

When good identities go bad

# HARLEY DAVIDSON PERFUME



**Stay in your lane.**

Wandering away from your core messaging and strength. It would help to know their why.

# LONDON 2012 OLYMPICS



## **An infamous fail.**

Can you even see the 2012? Certainly doesn't give the impression of strength and balance. Not reflective of the brand.

# EVOLUTION GONE AWRY

Sometimes decent design simply **misses the mark.**



GAP



They were going for a more “Apple” approach but strayed too far from the legacy of the brand. The backlash was huge.



# TROPICANA



In an effort to prioritize messaging they lost the taste appeal.

# SOME WINS

**Your brand identity is a process** and sometimes you can improve the message with a logo tweak.

SAN DIEGO ZOO



The nod to “paws” in the logo evolution make this mark more ownable and memorable

# STARBUCKS



1971



1987



1992



2011

## Cleaner, simpler

The Starbucks Mermaid mark has become so iconic it no longer needs the brand name for recognition. Don't try this at home.

# *Create brand standards.*

## **And enforce them!**

In order to avoid creating a Frankenbrand over time, document **your brand guidelines**. Anyone who works on your brand should be given these standards and required to follow them.

At a minimum, brand standards should include:

## Logo usage

Include **print**, **web** and **social media** usage

## Approved font families

Include **headline** fonts and **body text** fonts

## Color palette

Include both **Pantone** and **CMYK** colors for print and **RGB** colors for digital use

To be more comprehensive, add:

## Copy tone

## Photography mood board

# Example of a brand standards document



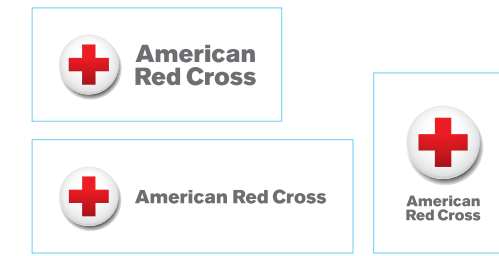
## Brand identity at a glance

### Logo suite

Logo files are available at [redcross.org/brand](http://redcross.org/brand).

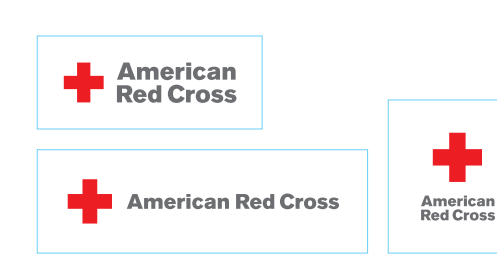
Required 2x clear space is indicated by blue lines. 1x=height and width of one arm of the cross.

#### Button logo family



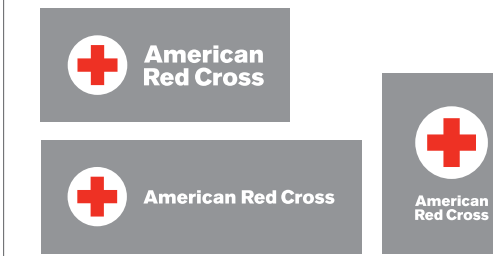
The button logo was inspired by a vintage pin as an engaging symbol of enthusiastic participation. It is a personal, grassroots and unique expression for the Red Cross. Use this logo in any of its three forms for most printed marketing and communications materials as well as television, Web and email.

#### Classic logo family



The classic logo should be used in disaster situations, corporate materials, exterior building signage or when the marketing-oriented button logo is not appropriate.

#### Flat disc logo family



Use the flat disc logo when you have a dark background or printing restrictions preclude using the button logo. (Note that the white circle behind the cross must be present, so this is not suitable for white backgrounds).

#### Print minimum sizes



American Red Cross □ .06 inches (~1.5 mm)

#### Digital minimum sizes



American Red Cross □ 6 pixels

#### Clear space

Clear space minimums (shown above with blue lines) are built into the logo files.

#### Separating button graphic and wordmark

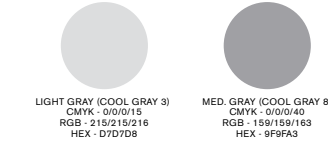
As long as minimum size requirements are followed, the button can be separated from the wordmark and scaled on its own. Remember to include the wordmark in the viewing area.

### Color breakdowns

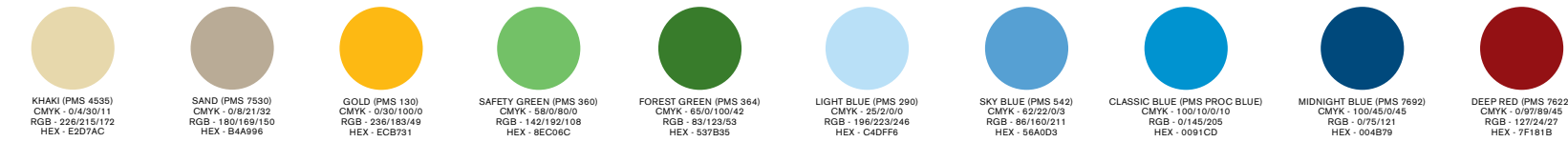
#### Primary



#### Neutral

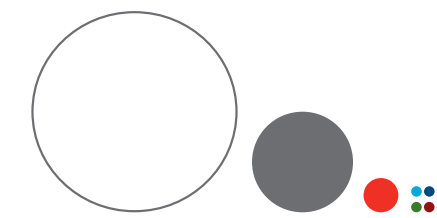


#### Secondary



### Color proportion

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.



### Typography

	Information	Voice
<b>Name and use</b>	Akzidenz-Grotesk Standard family is used to clearly and objectively communicate information.	Georgia Regular family is used for storytelling, expressing opinions and calls to action.
<b>Weights</b>	Regular or <b>Bold</b> for heads and subheads. Regular for body copy. <b>Bold</b> or <i>Italic</i> for emphasis.	Regular for heads, subheads and body copy. <b>Bold</b> or <i>Italic</i> for emphasis.
<b>Cases</b>	Upper- and lowercase or ALL CAPS. Sentence case, <b>NOT</b> title case.	Upper- and lowercase. Sentence case, <b>NOT</b> title case.
<b>Colors</b>	<b>Preferred:</b> Red Cross Gray  <b>When necessary:</b> Red Cross Black  <b>Use sparingly:</b> Red Cross Red White Secondary colors	<b>Preferred:</b> Red Cross Gray  <b>When necessary:</b> Red Cross Black  <b>Use sparingly:</b> Red Cross Red White Secondary colors

**RESTRICTED DIGITAL USE** When Akzidenz is unavailable in digital situations, use Arial. In addition, use Arial in external, customizable pieces. Akzidenz should be available on Red Cross computers. If not, email [brandid@redcross.org](mailto:brandid@redcross.org).

Georgia is a system font and should be available on any Mac or PC.

### Tone of voice

How we talk is as important as what we talk about.

**Uplifting.** The work we create will often be highly emotional, but never with a focus on the devastation, destruction or disaster. We want to leave people with a feeling of hope and possibility. We want them to feel that they can make a difference through the American Red Cross.

**Empowering.** We are a brand that relies on people—both the people we help and those who embody the Red Cross and deliver on our mission. We want everyone to feel empowered to be a part of this network, to help us make a difference in times of need.

**Inviting.** We are open and accessible to anyone and everyone who wants to assist us in our mission. We are not intimidating or directive.

**Personal.** Our care is selfless, not self-serving. We treat every person we help and everyone who helps us as an individual. We want them to feel care and compassion every time we interact with them. We are not yelling our message from the rooftops. We treat every individual with respect.

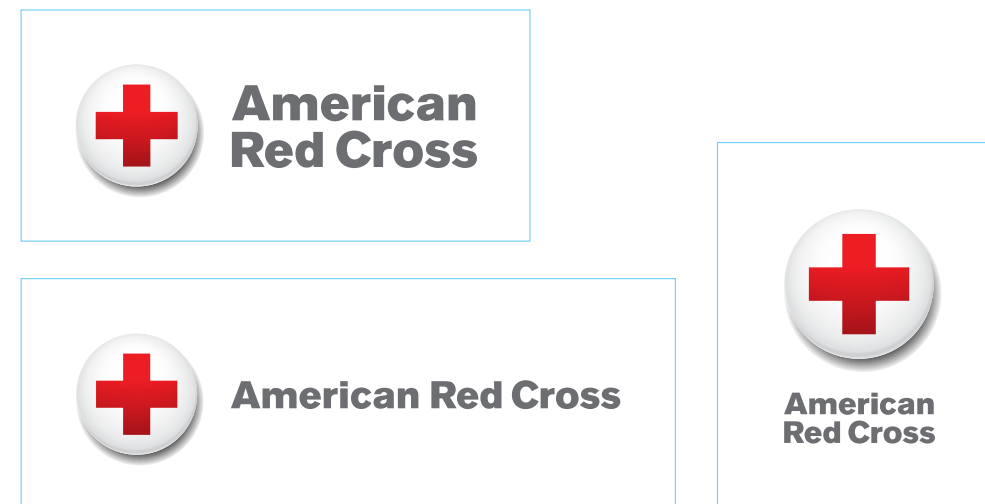
# Logo usage

## Logo suite

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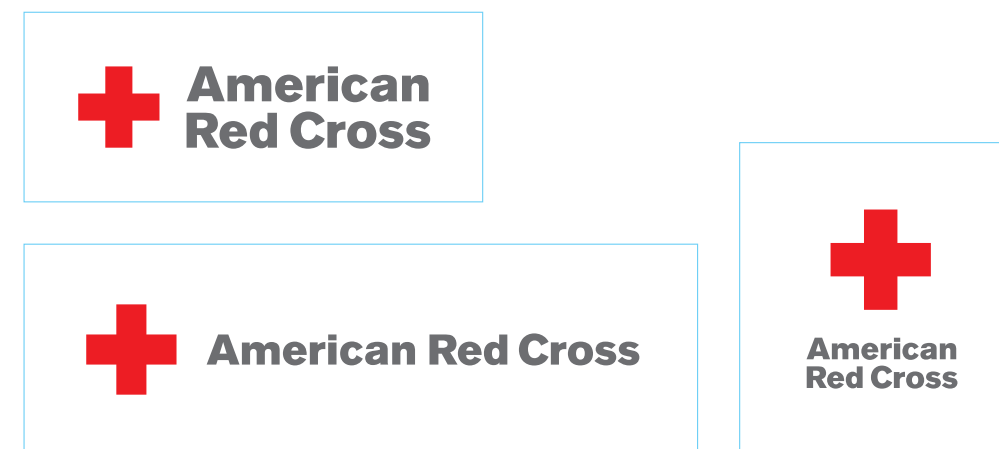
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### Button logo family



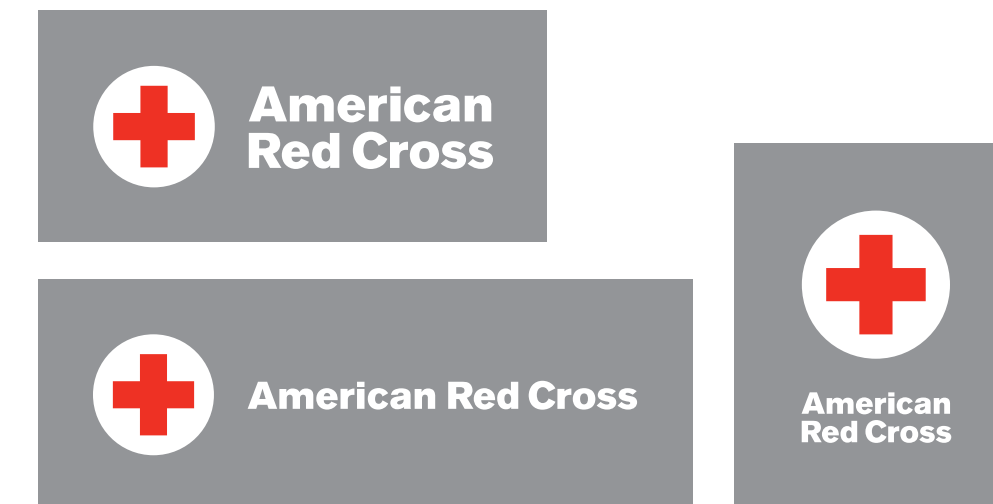
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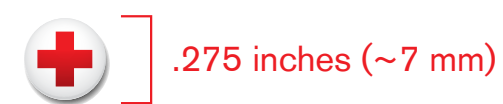
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### Print minimum sizes



### Digital minimum sizes



### Clear space

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### Separating button graphic and wordmark

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# Approved font families

## Typography

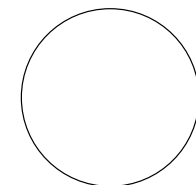
	Information	Voice
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<b>Weights</b>	Regular or <b>Bold</b> for heads and subheads. Regular for body copy. <b>Bold</b> or <i>Italic</i> for emphasis.	Regular for heads, subheads and body copy. <b>Bold</b> or <i>Italic</i> for emphasis.
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©2014 The American Red Cross name and logo are registered trademarks of the American Red Cross.

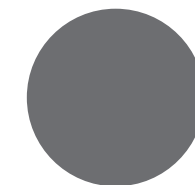
# Color palette

## Color breakdowns

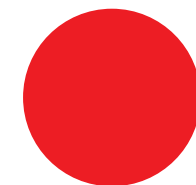
### Primary



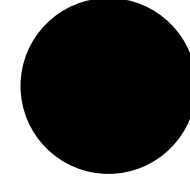
WHITE  
CMYK - 0/0/0/0  
RGB - 255/255/255  
HEX - FFFFFFFF



PMS COOL GRAY 11  
CMYK - 0/0/0/70  
RGB - 109/110/112  
HEX - 6D6E70



RED CROSS RED (PMS 485)  
CMYK - 0/100/100/0  
RGB - 237/27/46  
HEX - ED1B2E

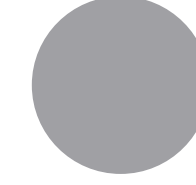


BLACK  
CMYK - 0/0/0/100  
RGB - 0/0/0  
HEX - 000000

### Neutral

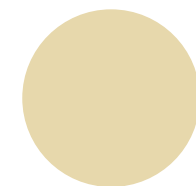


LIGHT GRAY (COOL GRAY 3)  
CMYK - 0/0/0/15  
RGB - 215/215/216  
HEX - D7D7D8

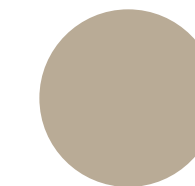


MED. GRAY (COOL GRAY 8)  
CMYK - 0/0/0/40  
RGB - 159/159/163  
HEX - 9F9FA3

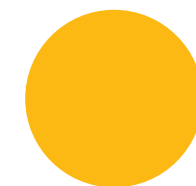
### Secondary



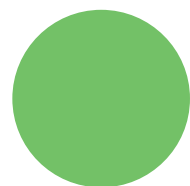
KHAKI (PMS 4535)  
CMYK - 0/4/30/11  
RGB - 226/215/172  
HEX - E2D7AC



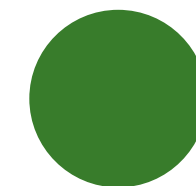
SAND (PMS 7530)  
CMYK - 0/8/21/32  
RGB - 180/169/150  
HEX - B4A996



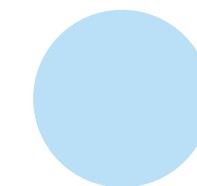
GOLD (PMS 130)  
CMYK - 0/30/100/0  
RGB - 236/183/49  
HEX - ECB731



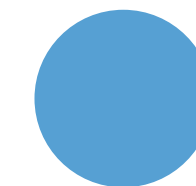
SAFETY GREEN (PMS 360)  
CMYK - 58/0/80/0  
RGB - 142/192/108  
HEX - 8EC06C



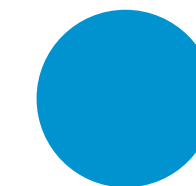
FOREST GREEN (PMS 364)  
CMYK - 65/0/100/42  
RGB - 83/123/53  
HEX - 537B35



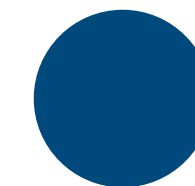
LIGHT BLUE (PMS 290)  
CMYK - 25/2/0/0  
RGB - 196/223/246  
HEX - C4DFF6



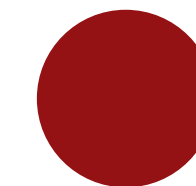
SKY BLUE (PMS 542)  
CMYK - 82/22/0/3  
RGB - 86/160/211  
HEX - 56A0D3



CLASSIC BLUE (PMS PROC BLUE)  
CMYK - 100/10/0/10  
RGB - 0/145/205  
HEX - 0091CD



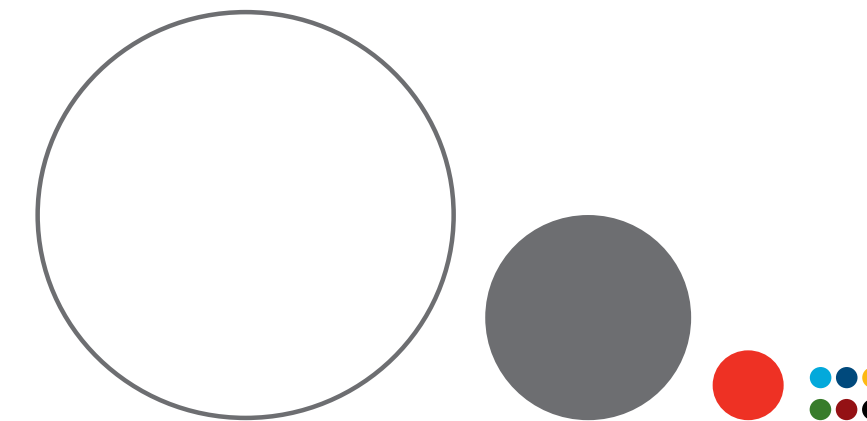
MIDNIGHT BLUE (PMS 7692)  
CMYK - 100/45/0/45  
RGB - 0/75/121  
HEX - 004B79



DEEP RED (PMS 7622)  
CMYK - 0/97/89/45  
RGB - 127/24/27  
HEX - 7F181B

## Color proportion

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.



**Oh yeah...**

# *The budget!*

**Now is the time to invest in your brand.**

You can spend anything from zero dollars to thousands of dollars. But remember building a brand is like construction. You need a solid foundation. A strong investment now will equip you with tools for all future brand work.

**First things first.** Find the right partner for the task.

**Brand Design  
Agency**

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**Freelance  
Talent**

\$\$

**Family Friend  
or DIY**

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# Brand Design Agency

## Best option for bigger budgets.

Experts in building a brand from the ground up — from Brand DNA to go-to-market strategy.

✔ **PRO TIP:** *Have agency assist with the strategic portion of the brand building process and then hand off to freelance designer for implementation.*

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# Freelance Talent

**Best option for mid to small budgets.**

Have an established strategy and brand guidelines for them to work from.

Find the best creative fit.

 **PRO TIP:** *Beware of the designer who claims they can do it all.*

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# Family Friend or DIY

**Appears budget friendly but is rarely economical in the long run.**

This is not our favorite option for two reasons:

1. The technical skillset often isn't quite there.
2. They are not objective in their approach.

# *Budget hacks*

## **Have a product you can trade?**

Early on we worked for wine, cheese, massages and safari tours.

It is rare to find a partner that will work exclusively for trade.

Offer a combination of cash and trade. Plan and offer to pay the dollars up front.



## **Negotiate terms.**

Work with your agency or designer to create a payment plan.

## **Have one!**

Hardly a hack, but the absolute most important aspect of your brand budget is to **HAVE ONE!** Plan for it. Prioritize it.

**You are the most important client you have.**

# QUESTIONS?

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