

# BRANDING & COMMUNICATION

A two-part series seminar

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# BRANDING

PART 1/2

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***What's all the fuss about?***

## PART 1

### BRANDING : WHAT'S ALL THE FUSS ABOUT?

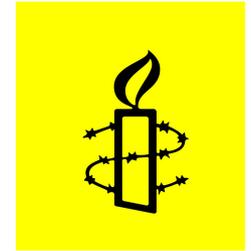
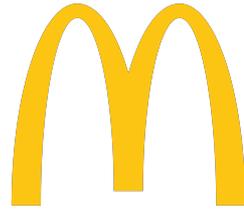
1. WHERE WE LEFT OFF
2. KEY TAKEAWAYS
3. SO WHAT IS BRANDING ANYWAY?
4. THE PILLARS OF A STRONG BRAND
5. DOs and DONTs TO ABIDE BY
6. STAYING TRUE TO YOUR IDENTITY



# 1. BRANDING | WHERE WE LEFT OFF

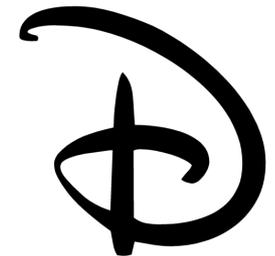
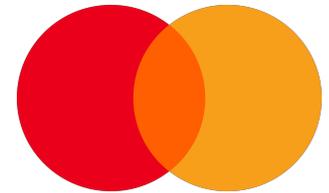


# 1. BRANDING | WHERE WE LEFT OFF



Why is it that some brands are so strong we needn't even see their name to know what they stand for and what they represent?

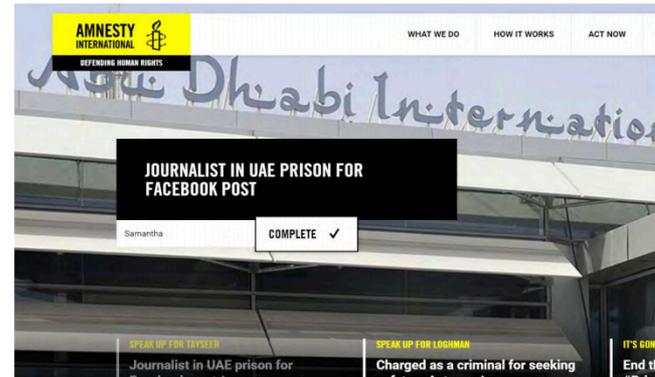
Their purpose never changes, but with time their objectives and goals evolve.



## 2. BRANDING | KEY TAKEAWAYS

Consistency is key.  
A million voices  
carrying the same  
message makes for  
ONE very loud and  
powerful message.

Where appropriate, you can use a logo accompanied by the tagline :



Used in  
storytelling

We give an honest picture of the situation, we tell the story from a personal point of view, we maintain a human tone of voice to appeal to people emotionally.

Used in  
campaigning

We pride ourselves in aiming to make even a far-off issue seem relevant to anyone, we strive to demonstrate how Amnesty can empower real people to make a real difference to others' lives.

Used within the  
organisation

We understand the importance of each and every member in helping defend and protect another human being, together.

### 3. BRANDING | SO WHAT IS BRANDING ANYWAY?

Branding is an **experience** whose mission is to **inspire** and provide **solutions** to perceived problems or pains. This experience is based on **connecting, exchanging** and building **genuine relationships** with your audience.

It's about having a **voice** that is **clear, aligned** and unmistakably **unique**. It's about how you make a person **feel** when they encounter your brand. It's about your **personality** and how you share it with the world.

If you stay **loyal** to your brand, your audience will always **recognize & identify** with anything you do.

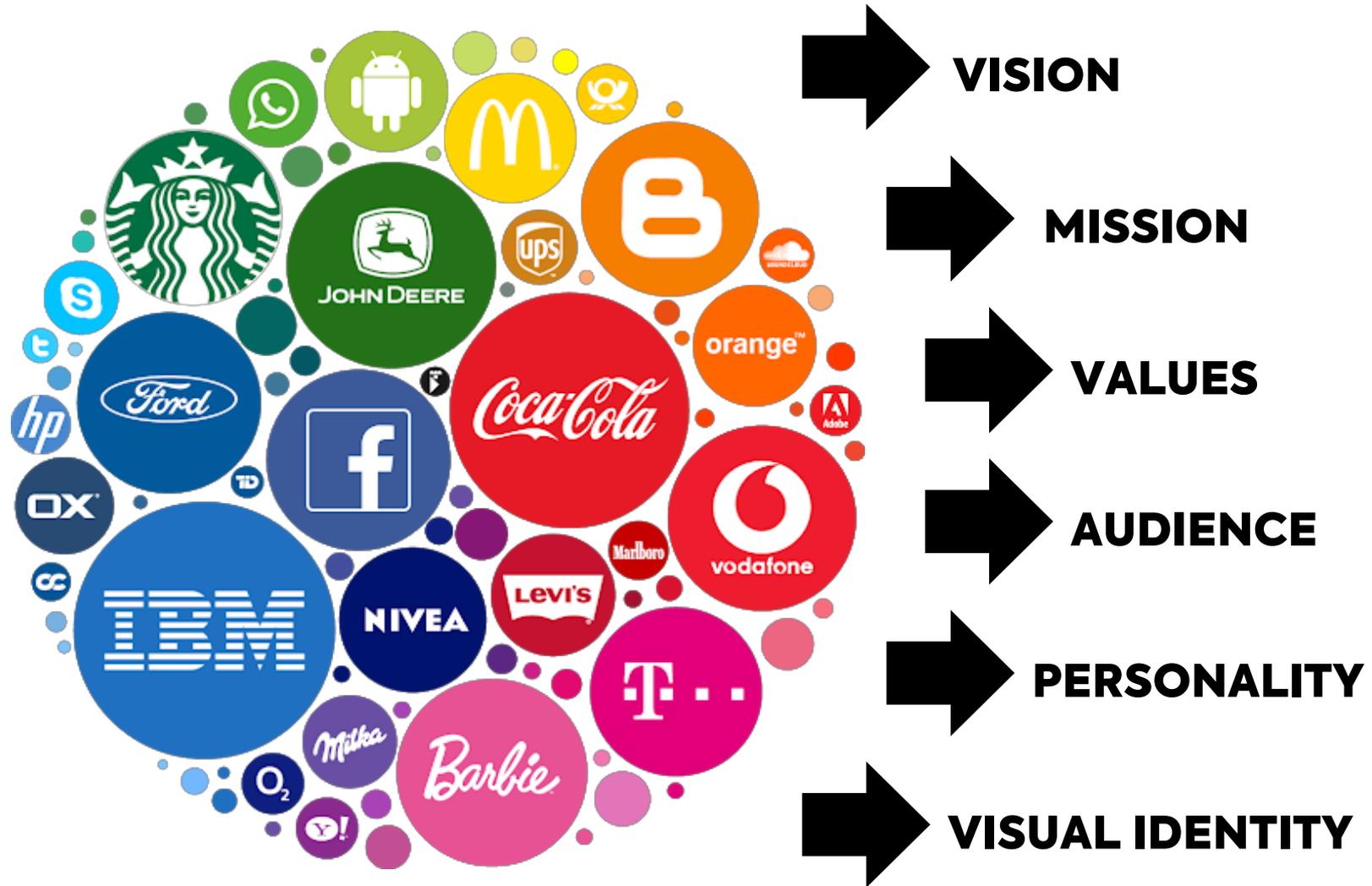


***And how do we achieve this ?***

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#### 4. BRANDING | THE PILLARS OF A STRONG BRAND



**VISION**

**MISSION**

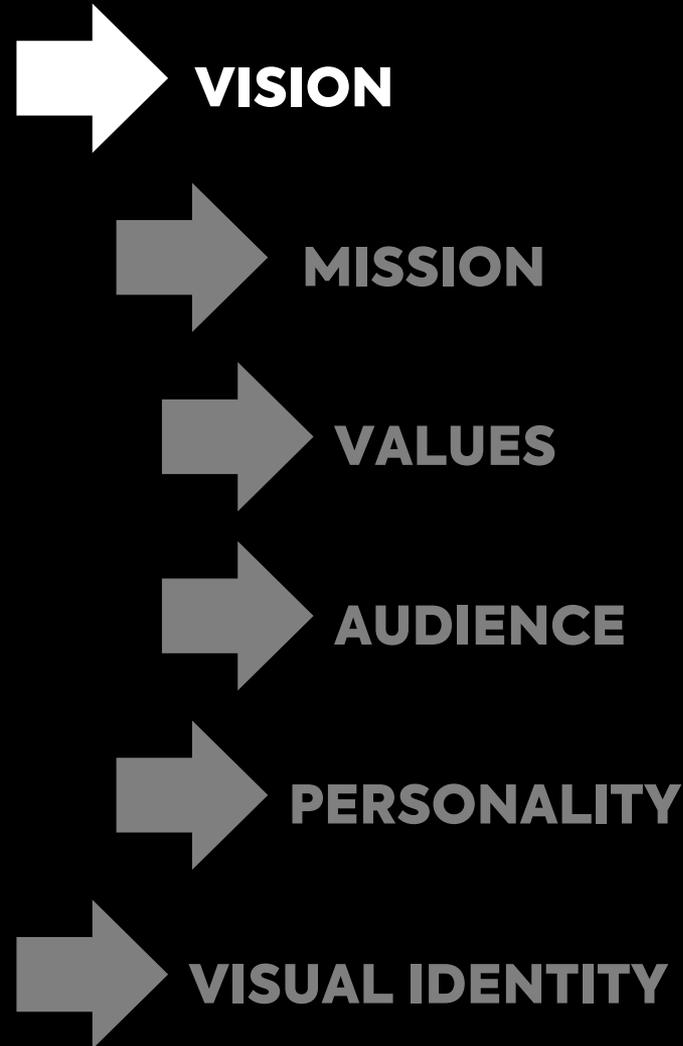
**VALUES**

**AUDIENCE**

**PERSONALITY**

**VISUAL IDENTITY**





A **bold** statement about *what* you'd like to **accomplish**. Your **dreams & aspirations** along with the **legacy** you'll leave behind. It's about the **recognition** you will receive through time and what you will be **remembered** for.

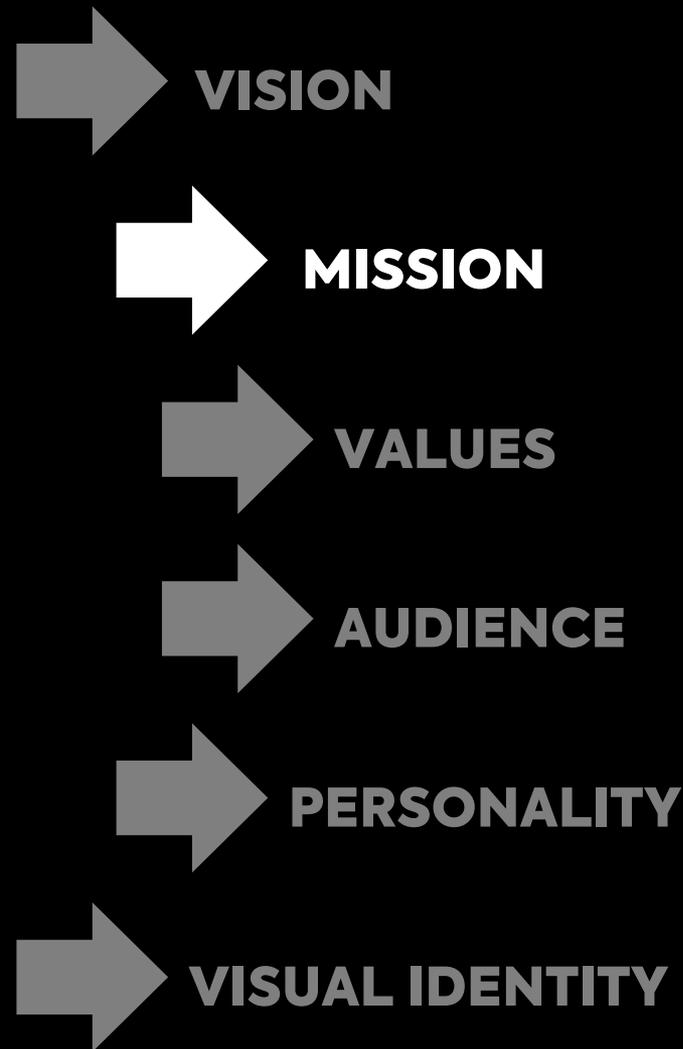
## 4. BRANDING | THE PILLARS OF A STRONG BRAND

- OXFAM     A just world without poverty.
- DISNEY    To make people happy.
- TESLA     To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.
- SIE        Women and girls will achieve their individual and collective potential, realise aspirations and have an equal voice in creating strong, peaceful communities worldwide.

## YOUR VISION

A **bold** statement about **what** you'd like to **accomplish**. Your **dreams & aspirations** along with the **legacy** you'll leave behind. It's about the **recognition** you will receive through time and what you will be **remembered** for.





The *how* you will accomplish your vision. An *action-based statement* that underscores your *values* and *personality*. Your mission statement should be *reflected & conveyed* through *every action* you undertake both *on* and *offline*.

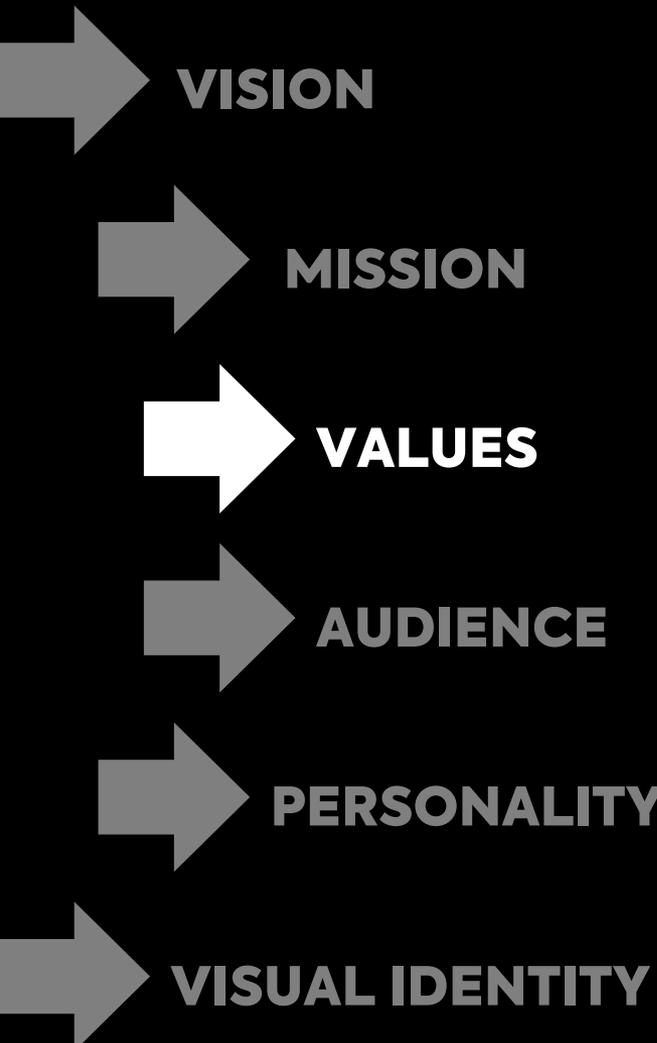
## 4. BRANDING | THE PILLARS OF A STRONG BRAND

- OXFAM To tackle the root causes of poverty and create lasting solutions.
- DISNEY to entertain, inform and inspire people around the globe through the power of unparalleled storytelling...that make ours the world's premier entertainment company.
- TESLA To accelerate the world's transition to sustainable energy.
- SIE To transform the lives and status of women and girls through education, empowerment and enabling opportunities.

## YOUR MISSION

The **how** you will accomplish your vision. An **action-based statement** that underscores your **values** and **personality**. Your mission statement should be **reflected & conveyed** through **every action** you undertake both **on** and **offline**.





VISION

MISSION

VALUES

AUDIENCE

PERSONALITY

VISUAL IDENTITY

A *set of beliefs* that guide the way you *interact* with internal and external *stakeholders*. These values form a part of your *core personality* and are *non-negotiable*.

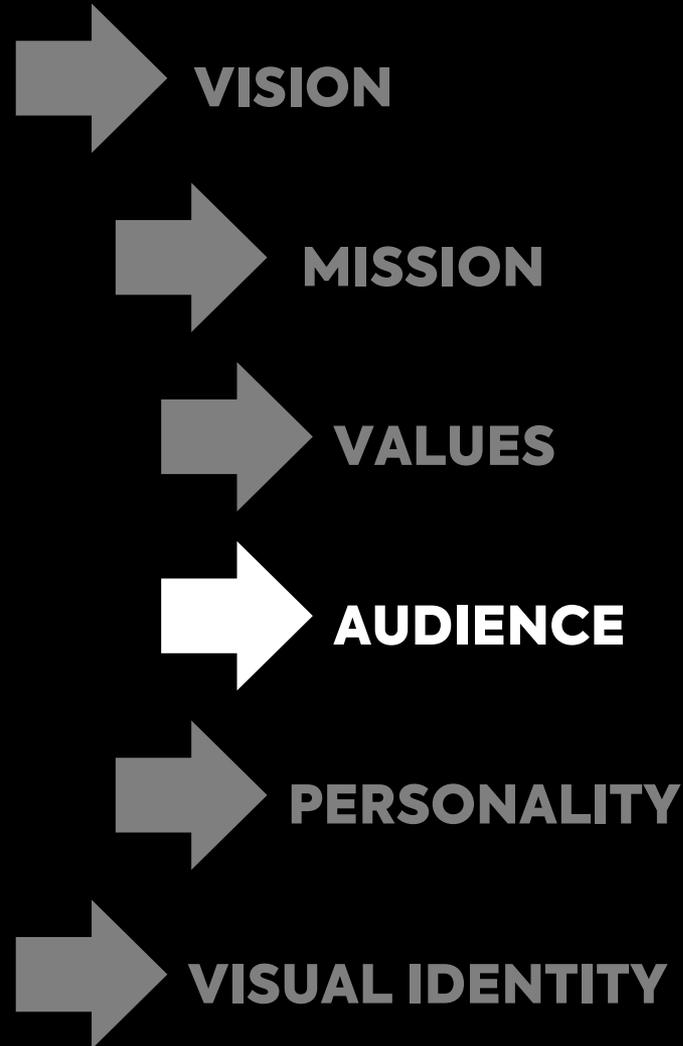
## 4. BRANDING | THE PILLARS OF A STRONG BRAND

OXFAM	Empowerment, accountability, inclusiveness.
DISNEY	Innovation, quality, community, storytelling, optimism and decency.
TESLA	Always do your best; No forecast is perfect, but try anyway. Respect and encourage people; Always be learning; Respect the environment.
SIE	

## YOUR VALUES

These are a ***set of beliefs*** that guide the way you ***interact*** with internal and external ***stakeholders***.  
These values form a part of your ***core personality*** and are ***non-negotiable***.





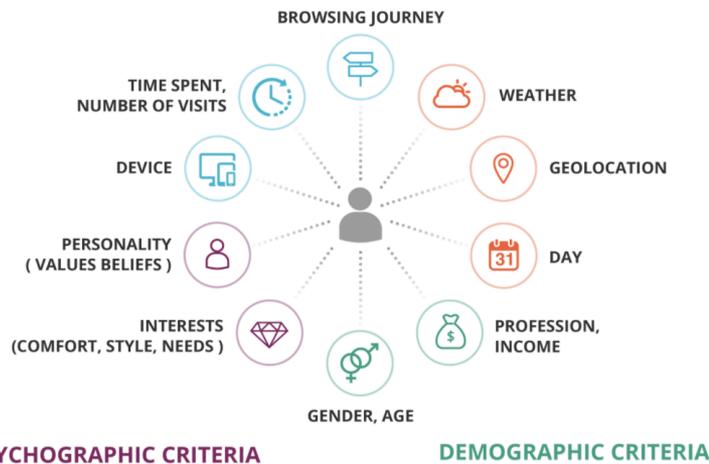
*Who* do you want to target ?  
What these *people want in life*? What *drives* them and what *characterizes* their personalities? What *age* group? What *interests* and which *news* sources? The more you *understand your audience* the easier you can communicate together.

## 4. BRANDING | THE PILLARS OF A STRONG BRAND



### BEHAVIORAL CRITERIA

### GEOGRAPHIC CRITERIA



## YOUR AUDIENCE

### SAMPLE PROFILE

Millennial Women

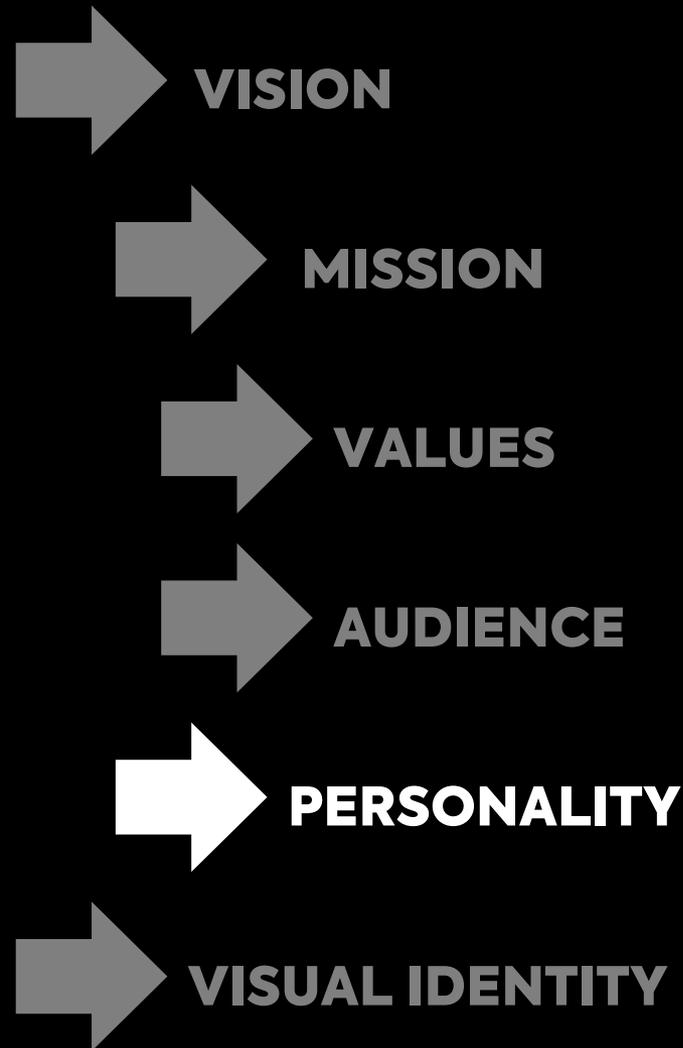
**Demographics:** B. 1980 – 2000  
23 to 38 yrs old  
Average marriage age 31  
4 out of 10 women aged 25 to 34  
have completed university studies.  
44% of women have higher  
educations.

**News Sources:** primarily online via  
local and International  
newspapers, newsletters &  
instagram feeds

**Behavior Traits:** Digital natives,  
tech savvy, ambitious,  
achievement-oriented and socially  
conscious and happy to share  
information (good and bad) with  
friends.

**Subjects of Interest:** civic  
engagement, gender, racial and  
ethnic inequalities, technology as a  
catalyst for change.





How you portray yourself through ***speech, voice, tone and language***. The vocal character traits that define your personality must remain ***consistent*** in order to remain ***credible*** and ***reliable***.

Throughout your social media, website copy and newsletters, your ***voice must always remain the same***.

## 4. BRANDING | THE PILLARS OF A STRONG BRAND



### YOUR PERSONALITY

How you portray yourself through **speech, voice, tone and language**. The vocal character traits that define your personality must remain **consistent** in order to remain **credible** and **reliable**. Throughout your social media, website copy and newsletters, your **voice must always remain the same**.



Apple has non-corporate, artistic, sophisticated, creative personality.

**VOLVO**

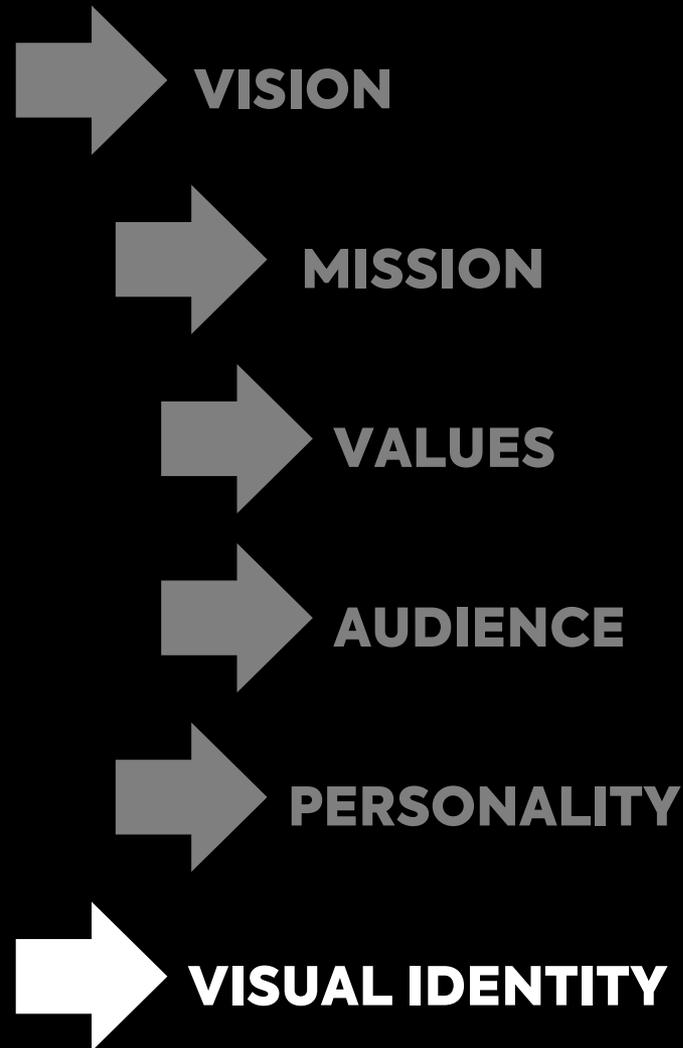
Volvo has a responsible, trustworthy, reliable, family-man personality.



Nike has an active lifestyle, inspirational, exciting, cool personality.

Examples of personality traits:  
Honest, courageous, empathetic, diplomatic.





*Reinforcing* the *awareness* of your brand with a logo that follows *strict guidelines* in terms of *uses, colors & format*.

If you want people to recognize you, your logo must be used in a *consistent* way throughout.

## 4. BRANDING | THE PILLARS OF A STRONG BRAND

### TREATMENT



### AVOID



## YOUR VISUAL IDENTITY

*Reinforcing* the *awareness* of your brand with a logo that follows *strict guidelines* in terms of *uses, colors & format*.

If you want people to recognize you, your logo must be used in a *consistent* way throughout.



## 4. BRANDING | THE PILLARS OF A STRONG BRAND

### *A classic example of logo guidelines*



Horizontal Format

Vertical Format



**DO NOT** alter the logo colors or use unapproved color formats.



**DO NOT** permit the logo to appear within an expressed shape or frame, so as to be interpreted in total as the logo or logo.



**DO NOT** outline any part of the logo.



**DO NOT** allow the logo to become distorted due to improper scaling. When placing or inserting logo files into applications such as Word or PowerPoint, the vertical scale must always match the horizontal scale. See sizing.



**DO NOT** separate the symbol from the logotype or create repeating patterns with the symbol.



**DO NOT** scan the logo or allow poor quality reproduction.



**DO NOT** violate the logo clear space with graphic elements, typography, or page edges.



**DO NOT** display the logo on a graphic pattern or background that provides inadequate contrast or is overly busy.



**DO NOT** retype any portion of the logotype.

- Do not create a custom logo for specific purposes. This dilutes our identity.
- Do not alter the logo in any way by changing or adding elements, or only using portions of it.
- Never change the logo's color or orientation.
- Do not redraw the logo in any way.
- Do not change the font.
- Do not delete or substitute the word "Medicine."
- Do not change scale, skew or rotate any logo
- Do not change the design of any logo
- Do not change or vary the colors of any logo
- Do not combine the logo or shield/icon with any other design, graphic, text or other element
- Do not horizontally or vertically distort the logo.
- Do not change the scale of the shield.
- Do not change the arrangement of the preferred logo lockup.
- Do not change the color of the symbol or name.
- Do not outline the symbol or name.
- Do not violate the clear space or place the logo within a shape.
- Do not apply a drop shadow.

<https://brand.hopkinsmedicine.org/brand/branding-guidelines/logo-guidelines/logo-misuse>



## 5. COMMUNICATION | WHY THIS IS ALL SO IMPORTANT

*How do outsiders perceive your brand ?*



SI EMBLEM



## 5. BRANDING | DOs AND DON'Ts TO ABIDE BY

### *Keeping everyone safe with a set of guidelines...*

Voice characteristic	Description	Do	Don't
Passionate	We're passionate about changing the way the world works.	Use strong verbs Be champions for (industry) Be cheerleaders	Be lukewarm, wishy-washy Use passive voice
Quirky	We're not afraid to challenge the status quo and be ourselves.	Use unexpected examples Take the contrarian viewpoint Express yourself	Use too much slang or too many obscure references Use jargon, overplayed examples Lose sight of the audience and core message
<i>Irreverent</i> (secondary characteristic of quirky)	We take our product seriously; we don't take ourselves seriously.	Be playful Use colorful illustrations or examples	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.	Be honest and direct Own any issues or mistakes, and show how you will address them Stick to your word	Use marketing jargon or superlatives Overpromise Oversell the product's capabilities

<https://contentmarketinginstitute.com/>



## 5. BRANDING | DOs AND DON'Ts TO ABIDE BY

Where appropriate, you can use a logo accompanied by the tagline :

The image shows the Amnesty International logo, which consists of the words "AMNESTY INTERNATIONAL" in a bold, sans-serif font above a stylized candle icon. Below this, a black horizontal bar contains the tagline "DEFENDING HUMAN RIGHTS" in white, uppercase letters.

A screenshot of the Amnesty International website. The header features the logo and tagline. Below the header, there's a navigation menu with "WHAT WE DO", "HOW IT WORKS", and "ACT NOW". The main content area shows a large image of a building with the text "Journalist in UAE Prison for Facebook Post" overlaid. A progress bar below the image shows "Samantha" and "COMPLETE ✓". At the bottom, there are three call-to-action buttons: "SPEAK UP FOR SAMANTHA", "SPEAK UP FOR LUDHIAN", and "IT'S GONE".

Used in storytelling	We give an honest picture of the situation, we tell the story from a personal point of view, we maintain a human tone of voice to appeal to people emotionally.
Used in campaigning	We pride ourselves in aiming to make even a far-off issue seem relevant to anyone, we strive to demonstrate how Amnesty can empower real people to make a real difference to others' lives.
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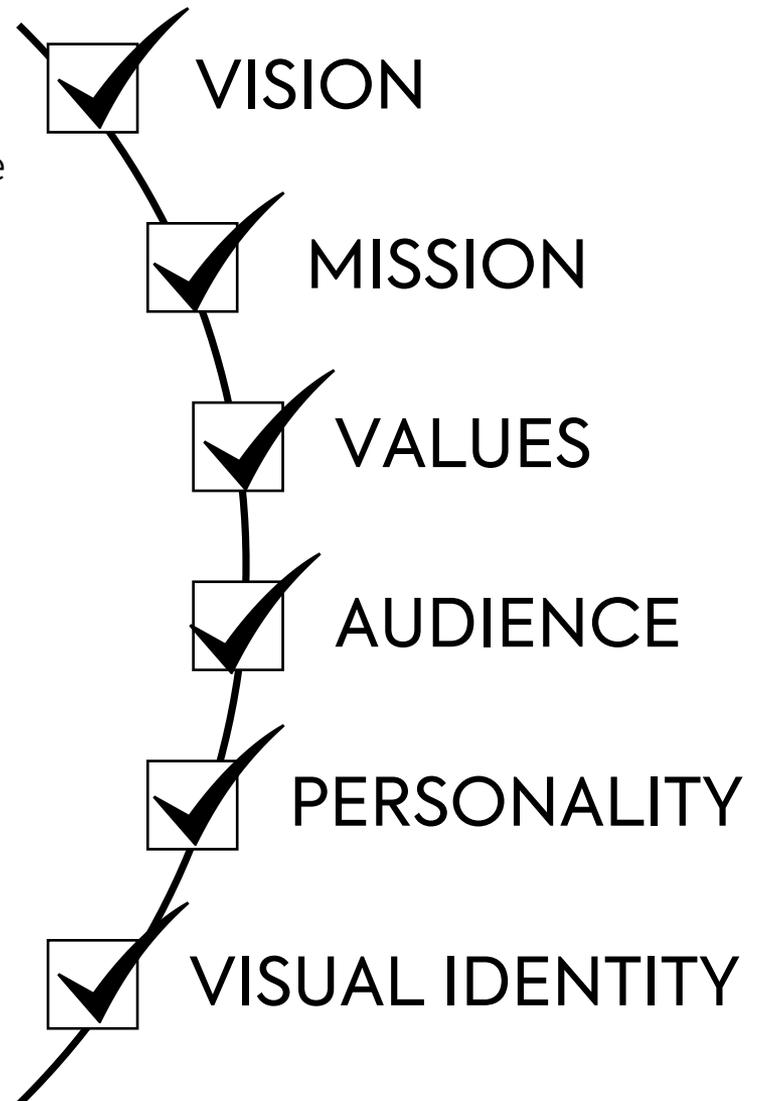
### *Do you check all the boxes ?*

A **strong brand** checks all these boxes whenever it communicates with the outside world. It is **coherent** across all marketing and communication platforms. It's not just about a logo but about **how the whole is perceived from the outside**.

**Visual, verbal and emotional messages must all align.**

A strong brand speaks with one **unified voice & one image**. Clear, easy to adopt and easy to seamlessly spread across different platforms.

**If your messages aren't being passed along, you've missed the mark.**



# *The End*

Part 1 of 2

