

Brand drives the entire marketing function

“Brand is to Marketing what mission is to the organization.” – Joanne Bernstein



What Comprises The Brand



Source: turnarounddesign.com

A Strong Brand Speaks for Itself



Brand “Management”

“Your brand is what other people say about you when you’re not in the room”

- Jeff Bezos, CEO and founder of Amazon

Brand Drives Marketing

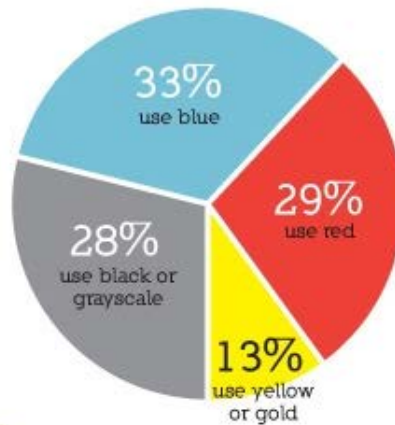




WHAT DOES YOUR LOGO SAY ABOUT YOUR BUSINESS?

A Study of the World's Top Brands Found the Following:

What **COLORS**
do companies use most?



95% USE ONLY ONE OR TWO COLORS

41% use text only  

9% don't feature the company name at all  

5% use more than two colors  

*all logo images from Google Images

Color



BLUE

Trust, dependability + strength
Very popular for branding
Universally well-liked



RED

Action + energy
Eye-grabbing, can evoke a **passionate** response
Can also be considered "aggressive"



YELLOW

Optimism, positivity, warmth + motivation
Generally associated with the sun
1st color the **eye registers**, so attention-grabbing



Sprint



GREEN

Nature + serenity
Can imply **good health**
Deeper greens associated with wealth or prestige,
lighter greens considered peaceful



android

PURPLE

Creativity
Mysterious + sophisticated
Also associated with royalty

YAHOO!

ORANGE

Energy, friendliness + confidence
Can signify a strong, engaging
work ethic + productivity



PINK

Femininity
Conveys excitement, romance + youthfulness
Light pinks have sentimental tones, hot pink
have **high energy**



Barbie

BROWN

Dependability + simplicity
Also associated with nature + strength



Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A
a

SERIF

Fonts with accents at the ends of letters

Characteristics

Dependable
Notable
Reputable
Trustworthy
Conventional

Examples

Times New Roman
Book Antiqua
Georgia
Esprit
Baskerville

ORCHID
salon and spa



A
a

SANS SERIF

Fonts without accents at the ends of letters

Characteristics

Widespread
Fresh
Contemporary
Unbiased
Established

Examples

Helvetica
Hero
Arial
Gotham
Calibri

A
a

SLAB SERIF

Fonts with solid, rectangular accents

Characteristics

Bold
Sturdy
Firm
Current
Hip

Examples

FRESHMAN
Rockwell
Museo
ChunkFive
Bevan

CARRIAGE
CONSIGNMENT SHOP

SWEET GREENS
the good healthy cafe



A
a

Script

Fonts that imitate handwriting or calligraphy

Characteristics

Feminine
Graceful
Welcoming
Interesting
Artistic

Examples

Utaher
Pacifico
Italian Script
Nuptial Script
Mission Script

THE DAHLIA
MARKET



A
a

MODERN

Fonts that are more geometric and sharp

Characteristics

Distinctive
Chic
Trendy
Intelligent

Examples

Infini
CONTEMPORARY
Majoram
ARCHITEXT
Rutaback

WMA

