

Branding

Creating the brand

Young Talents - Creating New Multicultural Brands

Branding

- **The brand reflects the whole business and the main purpose of a brand is to separate the company and it's products from the rivals**
- A LOT OF FUN – one can use a lot of imagination and feelings to it
- **An immensely important part of a business**
- A lot more than nice colours and fonts!!!



Branding - 1

- **Tell your own personal story**
- The brand represents you– so please tell “everything” about yourselves:
 - Who are you?
 - What do you love?
 - What are your passions?
 - What inspires you?
 - **What makes YOU special?**
- **Be courageously you!!! There is no sense of copying the others, but instead it makes total sense of being yourselves!**



Branding- 2

- **Specify the main mission of your brand**
- Without the main goal of your brand, it is truly hard to define your brand
 - What is the main mission of your brand? Why does it exist? What is the main purpose of your business?
 - Why have you chosen this way of working?
 - Do your products and services speak the same language with your brand?
- **Do you give a correct picture of your brand to consumers?**
- Who were your customers again? Do you give a correct picture to them?

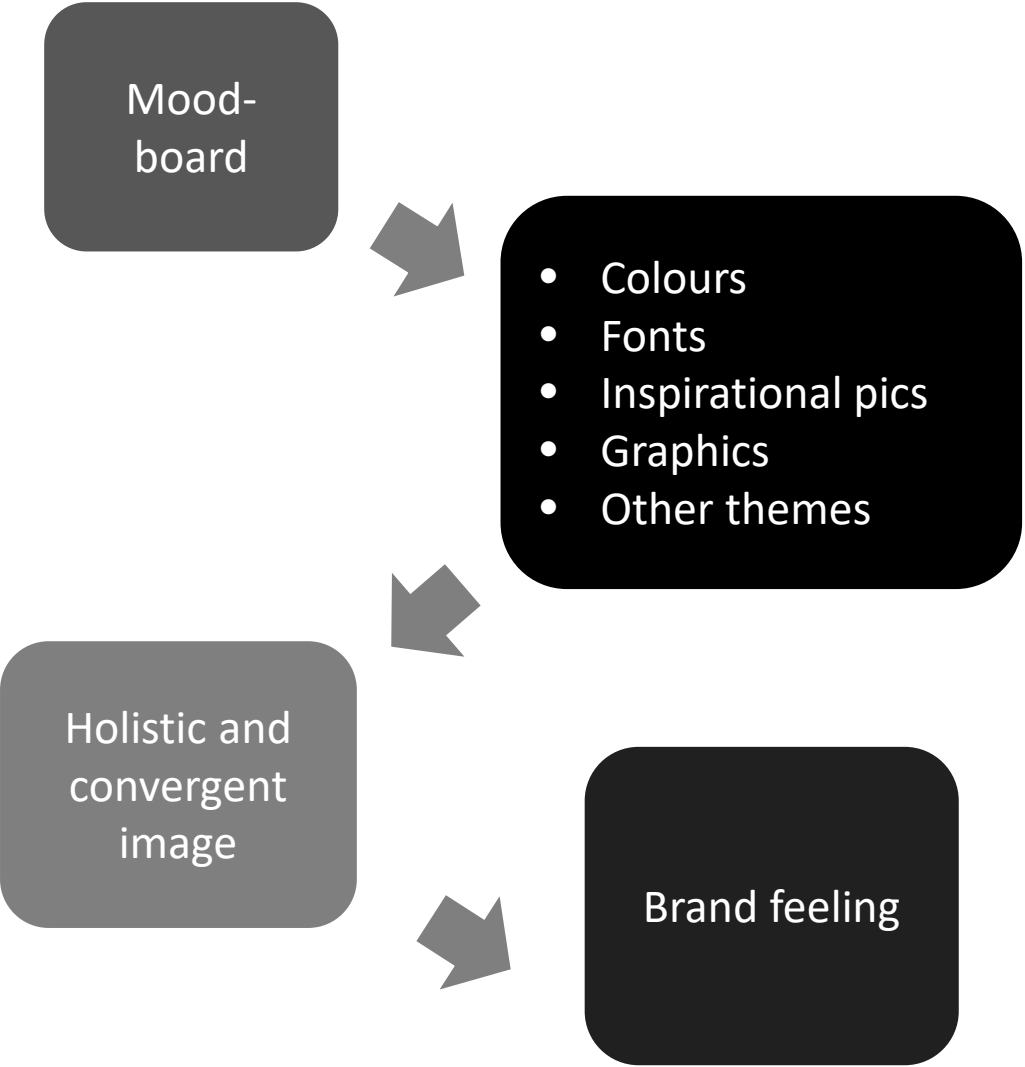


Branding - 3

- **Choose 3 key words, that represent your brand in the best possible way**
- This can be tricky, but it is also worth it-> when you finally figure out these 3 words, they can help you with almost everything you do!
- **Use these words as a guideline in everything you do (logo, colours, labels...), in order to make your brand image holistic and identical**



Branding - 4



Branding - 5

- For the clarity sake of the brand it is important that all messages sent are unified
- Use the colours, fonts and styles you chose everywhere (website, social media, advertising materials etc.)
- **Choose max. 3-5 colours ja 3-4 fonts for your brand!!!**
- Less is more – if you have too many visual effects, the big picture will be lost



S = Satin Finish All other colours are Matt Finish.
Colour you see here naturally depends entirely on your monitor screen. Swatches are available on request.

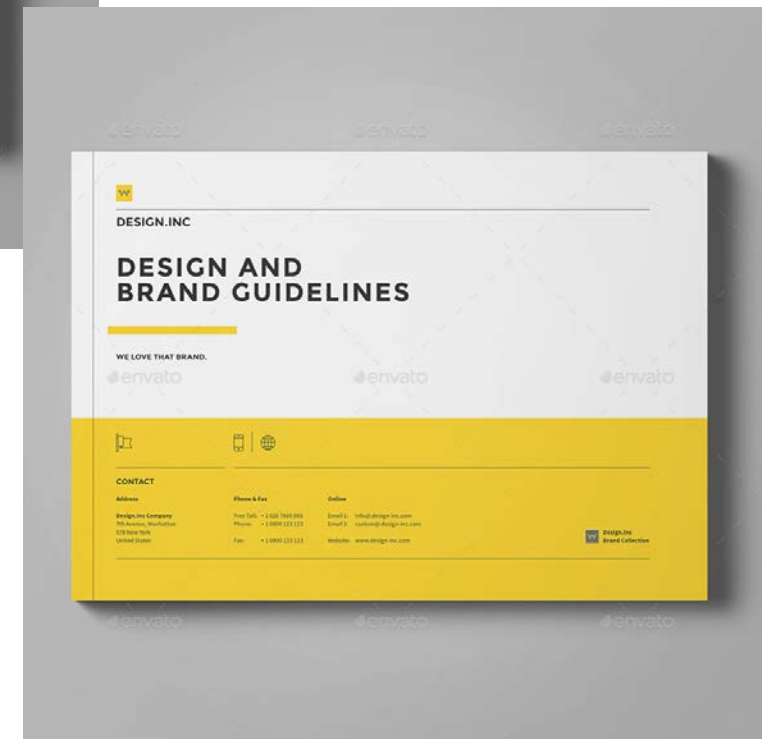
Branding - 6

- **The logo is the heart of the brand and it should look good by itself without the written form of the brand also**
- A good logo is simple, and it is also important to specify the colours in which it is possible to use it
- **The logo should also reflect the brand identity**



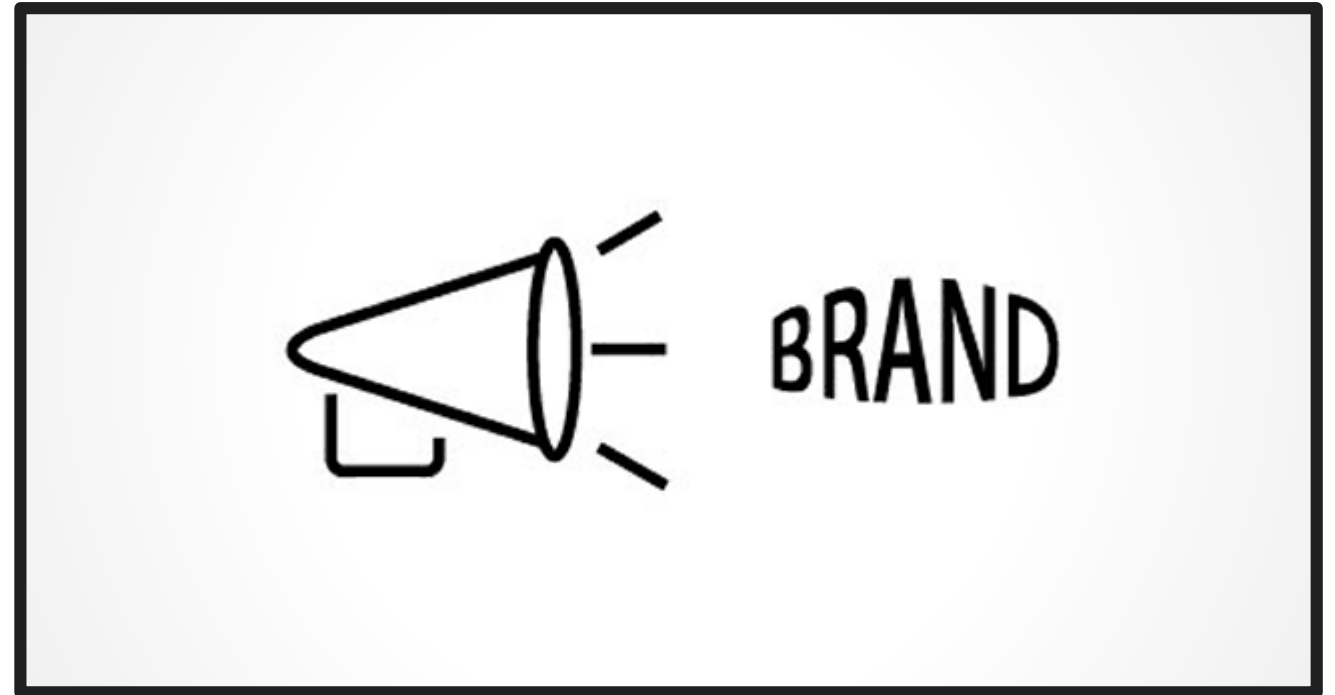
Branding- 7

- The last point in defining the brand is the “manual” which can be used as a check list for everything
- The brand manual consists of the chosen colours, fonts, pictures, words, main mission of the brand and everything that is related to the unity of the brand
- The brand manual should be both in a digital and printed form to remind everyone about the things that have been decided



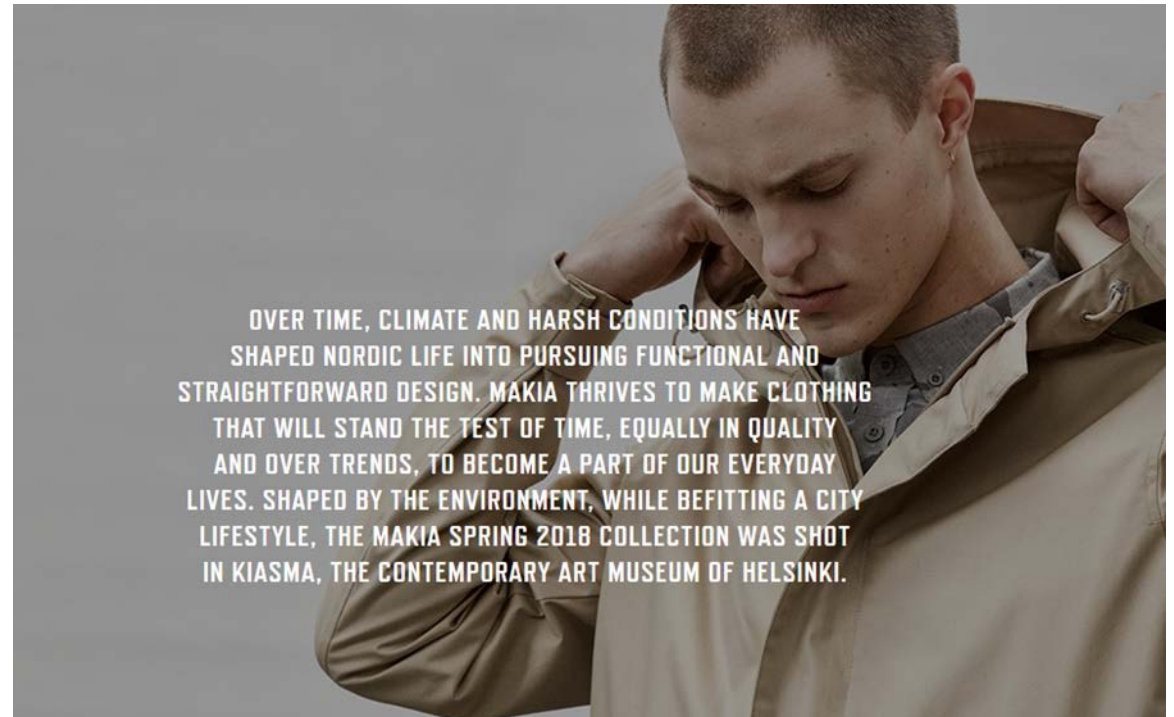
Branding - 8

- Remember to always "speak with your own voice"
- How do you wish to **sound** for your customers?
 - Choose the line and follow it in all channels!
- Remember to follow your chosen line also in all your marketing materials



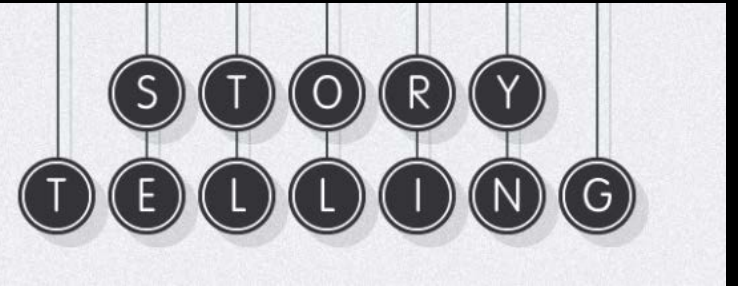
Branding - 9

- Speak your story with storytelling
- Be honest and brave
- Tell your mission and tale from the beginning
- Remember your passion/s



Branding - 10

- **You need good products, but the success of many brands is linked to emotion**
- A strong story based on reality will bring your message and values to life in a way the consumer can believe in
- **The best stories tap into people's emotions because someone genuinely connects to what a brand stands for or where it has come from**
- The marketers who can paint the pictures and create personal relationships are well on the way



Visual brand identity

- Logo
- Color palette
- Typography
- Iconography
- Design system
- Photography/graphics

