

## Coming to Grip with Brand Terms

An adequate understanding of basic terms will raise your level of understanding of 'Branding' and help you realize your goals. Branding can be viewed as a collection of definitions that form a discipline. For the sake of clarity, let us agree that the term "organization" can mean a business, a non-profit organization, an institution, a geographic location or even an individual.

**Brand Identity** – The visual elements (logo, signage, uniforms, brochures, web site, etc.) that are unique to your organization. Even auditory components (T-Mobile's standard cell phone ring) olfactory (the smell of a coffee store or bakery) and tactile (the lush feel of velvet or the comfortable fit of a very good desk chair) elements contribute to the Brand Identity. All of these elements are designed to bring recognition and association to your product/service and subsequently your brand.

**Brand Personality** – The characteristics that describe your products or service as if they were a living being (such as dynamic, sexy, trustworthy, practical, creative, etc). These create visual and experiential touchpoints to consistently deliver emotional qualities and to create association and retention.

**Brand Values** – What the brand stands for, believes in and, ultimately, where it draws the line.

**Brand Promise** – The benefits, either practical or emotional, gained by customers/clients experiencing your service or product. What pleasures are to be enjoyed? (Tasting a great cup of coffee.) What pains will be reduced? (The joy of not having to do your own payroll or income tax.) How is the bottom-line to be affected? Your promise can be summarized by either of these two formulas "Only (brand name) delivers (benefit) in (product or service) or (Brand name) is the (trusted/quality/innovator) leader in (benefit) in the (product or service category).

**Brand Concept** – The singular concept or idea that is in the mind of your audience-aka "conceptual ownership." This is a core component in the discipline of branding. What concepts consistently come to your mind when you think about these companies?

1. Volvo            A. Service
2. Boeing           B. Good Prices
3. Nordstrom      C. Airplanes
4. Wall-Mart       D. Safety

*see the next page for answers*

All different sizes of businesses can achieve recognition within their target community. For example, people in a community know the reliable service stations, the best greenhouses, which church has the best tag sale, etc. The same recognition occurs with specific industries. If your business needs environmentally approved containers, you know which company can provide that commodity at the best price and with the best service and others in your industry have the same knowledge. Every business needs name recognition within their target community and Green Graphic Design can help you. Call 860-873-7525.

### Answers

1. Volvo                      D. Safety
2. Boeing                     C. Airplanes
3. Nordstrom                A. Service
4. Wall-Mart                 B. Good Prices

*If you got all of these correct, you are a plugged-in consumer and these companies are doing a good job with their brand concept.*