

Lizzard Branding

“Design is the silent ambassador of your brand.”

— *Paul Rand*



Branding is not just:

- ▼ a name
- ▼ a logo
- ▼ a product or service
- ▼ the company or organization

Branding is:

- ▼ what the organization stands for
- ▼ a person's gut feeling about a product, service, or organization
- ▼ how your audience perceives you
- ▼ the promises an organization makes to its customers and the perceptions, expectations, and experiences the customer has as a result

Logo samples

“Logos are a graphic extension of the internal realities of a company.”

— *Saul Bass*

Figurative



Although loosely drawn, this mark is recognizable as the University of Colorado Boulder mascot.



A fork symbolizes healthy food access, programs, and policies. The color palette ties into the Healthy Communities Wyandotte brand.

Abstract



Eagles have talons, and Project Eagle needed to feel “warm and fuzzy.” The “O” evokes the circle of life, rendered in chalk to symbolize the emphasis on arts education.



Bird’s eye view of farm fields? City blocks? Whatever the guess, this logo mark means community gardens.

Family logos



University of Colorado
Boulder



Alumni Association
UNIVERSITY OF COLORADO BOULDER

*Parent CU Boulder logos
designed by Pentagram Austin*



Branding applications

“Design is not just what it looks like and feels like. Design is how it works.”

— *Steve Jobs*



ROSEDALE Arch Club
1403 Southwest Blvd.
Kansas City, KS 66103

Let's be rock solid together!

Join the Rosedale Arch Club!

With our community's generous support, the Rosedale Development Association has:

- Repaired the homes of 21 Rosedaleians
- Placed 12 Rosedale teenagers at local businesses for their first summer job
- Engaged 205 Rosedale kids in youth sports, healthy cooking classes, and bike repair
- Maintained four community gardens with plots for 69 Rosedaleians, offered monthly potlucks, and provided garden workshops for learning to grow healthy food
- Advocated for new development to follow the new Comprehensive Zoning Ordinance
- Brought Spay/Neuter Day to a community event for pet owners

Members will receive:

- Recognition on the RDA website and the Rosedalian
- Regular opportunities to provide input and feedback
- Exclusive 66103 decal
- Annual party celebrating the positive impact you've made in our community

You've helped us lay the foundation. Now let's continue building a solid Rosedale community together!

Send your donation in the enclosed envelope or at rosedale.org/archclub.

Rosedale Arch Club
313-677-5097

Let's be rock solid together!
Please accept my donation in support of RDA.

Name of business or name of household _____
Address _____
City/State/ZIP code _____
Contact person _____
Preferred phone _____
Email address _____

Please mail or bring this form along with your donation to:
Rosedale Development Association
OR contribute online at rosedale.org/archclub



Livable
Neighborhoods
TASK FORCE

Purpose
Livable Neighborhoods Task Force is a non-profit organization formed to develop strategies for building better neighborhoods. We are here to:

- Identify problems and seek solutions by bringing together neighborhood leaders and local government representatives.

DO something GOOD in your neighborhood

Livable Neighborhoods TASK FORCE

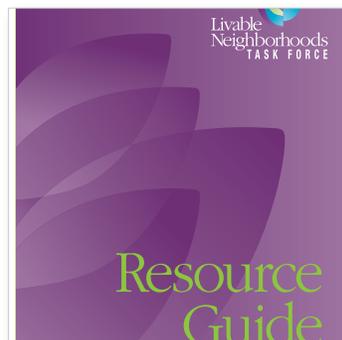
COMMUNITY support

HOME partnership



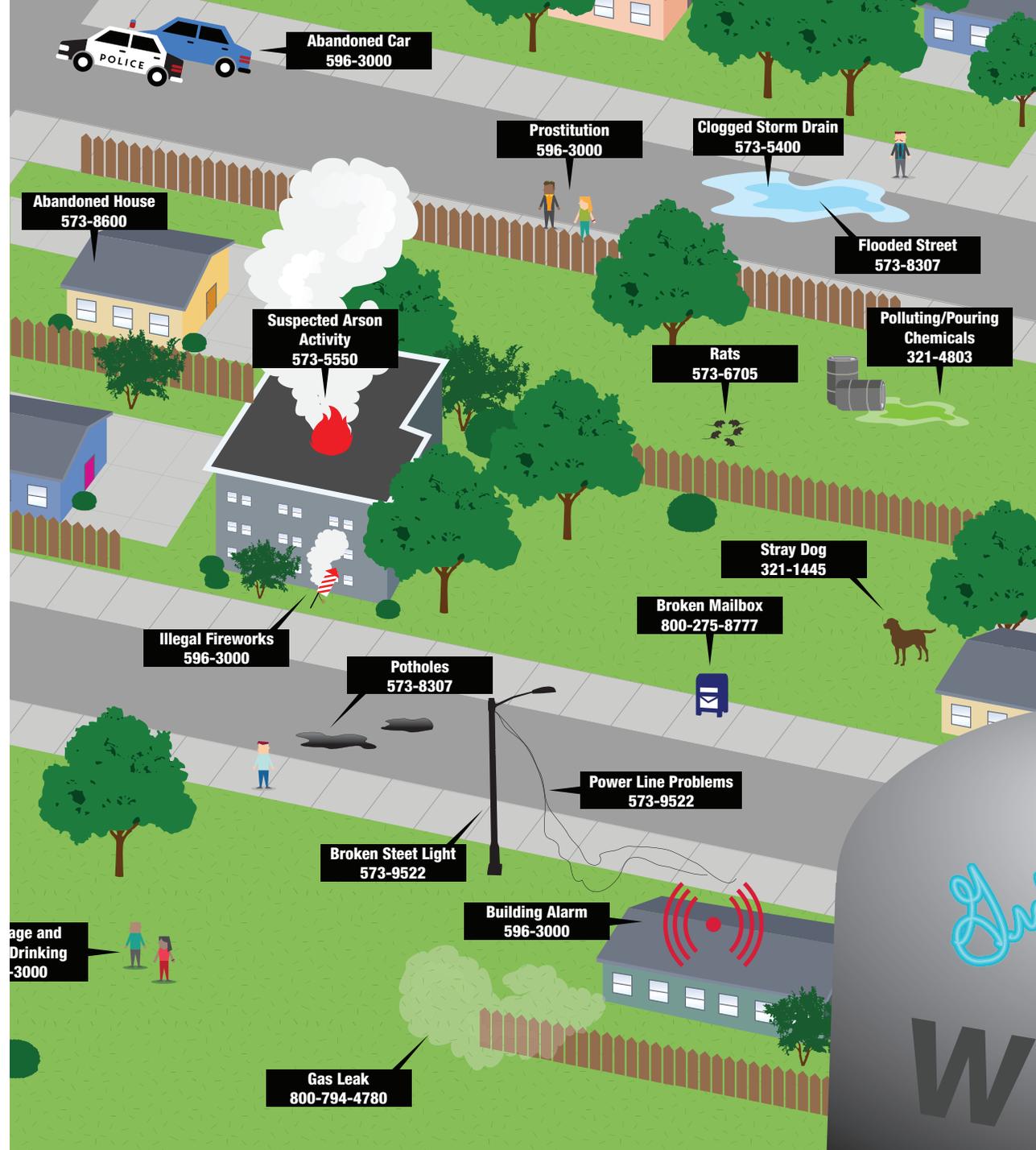
Livable Neighborhoods TASK FORCE

DO something GOOD in your neighborhood



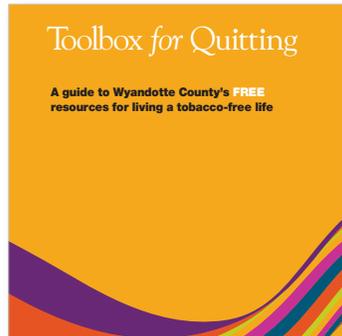
Livable Neighborhoods TASK FORCE

Resource Guide





Healthy Communities
WYANDOTTE



Our health challenges
WYANDOTTE—THE STATE'S POOREST COUNTY...

Poverty creates an environment where people are exposed to stressful and traumatic conditions that can negatively affect their health.

... AND ITS LEAST HEALTHY
 Wyandotte County often ranks near the bottom in statewide statistics that track our community's health in numerous categories.

Category	Wyandotte	Kansas
Median Household Income	\$37,000	\$52,000
Residents Attending Some College	48%	69%
Uninsured Adults	19%	12%
Children Living in Poverty	35%	18%

Healthy Communities
WYANDOTTE

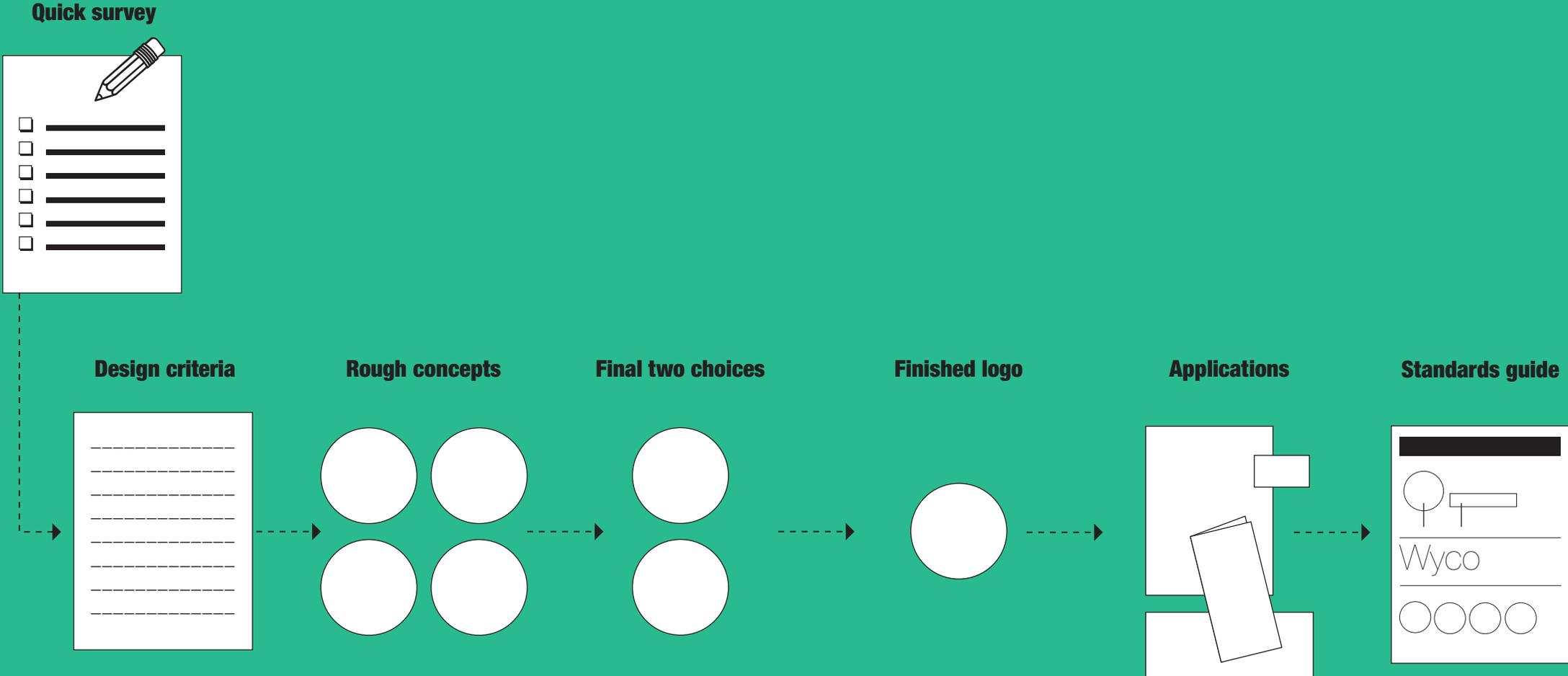
Advocate
E D U C A T E
Mobilize

WORKING TOGETHER FOR A HEALTHIER WYANDOTTE COUNTY

Case Study

Sharing Community in Rosedale

From start to finish



Design criteria: adjectives make images

Sample survey questions:

If SCR was a color, what would it be?

Why?

If SCR was a sandwich, what would it be?

Why?

If SCR was a shoe, what would it be?

Why?

If SCR was a car, what would it be?

Why?

You are (identity and tone)

- ▼ Homegrown
- ▼ Healthy
- ▼ Energetic/active
- ▼ Supportive
- ▼ Fluid
- ▼ Safe
- ▼ Sturdy/strong
- ▼ Practical
- ▼ Welcoming/friendly
- ▼ Growing/expanding
- ▼ Advocating/collaborating
- ▼ Valued/respected
- ▼ Transforming/growing
- ▼ Committed
- ▼ Community-focused
- ▼ Peaceful

Your look and feel is

- ▼ Classic/standing the test of time
- ▼ Blue and green/vibrant
- ▼ Approachable
- ▼ Energetic, yet peaceful
- ▼ Supportive
- ▼ Nature oriented
- ▼ Fun/celebrative
- ▼ Friendly/welcoming
- ▼ Transforming/growing
- ▼ Down to Earth/rooted
- ▼ Team oriented

Initial design concepts



Final design concepts



Sharing
Community in
Rosedale



Sharing
Community *in*
Rosedale



Sharing
Community IN
Rosedale

Final logo



Logo mark



Word mark



Logo Components

The Sharing Community in Rosedale (SCR) logo is comprised of two elements: the graphical "urban garden" logo mark and the typographic word mark (Avenir Black and Light).



SHARING
COMMUNITY
IN
ROSEDALE

Logo Options

The preferred and primary logo usage should always be the color version (CMYK for print, RGB for digital). The black and white logo is used for low-cost printed publications as well as promotional items (T-shirts, pins, hats, etc.). The reverse version should be used when placed on solid fields of color. Do not use the color logo on a color background.



1.25 inches

Staging Area

Logo should not be used smaller than 1.25 inches.

Top 5

Branding mistakes

Many businesses fail at developing an emotional connection due to some common faux-paus.



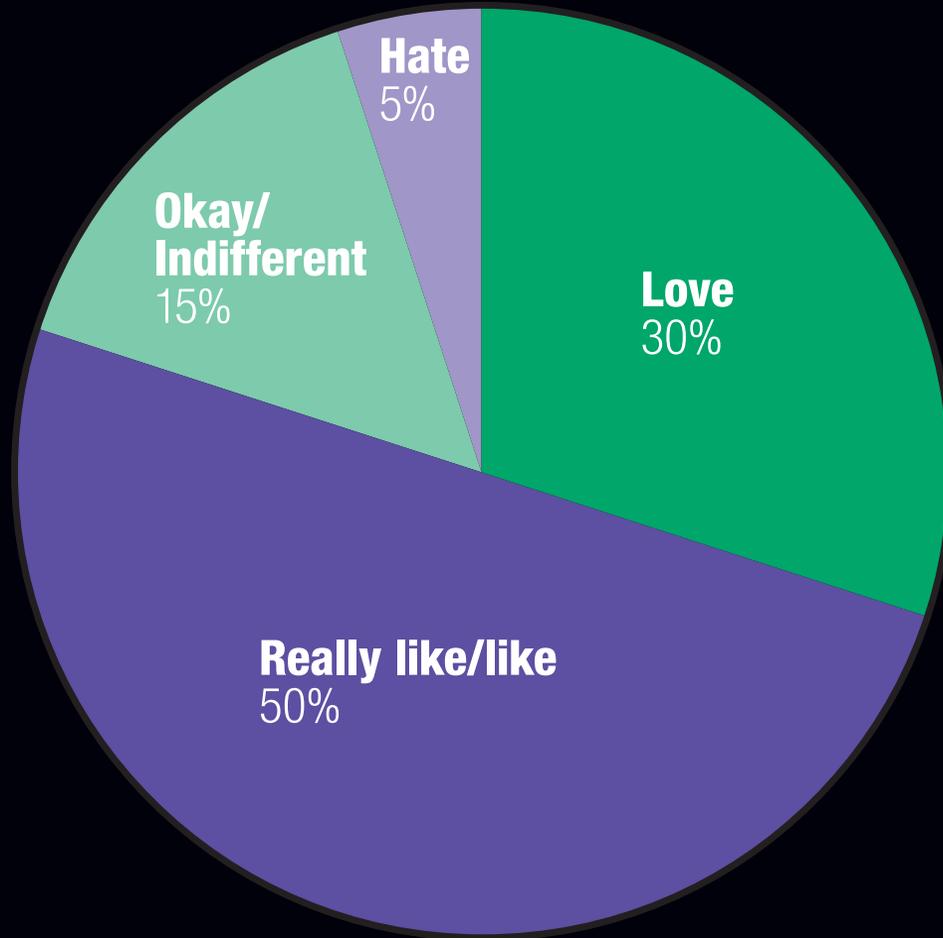
Not knowing your strengths

What unique attributes set you apart from the competition? Knowing your strengths and weaknesses will help you hone in on your true identity. If you don't know who you are, how will anyone else?

2

Being a people pleaser

You can't please everyone! Your brand should not aim to please the entire world. Focus on the niche of your product or service and understand your audience.



“If your brand is acceptable to everyone,
it won’t be interesting to anyone.”

— *Mike Arauz*

3

Inconsistency

Many times, inconsistency comes into play when you don't know your strengths and you don't understand your audience. Being inconsistent with your brand will confuse and turn off potential consumers.

4

Visuals are just the beginning

Your brand is not just a logo and business card. Remember that brand identity is all-encompassing and includes everything from customer perception and experience to look and feel, the tone of communications, and more.

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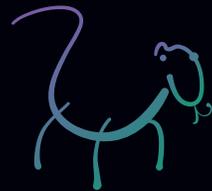
Not Hiring A Professional

While a logo isn't everything, your visual communications are still VERY important! Be sure to hire professionals that fully understand your vision and that will represent your image well.

Source: *Entrepreneur magazine*

“When you look at a strong brand, you see a promise.”

— *Jim Mullen*



Lizzardbrand

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