# 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



"Logos are a graphic extension of the internal realities of a company."

— Saul Bass

#### **Figurative**

#### Abstract



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

# PROJECT EAGLE

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.



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



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

#### **Family logos**



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* 



#### Looking to eat healthier this year?

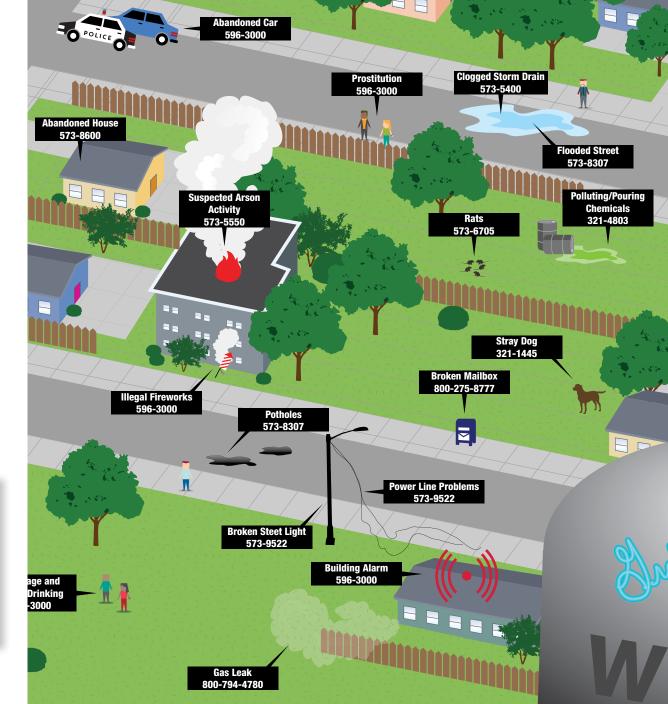


			July 2018
		OSEDA	
Park renovation pro	participate in Fisher ject	Good news	
The Rosedale Development Association, Massion Cittle Homeowers Association, and the United Government Parks and Recreation have mained funds to replace the playground at Fahrer Park Earlier this year, RDA Initiated multiple funding sequests	our community, access to parks, quality of life, and buable neightorhoods are a priority for developers and residents alks, So, this new Flaher Park playground is yet another step we collectively are taking to not only bring this important fact into Socar,	A-	
after residents asked for help replacing the outdated and broken equipment. Fund- ing sources for renovation	but to work collaboratively to achieve this objective. I'm really proud of the partner- ships that came together to	FISHER PARK IS GETTIN	IG A HEW PLAYERDIND!
Include: Wyandotte County Parlos Foundation, Neighbor- hoods Reing Fund, Meet Me at the Park ja highly- competitive national award), and in-hind support from the	work on this common goal; everyone wins when parks are improved." Neighbors are invited to learn more and give input about the new clevaround	from 9-11 a.m. at Faher Park. In September, RDA will also asek neighborhood volun- teers for a Community Build and Poliuck, with assistance from Parks and Recreation.	on July 7 are invited to share their opinions at rosedals.org/ faherpark. Pror more information, contect Alters at altere®
Parks Department to assist with labor, landscaping, signs, and seating. The new playspace will	design on Saturday, July 7	Those who cannot attend	rasedule.org or 912-677-5097
contain features that make the park more accessible to individuals of all ages and abilities, including those with mobility issues, differing sensory needs, and more.	by Erin Stryka Local elections make an enormous impact on a city, yet voter turnout rates in Wandotte County are very	can help ensure a big turnout in 2016/ This year's primary elec- tion will be held on Tuesday.	stop by the FEA office for as- sistance. The last day to apply to vote by mall is July 27. Early woting is available at

9	programs, and 2 Walking School Buses at Rosedale	800	STORIES IN <b>21 classrooms</b> IN <b>2016</b> AND
Interviewed and conducted program evaluations with		ET DIRTY	42 classrooms
ROSEDALIANS DISTRIBUTED 123 baskets with fresh produce, holiday turkey, kitchen staples, and	92 at DINNER V A N D AT THE LAND WE LIVE ON HISTORICAL EVENT		Conducted minor (and sometimes major!) repairs on 177 est est est est est est est est est est
Incusential goods to Rosedale FAMILIES AND ELDERS INCREASED RDA CA 4 PERMANENT		Welcomed 68 disc the first annual Rosed de Triomphe and raise \$7,000	ale Disc ad over



















#### Toolbox for Quitting

A guide to Wyandotte County's FREE resources for living a tobacco-free life



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

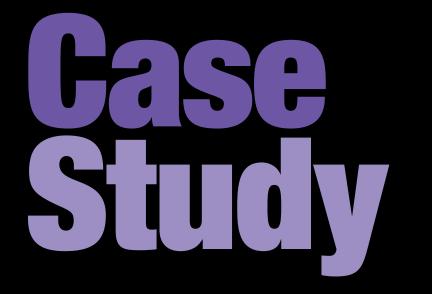




Healthy Communities W Y A N D O T T E

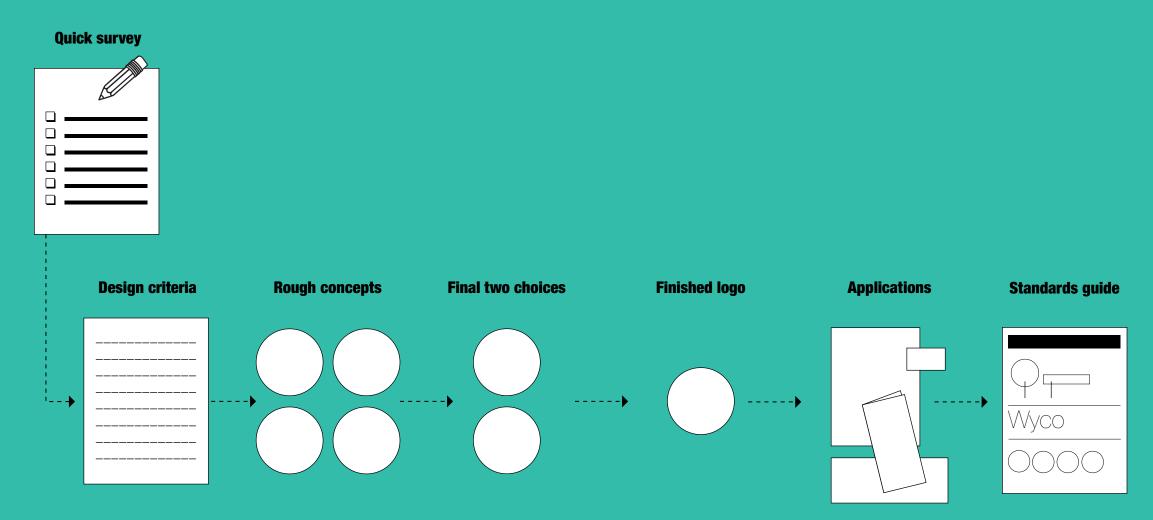
#### Advocate EDUCATE

WORKING TOGETHER FOR A HEALTHIER WYANDOTTE COUNTY



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**











## **Final logo**



# SHARING ROSEDALE



Sharing Community in Rosedale

#### 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).





IN-

#### 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.



**Staging Area** Logo should not be used smaller than 1.25 inches.

# Top 5 Brancing MISTAKES

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



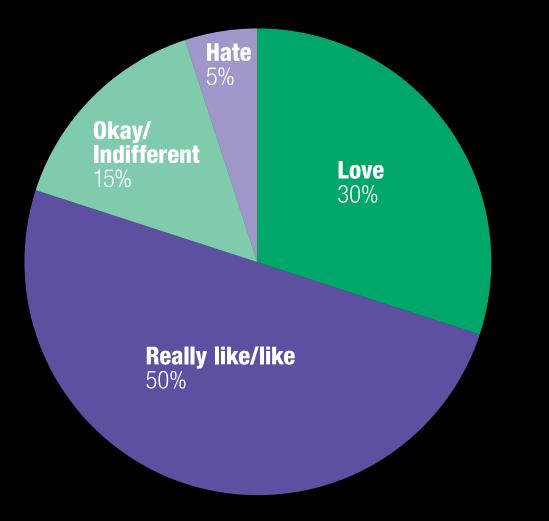
# Not knowing your strengths

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?



### **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



#### 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.



# **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.



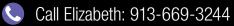
# **Not Hiring A Professional**

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

#### **Contact us**

Give us a ring or shoot us a message and let's chat about what we can do for you:



Send a message: <u>elizabeth@lizzardbrand.com</u>

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