

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

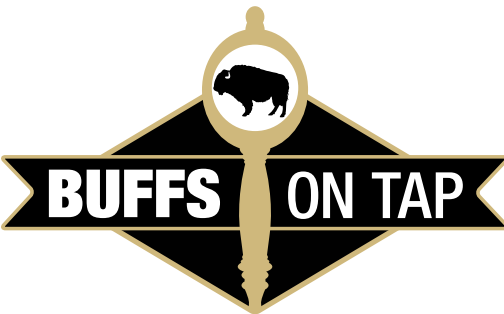


University of Colorado
Boulder



Alumni Association
UNIVERSITY OF COLORADO BOULDER

*Parent CU Boulder logos
designed by Pentagram Austin*

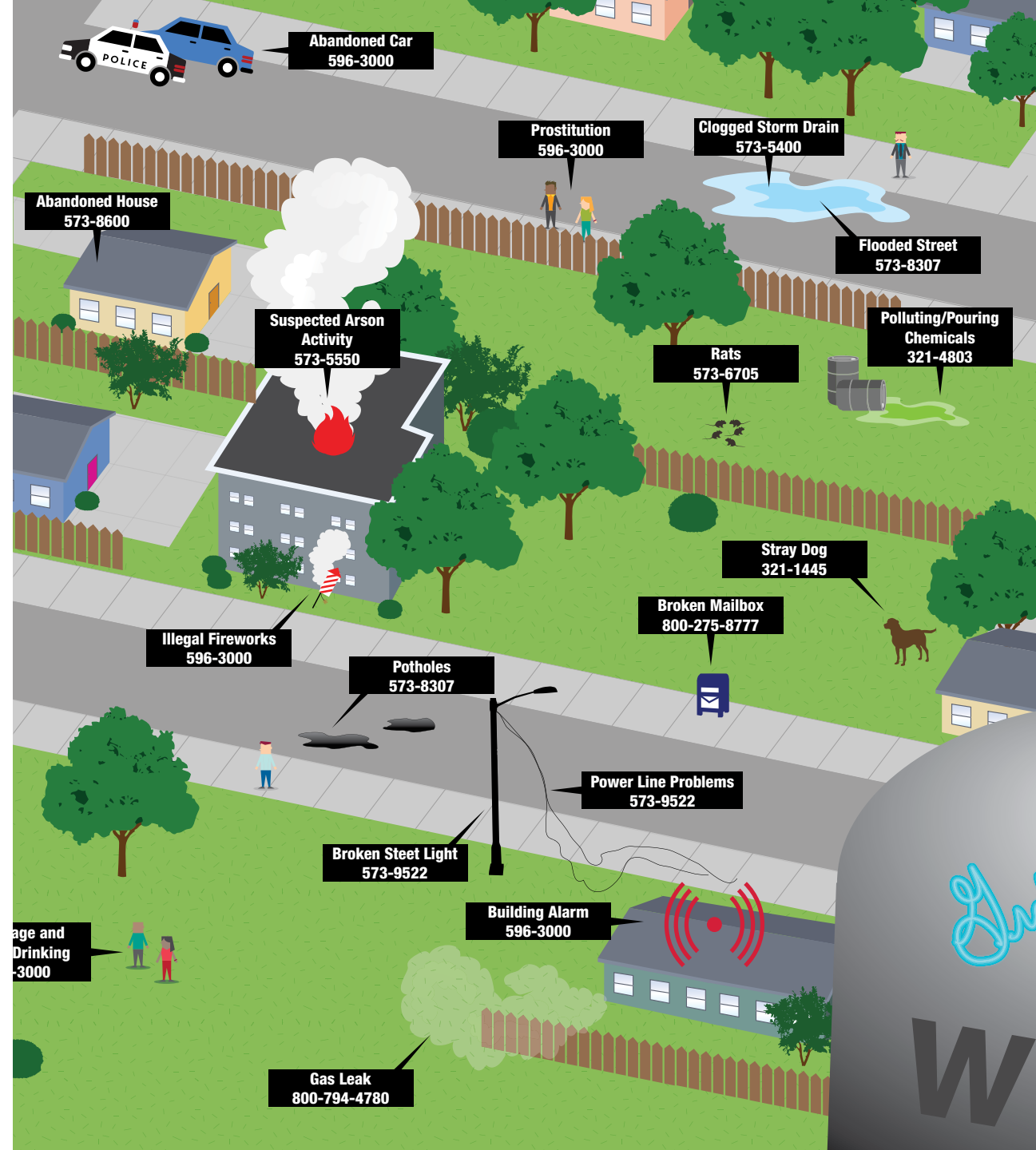
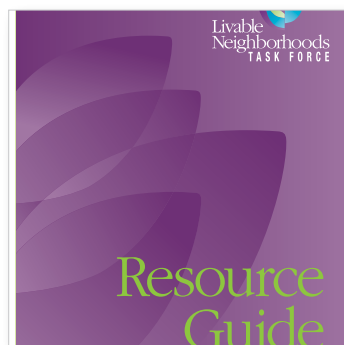
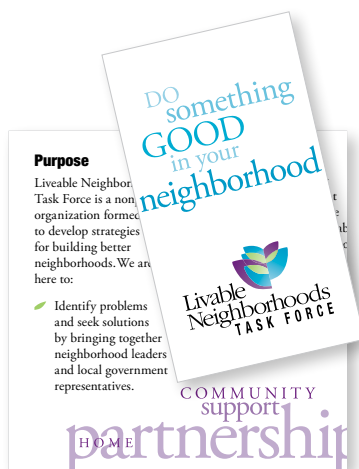


Branding applications

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

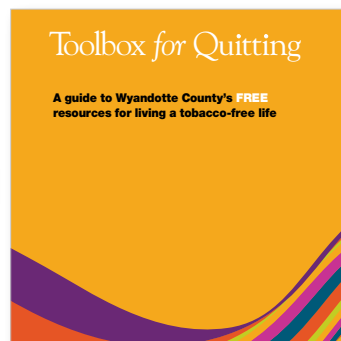
— *Steve Jobs*







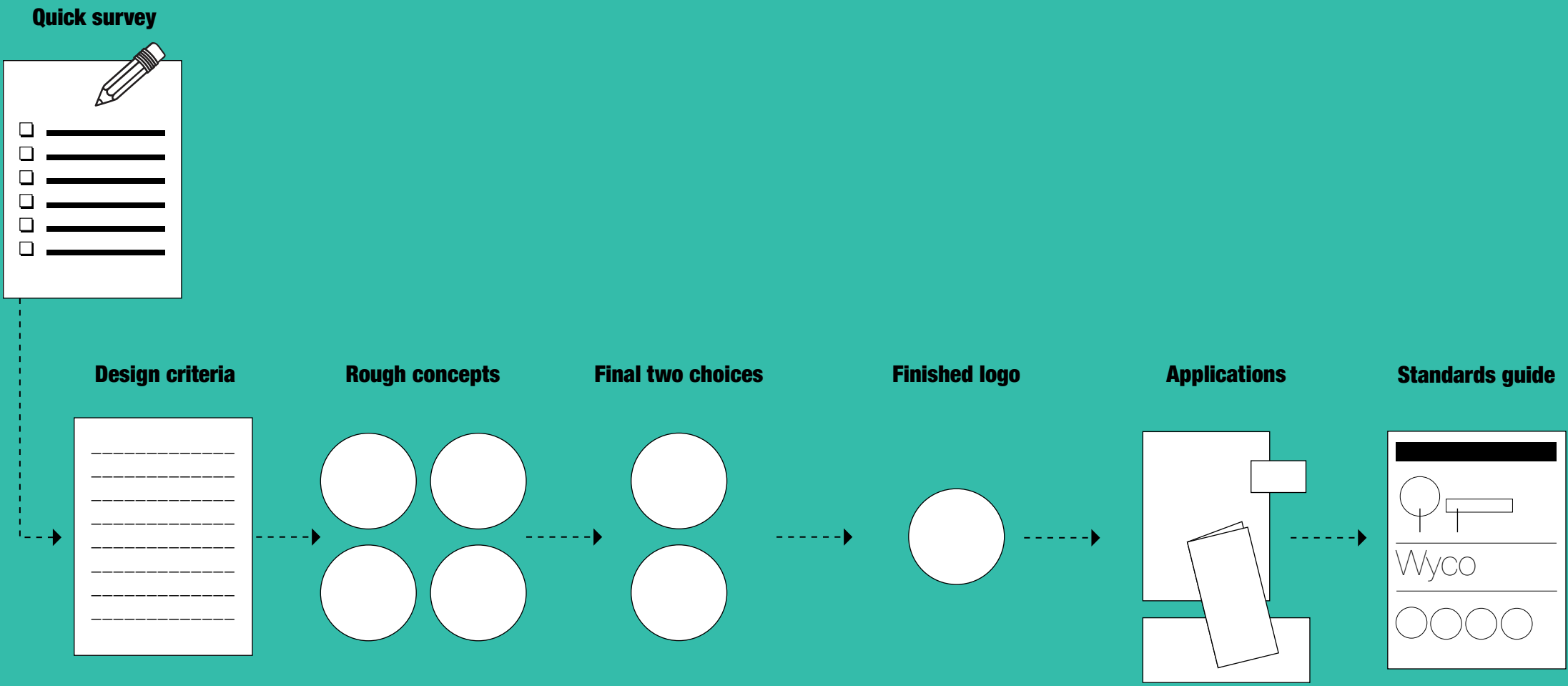
Healthy Communities
W Y A N D O T T E



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

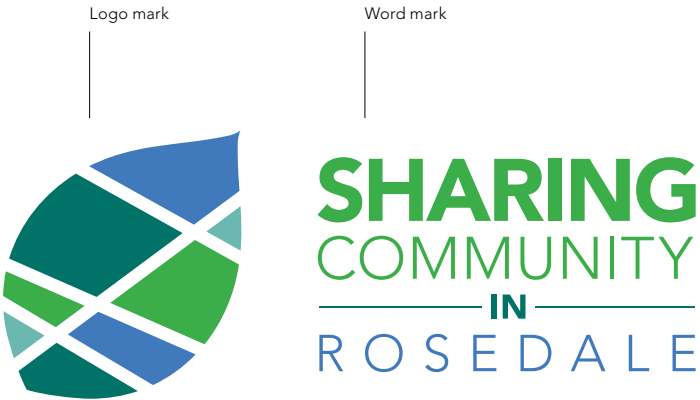
Initial design concepts



Final design concepts



Final logo



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).



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

Branding mistakes

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



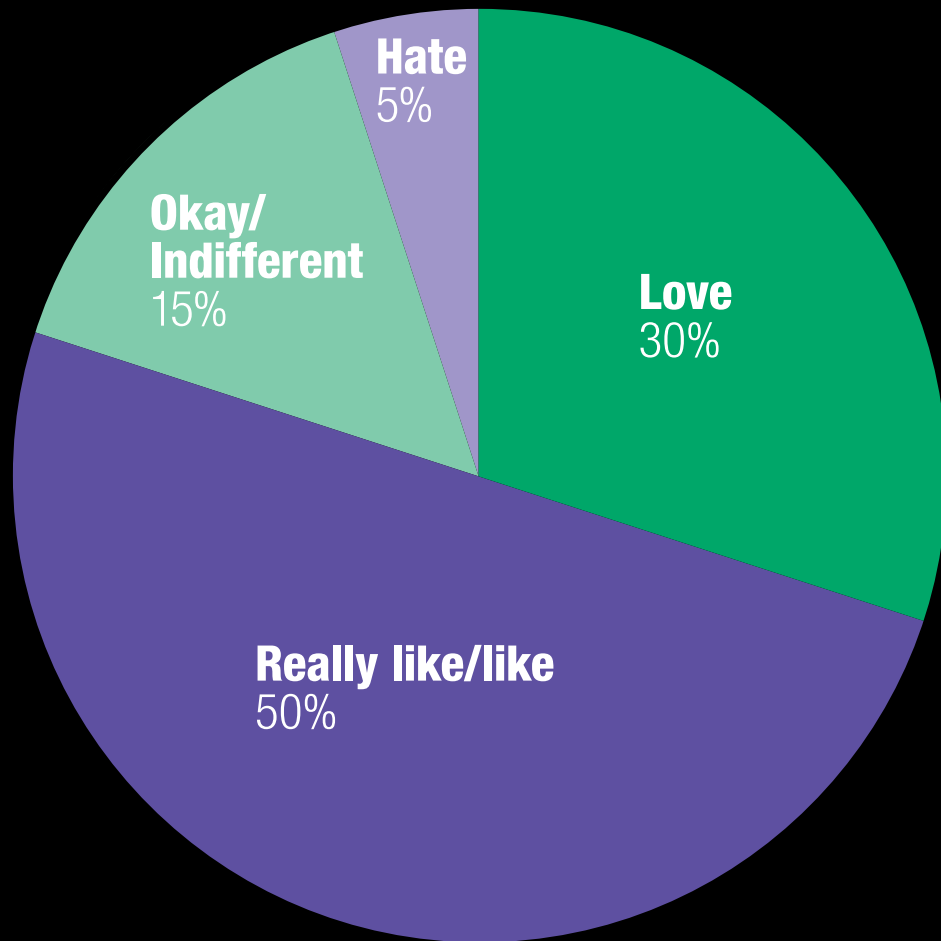
Not knowing your strengths

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.

5


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:

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