

THE ABC OF BRANDING.

A very short guide to sound intelligent
while talking about branding.

by Nishchal Par

AN ESSENTIAL GUIDE FOR THE FOREVER-LEARNING ENTREPRENEUR

This guide can be downloaded and distributed for FREE.

LESSON #1

LOGO

LESSON #1: LOGO

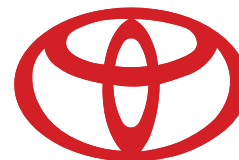
A logo is *not* your brand, nor is it your identity.

A logo is an identification.

It identifies a company or product via the use of a mark, flag, symbol or signature.

A logo does not sell the company directly nor rarely does it describe a business.

Logo's derive their meaning from the quality of the thing it symbolizes, not the other way around – logos are there to identity, not to explain.

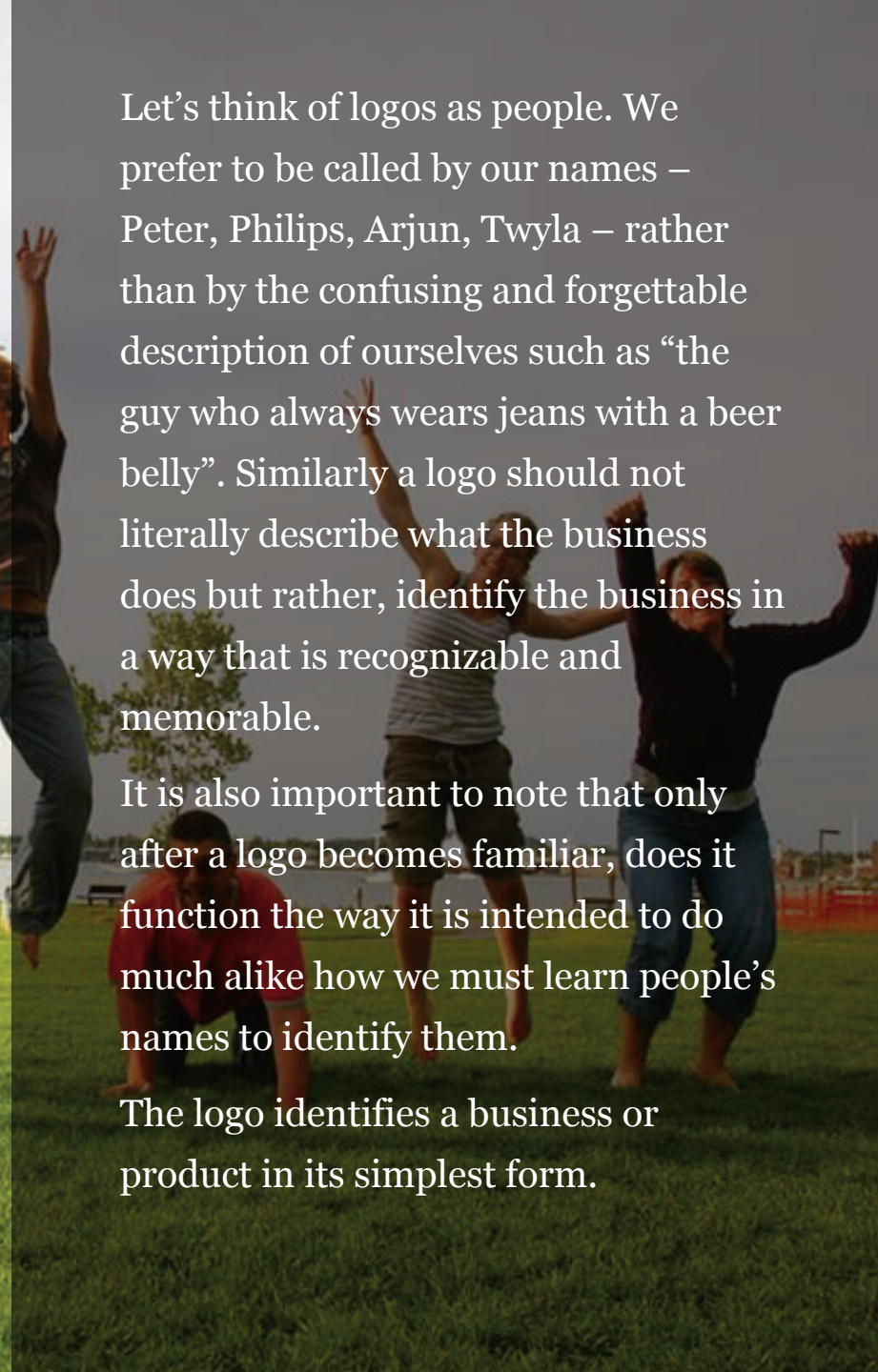




Let's think of logos as people. We prefer to be called by our names – Peter, Philips, Arjun, Twyla – rather than by the confusing and forgettable description of ourselves such as “the guy who always wears jeans with a beer belly”. Similarly a logo should not literally describe what the business does but rather, identify the business in a way that is recognizable and memorable.

It is also important to note that only after a logo becomes familiar, does it function the way it is intended to do much alike how we must learn people's names to identify them.

The logo identifies a business or product in its simplest form.



LESSON #2
IDENTITY DESIGN

LESSON #2 : IDENTITY DESIGN

Identity design is based around the visual elements used within a company, usually assembled within a set of guidelines.

These guidelines flesh out how the brand's identity must be applied throughout a variety of mediums, by defining the approved color palettes, fonts, layouts, measurements and so forth. These guidelines ensure that the identity of the company is kept consistent and intact in all different mediums. This is what helps a brand, as a whole, to be recognizable.

Below are the visual elements that makes up the identity or 'image' of a company:

- Logo (the symbol of the entire identity & brand)
- Stationery (letterhead + business card + envelopes, etc.)
- Marketing collateral (flyers, brochures, books, websites, etc.)
- Products & packaging (products sold and the packaging in which they come in)
- Apparel design (tangible clothing items that are worn by employees)
- Signage (interior & exterior design)
- Messages & actions (messages conveyed via indirect or direct modes of communication)

Other Communication (audio, smell, touch, etc.)

Anything visual that represents the business.

All of these things make up an identity and support the brand as a whole. Again, the logo is the corporate identity and brand distilled into one identifiable mark. This mark is the symbol of the business.



LESSON #3

BRAND

LESSON #3 : BRAND

A brand is simply an organization, service or product with a personality.

It is everything a company does, everything it owns and everything it produces. It reflects the values and aims of the business as a whole. It is not just some colors, some typefaces, a logo and a slogan.

EAST BALCONY



example: Apple

Apple as a company, projects a humanistic corporate culture and a strong corporate ethic, one which is characterized by volunteerism, support of good causes & involvement in the community. These values of the business are evident throughout everything they do, from their innovative products and advertising, right through to their customer service. Apple is an emotionally humanist brand that really connects with people – when people buy or use their products or services; they feel part of the brand, like a tribe even. It is this emotional connection that creates their brand – not purely their products and a bite sized logo.

SUMMING IT ALL UP.

LOGO

identifies a business in its simplest form via the use of a mark or icon.

IDENTITY DESIGN

is the visual aspect that forms part of the overall brand.

BRAND

is the perceived emotional corporate image as a whole.

About the author

Nishchal Par believes in the power of marketing and passionately uses his expertise in this field to help small and medium sized enterprises take their brand to the next level.

His experience in sales and advertising helps him in approaching each project by first understanding the business problems of the client, something most of his contemporaries are very uncomfortable with, thus creating design solutions that address those challenges.

His clients businesses range from foods to industrial tools to virtual assistance. Every business has immense marketing and branding opportunity.

If you want to get in touch Nishchal directly write to nishchal@deepfriedcolors.com



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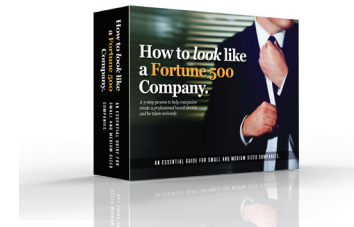
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Other guide from the author:



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'How to look like a Fortune 500 Company'
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