

# Brand Identity Process

phase 1.



*Clarify vision, strategies, goals, and values.*

*Research stakeholders' needs and perceptions.*

*Conduct marketing, competitive, technology, legal, and language audits.*

*Interview key management.*

*Evaluate existing brands and brand architecture.*

*Present audit readout.*

phase 2.



*Synthesize learnings.*

*Clarify brand strategy.*

*Develop a positioning platform.*

*Co-create brand attributes.*

*Write a brand brief.*

*Create a naming strategy.*

*Write a creative brief.*

*Achieve agreement.*

phase 3.



*Visualize the future.*

*Brainstorm big idea.*

*Develop key messages.*

*Design brand identity.*

*Explore applications.*

*Finalize brand architecture.*

*Present visual strategy.*

*Achieve agreement.*

phase 4.



*Finalize identity design.*

*Develop look and feel.*

*Initiate trademark protection.*

*Prioritize and design key applications.*

*Design system.*

*Apply brand architecture.*

phase 5.



*Develop standards and guidelines.*

*Build synergy around new brand.*

*Develop launch strategy and plan.*

*Launch internally first.*

*Launch externally.*

*Nurture brand champions.*

# Brand Identity Ideals



## **Vision**

*A compelling vision by an effective, articulate, and passionate leader is the foundation and the inspiration for the best brands.*

## **Meaning**

*The best brands stand for something—a big idea, a strategic position, a defined set of values, a voice that stands apart.*

## **Authenticity**

*Authenticity is not possible without an organization having clarity about its market, positioning, value proposition, and competitive difference.*

## **Differentiation**

*Brands always compete with each other within their business category, and at some level, compete with all brands that want our attention, our loyalty and our money.*

## **Sustainability**

*Sustainability is the ability to have longevity in an environment in constant flux, characterized by future permutations that no one can predict.*

## **Coherence**

*Whenever a customer experiences a brand, it must feel familiar and have the desired effect. Consistency does not need to be rigid or limiting in order to feel like one company.*

## **Flexibility**

*An effective brand identity positions a company for change and growth in the future. It supports an evolving marketing strategy.*

## **Commitment**

*Organizations need to actively manage their assets, including the brand name, the trademarks, the integrated sales and marketing systems, and the standards.*

## **Value**

*Building awareness, increasing recognition, communicating uniqueness and quality, and expressing a competitive difference create measurable results.*