Developing Brand Assets:
A strategic process of discovery that reflects an organization's values.

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Design Translation

Did you ever wonder how your organization's brand values are translated into a unique brand asset?

Breaking the Code

When turning the company's core values and principles into a tangible result, there are three basic design methods used to create the look-and-feel that represents an organization's brand. These types of design are used at both the company and product levels.

1

Literal

Defined

Simple, straightforward
Lacks-embelishements
Matter-of-fact

Current Trends

Text Only
Clip and Letter Arts
Simple Lines

2

Figurative

Defined

Metaphorical
Ornate
Artistic Representation

Current Trends

Photo Images
Design Elements
Illustrative Art

3

Conceptual

Defined

No real meaning; captures a feeling*
Imaginative
Abstract, formations

Current Trends

"The Swoosh"
Circles, Bars, Dots
Symbols

*Once a brand is successfully established meaning is implied.
Examples include Nike, Saturn Cars

Translation Tactics

The type of design translation has little to do with the actual brand attributes. High-end brands of perfume, cars and appliances are often very literal in how the use their brand assets are used. Conversely, many low-end brands use concepts to create the brand assets for a company.

It is important to keep in mind that the brand assets for a product or service that a company offers is a "sub-set" of the organization's overall brand. The image created for the organization is at much higher level than those of the products and services it sells. Alignment of all brand assets is a critical part successful brand management.

Stay On Target

Individual or personal preferences should not be part of the logo development process.
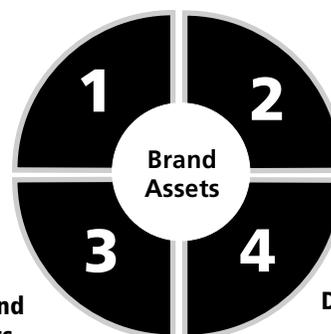
Liking your logo is secondary to making sure that it works effectively in the marketplace.

The life-span of a logo should be a minimum of 10 years. The opinion of the your target market is what makes this asset so valuable.

By creating a positive image and differentiating you from the competition, a well-designed logo can be one of your company's greatest assets.

Captures Your Unique Reason for Being in the Marketplace

Works with Effectively Target Audience

Brand Assets

1

2

3

4

Allows for the Easy Development of Secondary Materials and Additional Brand Assets

Choice of Color and Design can Move Across Media (print to web)

Brand Expression & Identity Development

One of the first steps in creating an identity for an organization is the development of an effective logo. The information derived from your **Brand Platform** is a good starting point building this tangible asset. Once the logo is developed other brand assets such as stationary, collateral, promotional items, publicity, and product packaging can be created.

Creating a Visual Signature

An appealing logo makes your enterprise special and memorable in the eyes of your clients or customers. Each element adds unique characteristics to a logo. It is important to remember that your logo is **NOT** your brand. It is just one part of the entire brand implementation process.

Keep it simple. The simpler a logo is the more **scalable** it is, the more **mobile** it is and the more **cost-effective** it is to reproduce. Your logo needs to remain consistent in color, font and proportion where ever it is used.

Logo Design

Every single part of the logo should have a specific purpose that is strategically aligned with the organization's goals.

Type:	Is the voice of the logo
Color:	Provides the logo tone and feeling
Image Art:	Give the logo it's personality.
Supporting Elements:	Adds uniqueness.

Taglines

An organization's tagline is actually part of the logo. Usually no more than 5 to 7 words. Punctuation is optional. Taglines often need to be readable at very small type sizes, so the choice of font is a critical consideration.

Trademarks and/or servicemarks for your taglines should be considered if you are going to have one. Otherwise, they may be trademarked by another organization or individual and unfortunately you will no longer able to use it. This can be expensive if you have already printed material with a tagline as part of your logo.

On occasion logos can be used without the tagline. If this is done too often, your tagline will lose it's effectiveness.

USP Statements

The Unique Selling Proposition (or the USP) is generally **not** part of the logo. One organization can have several unique selling propositions — based on different market segments, products, divisions and sales channels.

A Unique Selling Proposition's goal is to create something unique that at your competitor's can not claim. The goal is to make it so compelling that it motivates individuals to act. Having a distinguished UPS statement is an encouragement for the customer or client to buy "**this**" and receive a specific **benefit**.

The Ultimate Logo Test

There are three non-negotiable test that every effective logo must pass.

1. **It must look good in black and white. All logos need to be faxed and photocopied.**
2. **It must be able to cross many media types (print, web, specialty items, desktop).**
3. **It must scale well enough to look good on a business card or billboard.**

Logo Types

With just a few colors, a choice of type and some simple artistic elements, a well-designed logo must give a positive visual impression in an over-crowed market environment where image plays a key role in an organization's credibility and the customer's perception and purchasing decisions.

Text Logos

Text-only logos use a single typeface or combination of typefaces. Art elements may be utilized, but type is the central focus.

Bug Logos

The logo text and the logo image are completely separate from each other. On occasion, they are used apart — or moved to the top or side — depending on space allocation.

Integrated Logos

All the elements of the logo are integrated and can not be used independently of each other. Integrated logos are the easiest to use for multiple purposed, but the hardest to develop a logo family for as they tend to stand alone.

Tagline Logos

Taglines are an actual part of the logo image. They help differentiate an organization in the marketplace and reinforce the brand promise.

DotCom Logos

This logo type includes ".com" in the logo. Some companies have both a ".com" logo and a standard version. Other organizations only exist as a".com".

Secondary Logos

Secondary logos are used to create a logo family for different parts of a company. This may include, products, divisions, sales channels, etc.

*The logos shown here are for educational purposes only.

Logos On-the-Go

Little-known company logos have to work harder to create value in the mind of the customer. Creating a "big company" look plays a key role in building customer loyalty and trust. An effective logo makes a positive first impression; sets you apart from your competition; and expresses your organization's vision, value and direction.

Do These Logos Pass the Test?

Below are logos for companies and organizations that you probably never heard of before. Do these logos give you a positive feeling about the company or organization? Notice each has a unique tone and quality based on the simple use of color, fonts and images. Are some more effective than others? Many are trademarked for protection.

RIGHT NOW TECHNOLOGIES

Pilot SOFTWARE

EYE SURGICAL CONSULTANTS, LLC

CFS CREATIVE FINANCIAL STAFFING

NETSUITE

INDUSTRIAL HARDWARE AND SPECIALTIES INCORPORATED

IT Infrastructure Support Keeping You Connected

PROPHET

my way No banners. No pop-ups. No kidding.

netopia.

BLUE PUMPKIN

HOOP·CENTER FOUNDATION

TALISMA

involve TECHNOLOGY

SWENSON ADVISORS LIMITED LIABILITY PARTNERSHIP

atlas OnePoint Formerly **GO TOAST**

BOHAN

office tools pro

COUNSELORS ACADEMY

INSWEB Lower your insurance costs. Not your expectations.

FrontRange SOLUTIONS

Ajilon FINANCE

Workstream The business of people

Unica

TribalTelecom Advanced Communications for Tribal Communities

FITNESS RESEARCH & TECHNOLOGIES

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