



# MANAGE YOUR BRAND

# WELL HELLO!



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# WHAT IS **BRANDING**?

A brand is a name, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. It is also what you sound like and what your clients experience.

- » Logo
- » Voice
- » Experience

# THE LOGO

Project7

Full Color

Project7

Black

Project7

One Color

Project7 Design

Full Color Horizontal

Project7 Design

Black Horizontal

Project7 Design

One Color Horizontal



Full Color Icon



Black Icon



One Color Icon

# THE LOGO

## Supporting Icons

### ICONS

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# THE VOICE

What You Sound Like

SERIOUS?

WITTY?

PERSONAL?



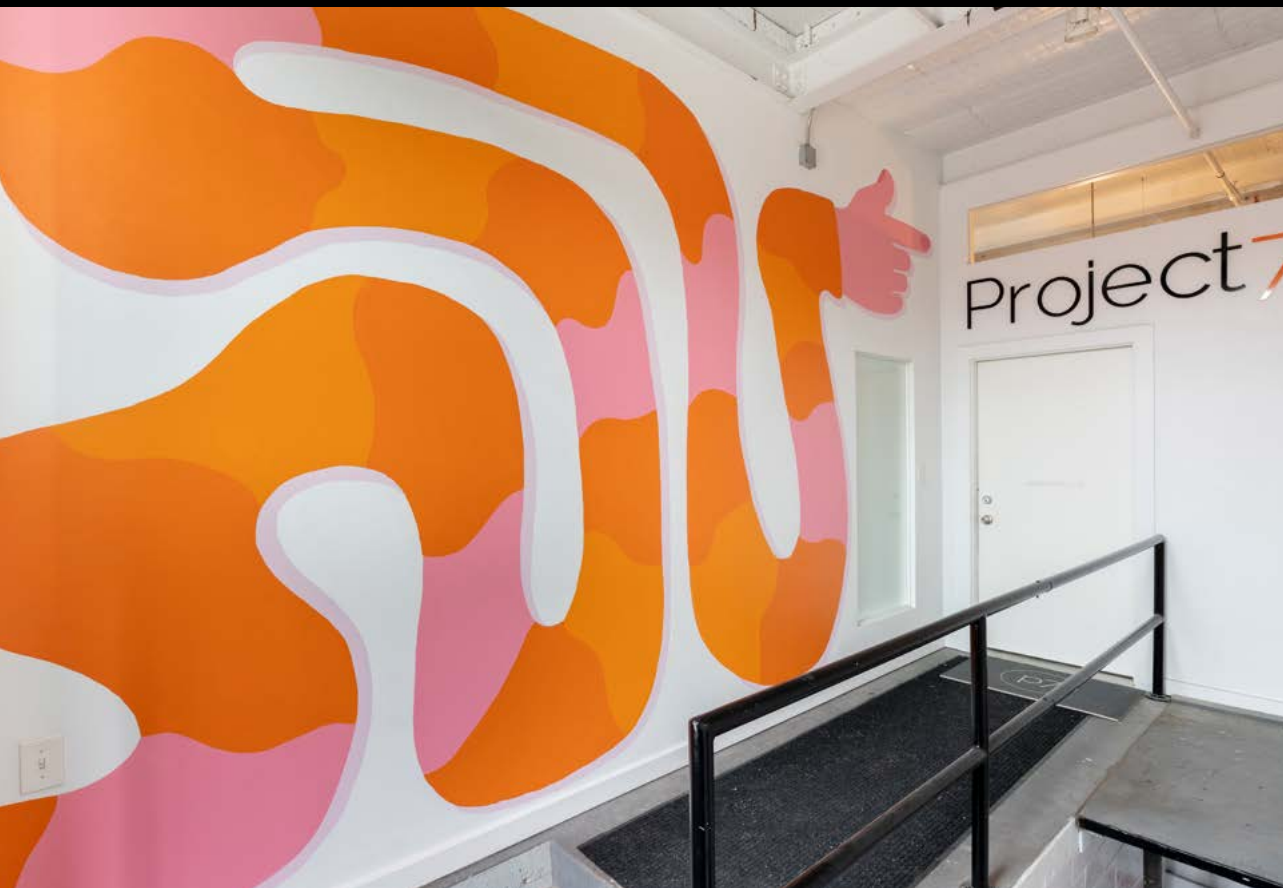
# LET'S CHAT!

What is Your Brand Voice?



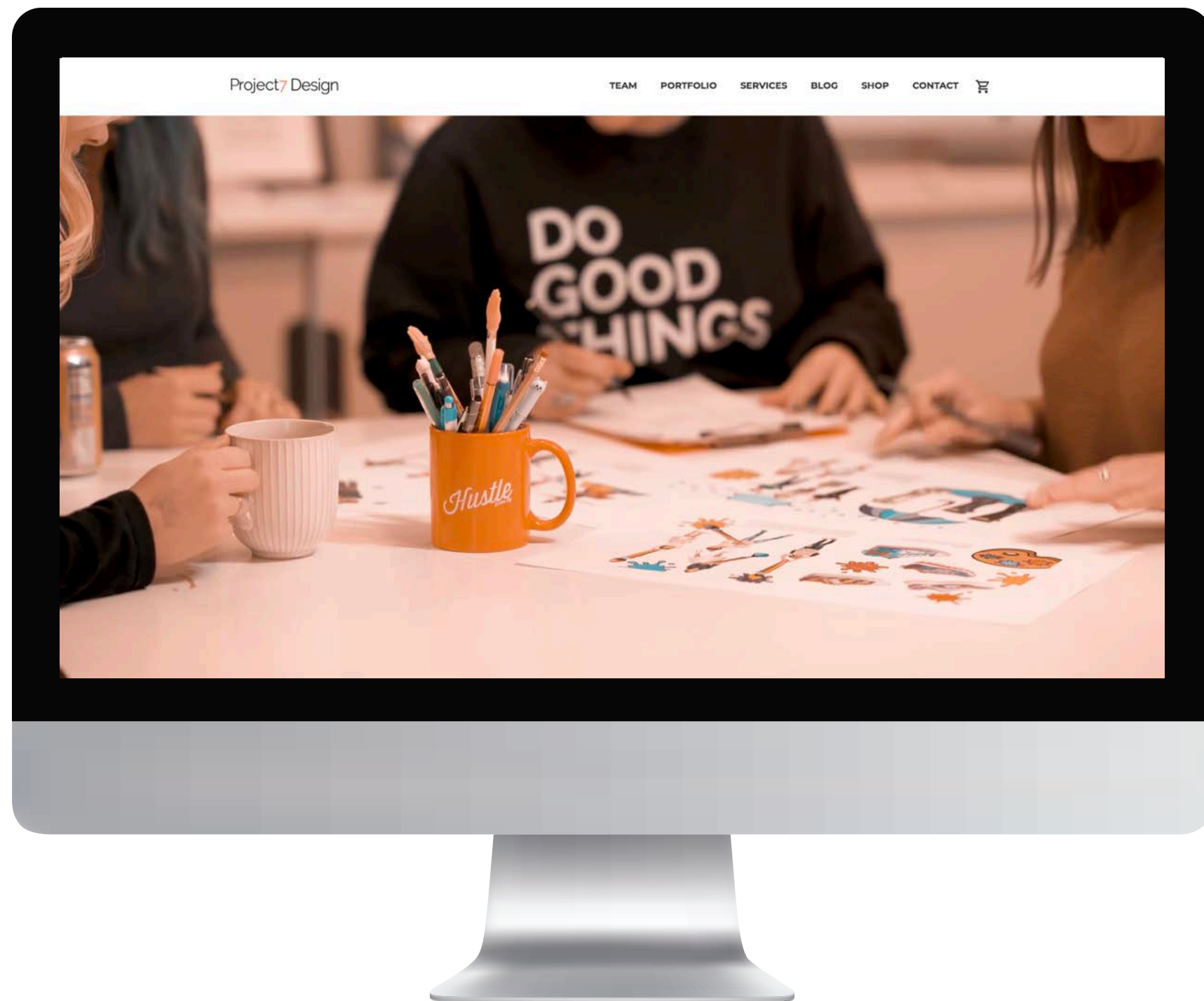
# THE EXPERIENCE

## What You Feel Like



# THE EXPERIENCE

## What You Feel Like



# Why Branding is Important?

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# CREATES TRUST

## Being Professional

- » A professional appearance builds credibility and trust
- » People are more likely to purchase from a business that appears polished and legitimate

# SETS EXPECTATIONS

## Being Consistent

- » Branding is the promise that is made by the organization to the audience
- » The brand promise tells the audiences who you are, what you believe in, and why you are unique
- » Consumers have an expectation of an experience when they make their selections

>> *Target example*

**How** Do I Keep Things Consistent?



# FOLLOW THE RULES

## Brand Guidelines

- » You might get tired of your logo, or colors & look BUT your audience needs to see consistency
- » Make sure you follow your brand guidelines
  - >> *style guide example*
- » Save that special twist for campaigns or special offers

# THE RULES

## The Style Guide



# How Do I Protect My Brand?

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# BRAND SAFETY

## Knowing What To Do

- » Secure all your social handles & URL
- » Trademark where needed
- » Don't have too many cooks in your kitchen
- » Know when it's time to refresh

QUESTIONS?

