

Samuel.













Council of Australians for
Uneducated Americans

13 years old

a.k.a just hitting puberty

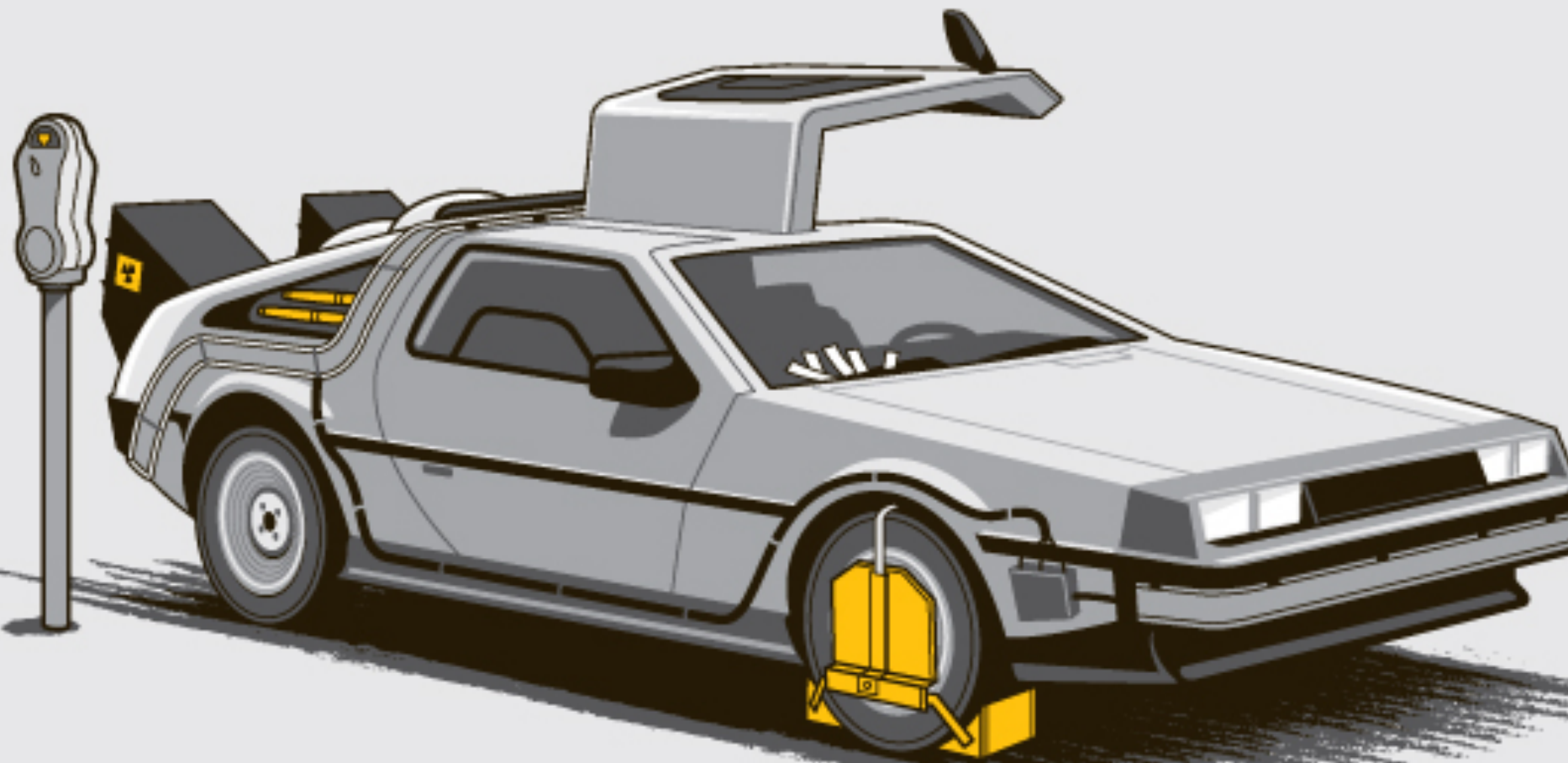


How to trend your
brand for 2014.

Samuel.

Why Do I Care?

Samuel.





Molasses Spice Crisps.

2 $\frac{1}{2}$ cups flour.
2 tea spoons soda
2 . . . cloves
2 . . . ginger
2 . . . cinnamon
 $\frac{3}{4}$ cup shortening
1 $\frac{1}{4}$ cup sugar
1 egg - unbeaten
4 tablespoons Molasses
sugar.
Cream sugar & shortening
Add egg, beat thoroughly
add Molasses.
Add spices and
flour. Chill dough.
Roll in balls size of
walnuts, dip in butter,

You
Lost
The
Recipe.

Once Upon A Time,
in 2013... *(trend observations)*

Samuel.



Macro

W. H. Chase
8



Macro

FRIENDSHIP

NATIVE AMERICAN SYMBOLISM

Micro





Macro



Crossed Arrows

5 likes 14 repins



Logo via the blog of Jon Contino.
#arrow #logo #black #a #w #circle

1 like 4 repins

2 likes 12 repins

SEE MORE
Here when that just fits the category...



Logo ideas: I love all of these...

4 likes 47 repins



Beau-and-Arrow_SymbolLogo_Gold

1 repin



Jamie Bartlett / A Pair of Pears onto BRAND IT



arrow logo



Logo Design for Flint & Arrow.
December, 2011.

2 likes 5 repins

\$75.00



dawn bloom
PHOTOGRAPHY

Prelfade Logo - Arrow. Only one!
\$75.00, via Etsy.



by fortheloveofjoy

\$25.00

Micro



Macro

A vibrant, abstract explosion of pink and orange particles against a teal background. The particles are concentrated in the center and spread outwards, creating a dynamic, energetic effect. The colors are bright and saturated, contrasting sharply with the dark teal background.

Micro

Micro





Macro

Houston...
someone has
a problem

Samuel.

Observation:

If you don't know the brand definition
you will produce something
safe & non-emotive.. A.K.A Crap!

Samuel.

YAHOO!

YAHOO!

Yahoo!

YAHOO!

уАН00!

yahoo!

yahoo!

YAHOO!

Yahoo!

Yahoo!

YAHOO!

Yahoo!

yahoo!

yahoo!

YAHOO!

Yah00!

YAHOO!

Yahoo!

Yahoo!

Yahoo!

Yahoo!

YAHOO!

YAHOO!

YAHOO!

YAHOO!

YAHOO!

yāhoo!

Yahoo!

Yahoo!

Yahoo!

YAHOO!

Observation:

If you know the brand definition
you will produce something
dangerous & emotive.. A.K.A Craze

Samuel.





Observation:

If you don't have emotion in your brand
you will produce something
safe & non-emotive.. A.K.A Crap

Samuel.

BMW®

Observation:

If you have emotion in your brand
you will produce something
dangerous & emotive.. A.K.A craze

Samuel.





Fin.

Samel.

Blend new principals
together until you have a
new a concoction.

Samuel.

Turn something crazy
into a craze

Samuel.







What are the crazy dancer principals?

- Aesthetical Execution (*sensory candy*)
- Emotional Connection (*heart candy*)
- Intellectual Stimulation (*brain candy*)

Brand Execution will always seasonal,
do everything you can change.

Brand Definition will be your compass,
don't change this for nothing.

Samuel.