

20 MINUTES ON

BRANDING + IDENTITY

Hello!

Khalid Mokhtarzada
CEO + Founder

PixelDreams.com



A fierce & agile creative agency with a love for cultural branding. Our multi-disciplinary design thinkers are passionate, curious, authentic, and driven by purpose. Our mission is to explore new frontiers and to better the world through design

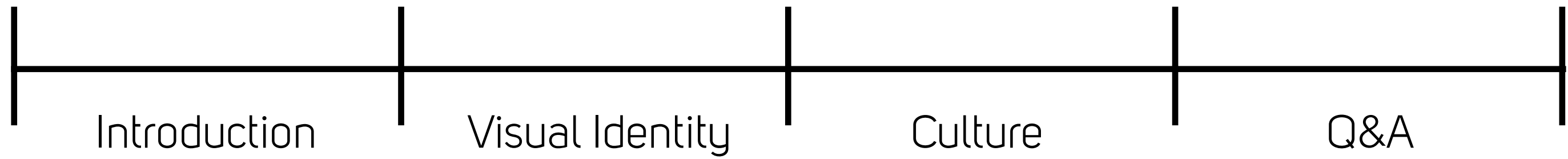
20% Investment:

Research + design, personal + professional development, field trips, holistic activities

Design philosophy:

It is right or degrees of wrong

Summary of Presentation



Assumptions

- 1. You prefer to be top-of-mind (the first choice)*
- 2. Your personal (and company's) reputation is important to you*
- 3. You'd prefer not to have to persuade or sell your product, service, or personality*



Key Takeaways

- 1. A deeper knowledge of branding and identity*
- 2. A better understanding of design, and its importance*
- 3. A few new philosophies to better your personal and professional life.*



Branding

Who can benefit from branding:

1. *B2C*

2. *B2B*

3. *P2C, P2B, P2P*



Branding

What is Branding?



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Introduction

Visual Identity

Culture

Q&A

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Branding

What is Branding?

Name

Logo

Colours

Website



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Visual Identity

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Branding

What is Branding?

Name

Logo

Colours

Website

Business card

Personality

Culture

Marketing



Branding

What is Branding?

Name

Logo

Colours

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Business card

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Reputation

Voice

Breath

Clothes



Branding

What is Branding?

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Reputation

Voice

Breath

Clothes

Jokes

What you eat

Friends & associates

Other peoples' perception



Branding

What is Branding?

Name

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Personality

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Marketing

Reputation

Voice

Breath

Clothes

Jokes

What you eat

Friends & associates

Other peoples' perception

All of the above



Branding

A few quotes:

“All organizations, groups and institutions have an identity – just like people. It is made up of ‘who you are’, ‘what you do’ and ‘how you do it’. Successful visual identities employ design to reflect the first two and to help govern the behaviour of the third.”

- Angus Hyland

C/ID: Visual Identity & Branding for the Arts

“A brand is a living entity - and it is enriched or undermined cumulatively over time, the product of a thousand small gestures”

- Michael Eisner, CEO Disney

“Brand equity is the sum of all the hearts and minds of every single person that comes into contact with your company.”

- Christopher Betzter

“Customers must recognize that you stand for something.”

- Howard Schultz, Starbucks

“Products are made in the factory, but brands are created in the mind.”

- Walter Landor

“A brand that captures your mind gains behavior. A brand that captures your heart gains commitment.”

- Scott Talgo, Brand Strategist

“The three key rules of marketing are brand recognition, brand recognition, brand recognition.”

- Anon

“A trademark is a symbol of a corporation. It is not a sign of quality ... It is a sign of the quality.”

- Paul Rand

“We are no doubt in the Great Age of the Brand.”

- Tom Peters

“You’re just anybody without your identity.”

- Grenville Main, DNA Design

“A lady, sitting next to Raymond Loewy at dinner, struck up a conversation.

‘Why’, she asked ‘did you put two Xs in Exxon?’

‘Why ask?’ he asked

‘Because’, she said, ‘I couldn’t help noticing?’

‘Well’, he responded, ‘that’s the answer.’”

- Source: Alan Fletcher

The Art Of Looking Sideways



Branding

Khalid's theory

Unlike any other area of marketing, good brand development appreciates over time.

Identity design should be the first consideration, as all forms of communication will be modelled after.



Design

What is Design?



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Design

What is Design?

*A specification of an object,
manifested by an agent,
intended to accomplish goals,
in a particular environment,
using a set of primitive
components, satisfying a set
of requirements, subject to
constraints;*

- wikipedia



Design

What is Design?

A specification of an object, manifested by an agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to constraints;

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THE BIG QUESTION



Design

What is Design?

THE BIG QUESTION

*Is your
brand,
designed?*



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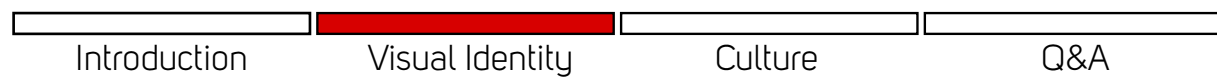
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Visual Identity



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Visual Identity

Color Psychology



Visual Identity

Color Psychology



Coca-Cola

STAPLES



XEROX

3M

ExxonMobil



Passion
Excitement
Strength
Speed
Romance
Alarm



YAHOO!

FedEx Corporation



Royal
Luxury
Prosperity
Sophistication
Mystery



NOKIA

IBM



JPMorganChase

WAL*MART

Trust
Security
Reliability
Establishment
Tranquility



Visual Identity

Color Psychology



Nature
Fresh
Growth
Intelligence
Abundance



Warmth
Cheer
Happiness
Friendly
Accessible



Energetic
Adventurous
Fun
Vibrant



Visual Identity

Color Psychology



PERRY ELLIS®



HERSHEY'S

Wholesome
Reliability
Stability
Luxe
Earthy



ROLEX



JOHNNIE WALKER®

Emirates



LÖWENBRÄU

Royal
Prestige
Expensive
Established



eBay



Google



Altria



Billboard

Dynamic
Fun
Friendly
Playful



Visual Identity

Color Psychology



Innovation
Scientific
Prestige
Luxury

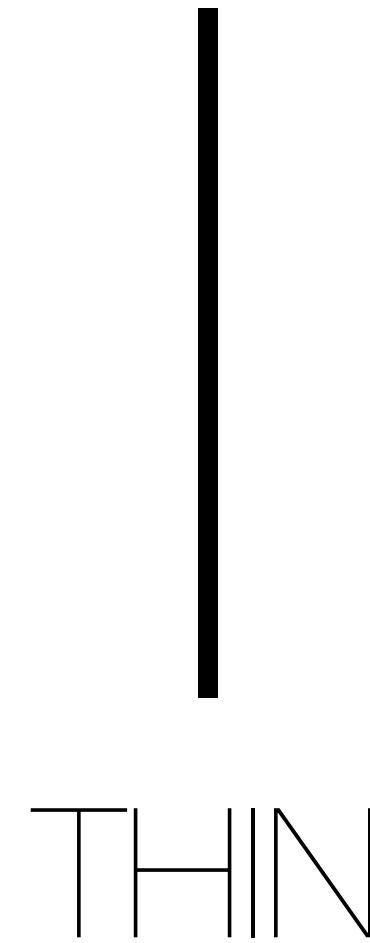


Power
Mystery
Seductive
Sophistication



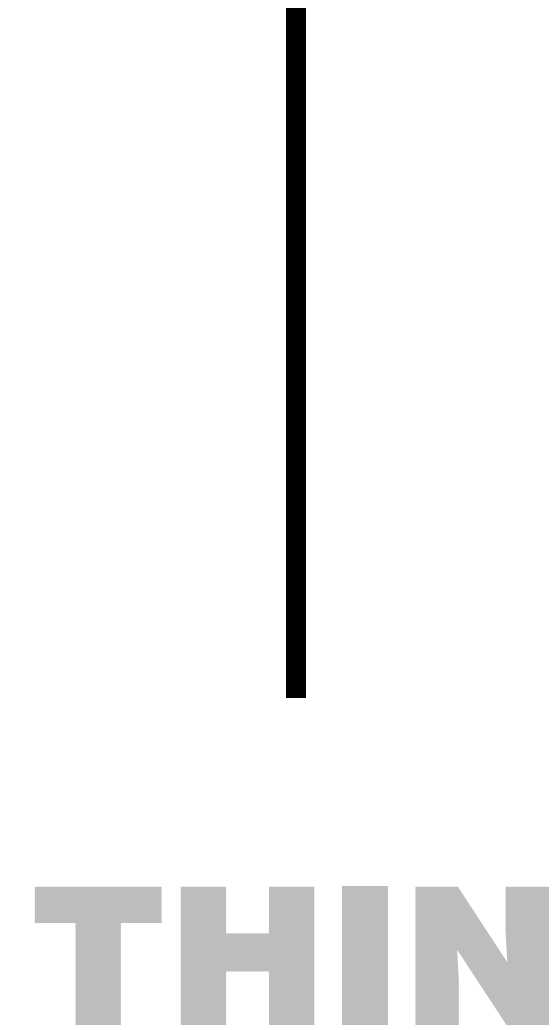
Visual Identity

Shapes



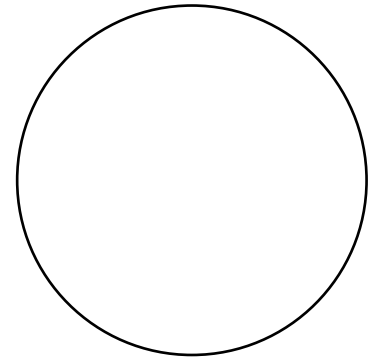
Visual Identity

Shapes

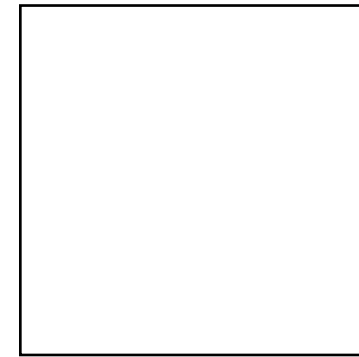


Visual Identity

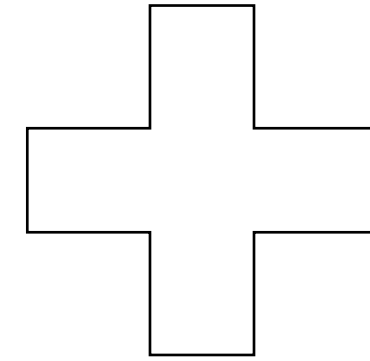
Shapes



*Balance
Wholesome
Life/Creation*

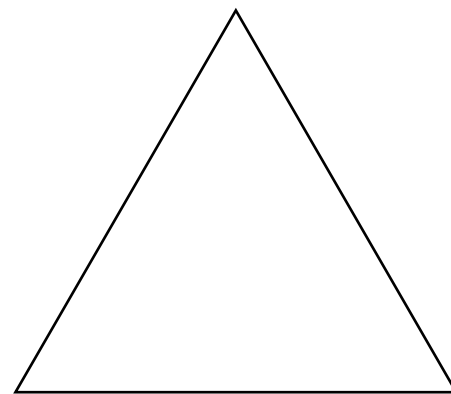


*Structure
Order
Clarity*

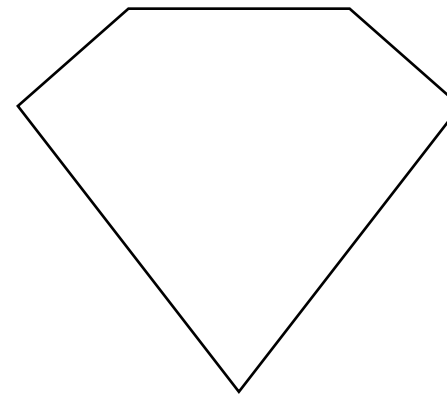


*Trust
Aid
Safe*

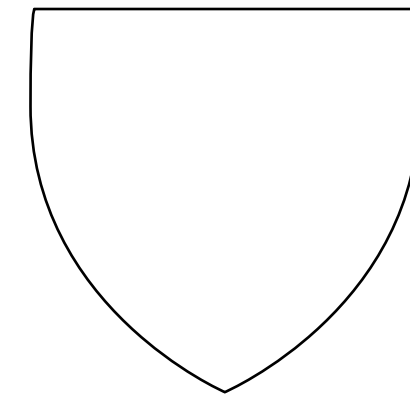
Symbolism



*Growth
Illumination
Intelligence*



*Luxury
Power
Authority*



*Security
Trust
Honour*

Pixel Dreams

Some examples of branding + brand design



Brand Identity

Wild Card

Event planning

Parties of 10 to 3,000

Casino themed

Jack & Jills

Show girls

Raffles

High-end & luxurious



Brand Identity

Wild Card

Event planning

Parties of 10 to 3,000

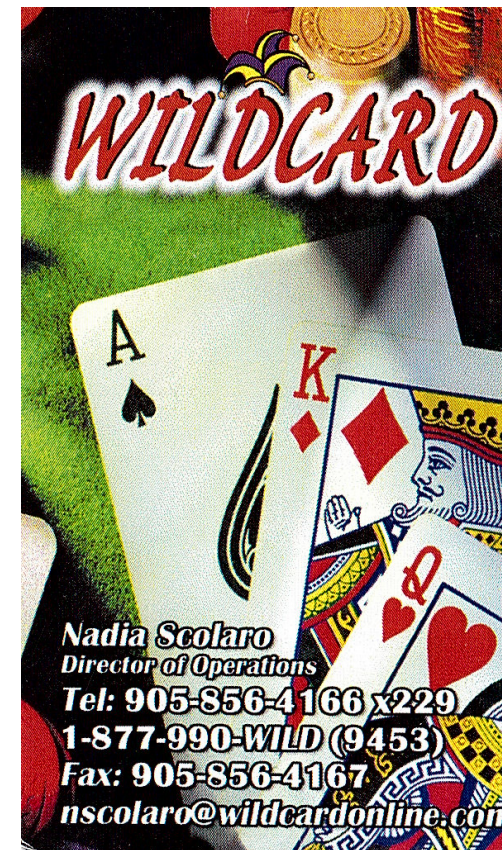
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Jack & Jills

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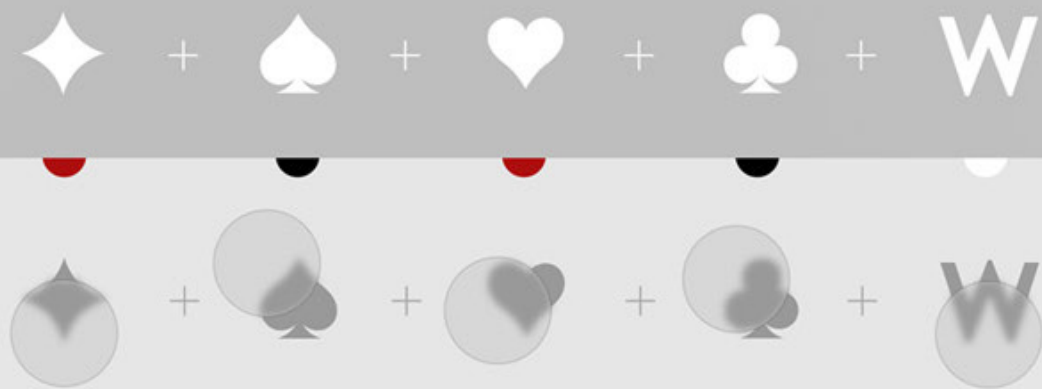
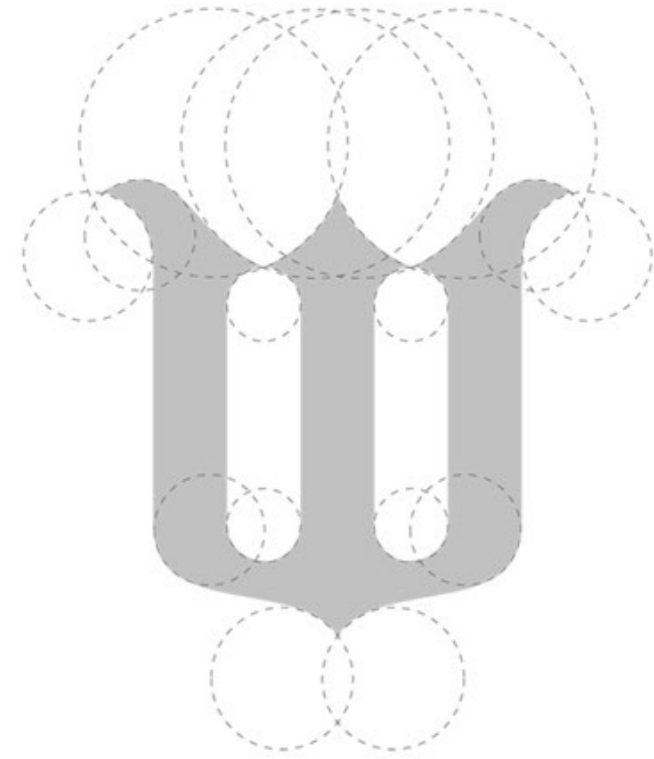





WILDCARD
















Wild Red
Hex #AF0F0F
RGB 175, 15, 15
CMYK 21, 100, 100, 14


 **Deep Red**
Hex #5F0505
RGB 95, 5, 5
CMYK 35, 99, 95, 56


 **Rush Red**
Hex #EB2323
RGB 235, 35, 35
CMYK 1, 98, 99, 0


 **Vegas Orange**
Hex #F56919
RGB 245, 105, 25
CMYK 0, 73, 100, 0

 **Winning Gold**
Hex #FFCD19
RGB 255, 55, 25
CMYK 1, 18, 96, 0

 **Excited Yellow**
Hex #FFF55F
RGB 255, 245, 95
CMYK 3, 0, 73, 0

 **Gun Metal**
Hex #323232
RGB 50,50,50
CMYK 70, 63, 62, 59

 **Brushed Steel**
Hex #BEBEBE
RGB 190, 190, 190
CMYK 26, 20, 21, 0

 **Platinum**
Hex #E6E6E6
RGB 230,230,230
CMYK 8, 6, 7, 0

Onyx Black
Hex #000000
RGB 0, 0, 0
CMYK 75, 68, 67, 90







Brand Identity

Navvia

Formerly IT Optimizer

Saas

Enterprise

ITSM

BPM

Innovative

Technology

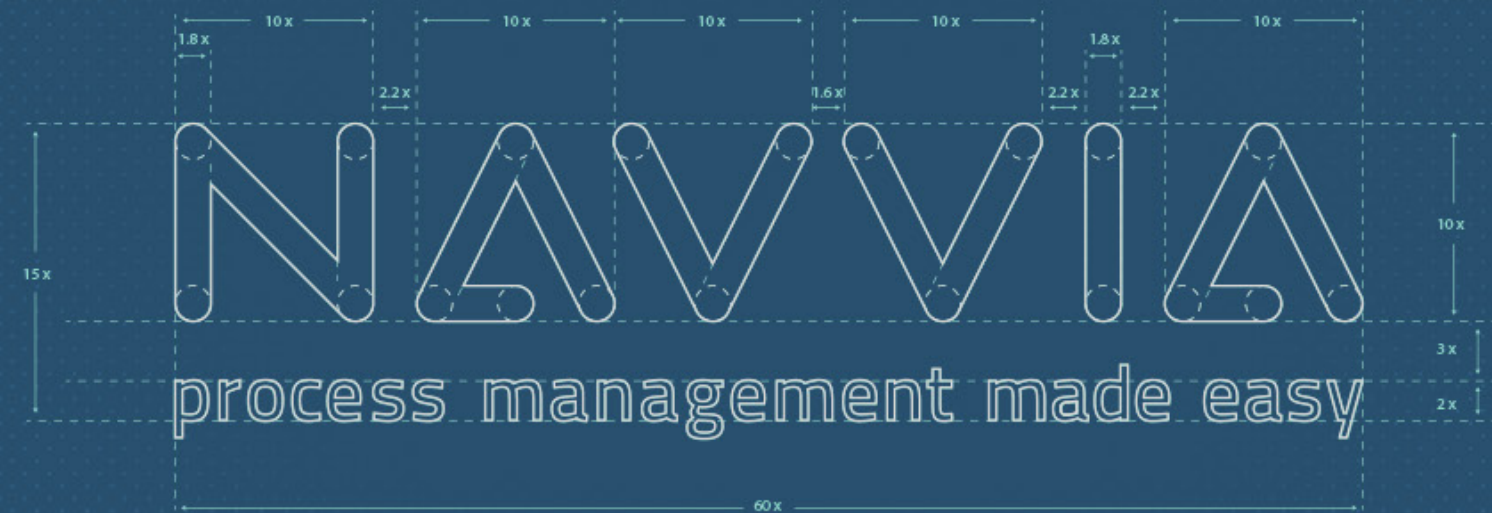


Brand Identity

Navvia
Formerly IT Optimizer

- Saas*
- Enterprise*
- ITSM*
- BPM*
- Innovative*
- Technology*

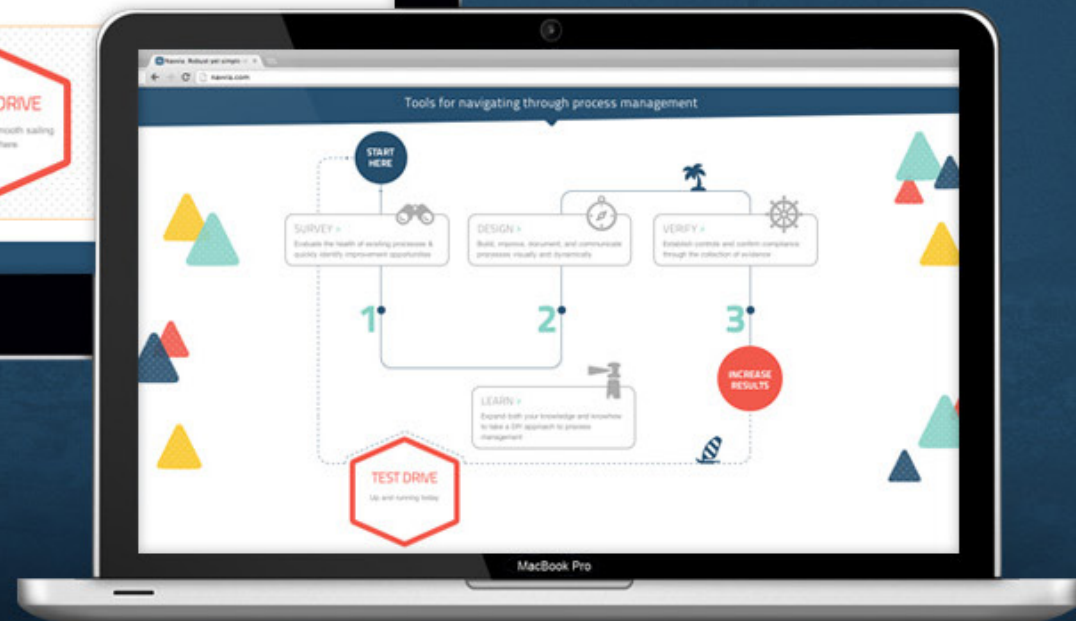
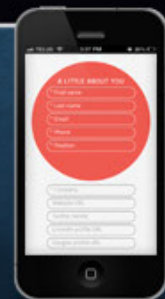




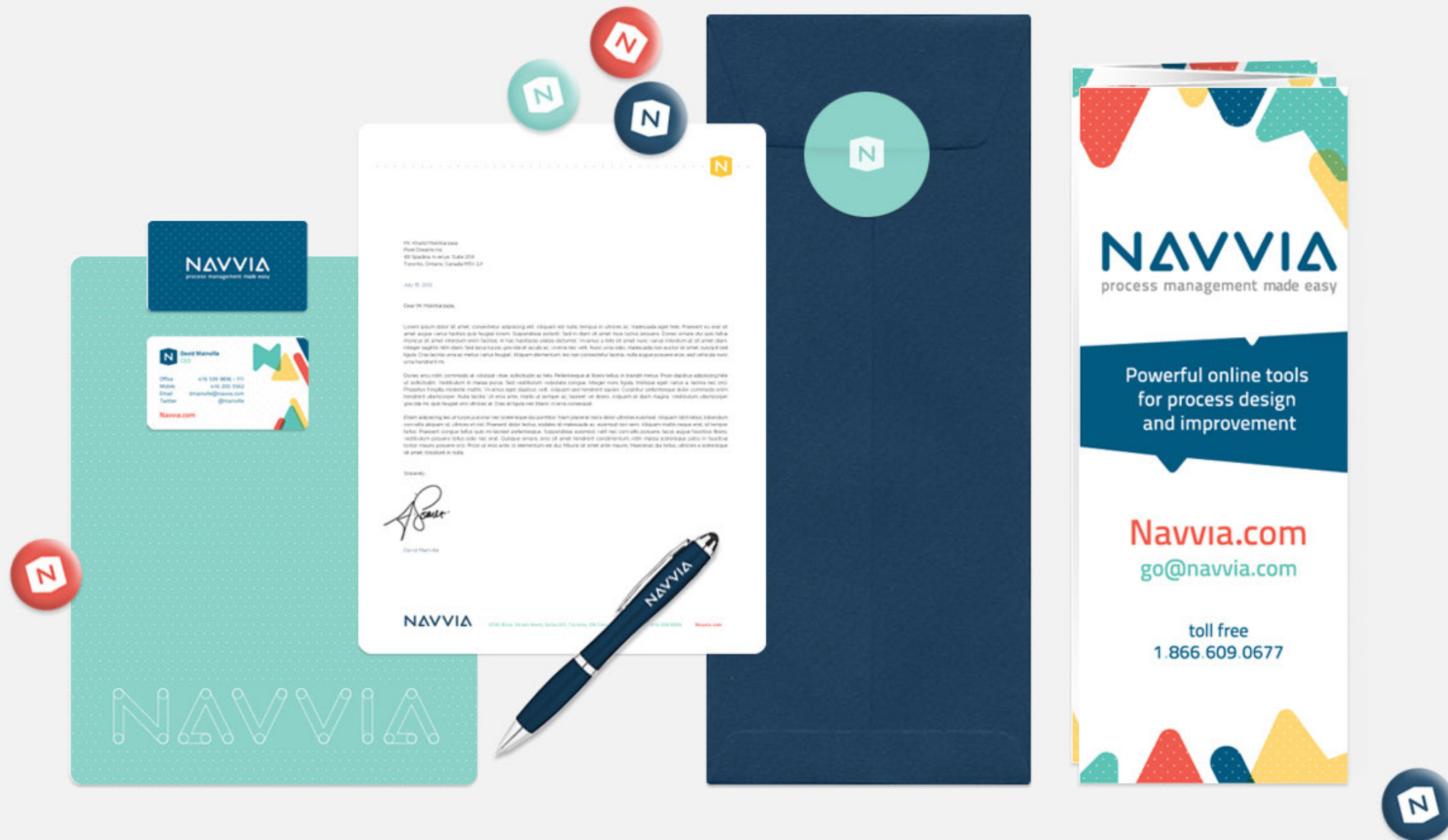
NAVVIA

process management made easy







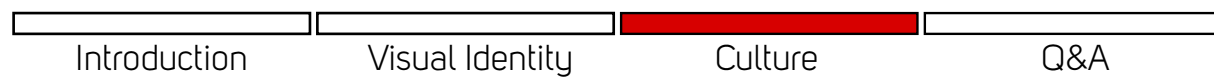




Culture



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Culture

What is Culture?



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Culture

What is Culture?

- *The integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations*

- merriam-webster



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Culture

What is Culture?

- *The integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations*
- *The customary beliefs, social forms, and material traits of a racial, religious, or social group; also : the characteristic features of everyday existence shared by people in a place or time (popular culture, southern culture)*

- merriam-webster



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Culture

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- *The set of shared attitudes, values, goals, and practices that characterizes an institution or organization (a corporate culture focused on the bottom line)*

- merriam-webster



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Culture

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- *The set of shared attitudes, values, goals, and practices that characterizes an institution or organization (a corporate culture focused on the bottom line)*
- *The set of values, conventions, or social practices associated with a particular field, activity, or societal characteristic (studying the effect of computers on print culture, changing the culture of materialism will take time)*

- merriam-webster



USAA & the Potatoe

Some examples of brand culture & culture branding



Culture

Living, understanding,
embracing, & connecting

USAA Insurance & Financial Services *Total “Surround Sound” immersion*

USAA insurance and financial-services, based in San Antonio, Texas - successful operation with 7.4 million members, 21,000 employees, and annual revenues of \$18 billion. only does business with active or retired members of the U.S. military and their families.

Employees review “deployment letters” that real soldiers get: “Report to the personnel processing-facility” tomorrow, the letter reads, and get your affairs in order beforehand. They eat MREs (meals ready to eat) on many occasions during their training, to get a “taste” for the life of a soldier. They walk around in 65-pound backpacks. They read actual letters from soldiers in the field to their families back home. USAA calls it “Surround Sound” — immerse employees in the real life and emotional needs of customers. “There is nobody on this earth who understands their customer better than USAA,” one consultant has said.

- BloombergBusinessWeek



Culture

Living, understanding,
embracing, & connecting
A few more examples...



Culture

Understanding, defining,
influencing, & changing

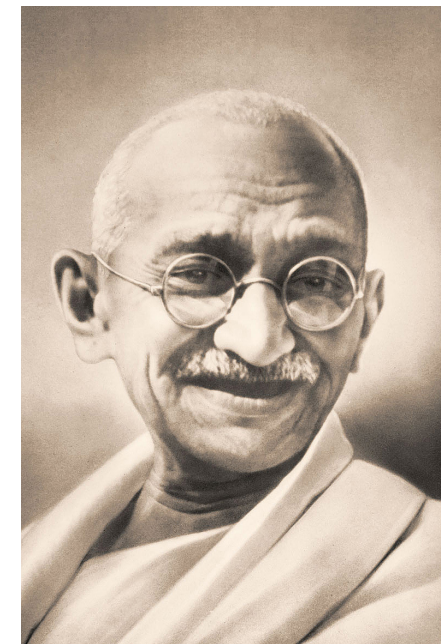
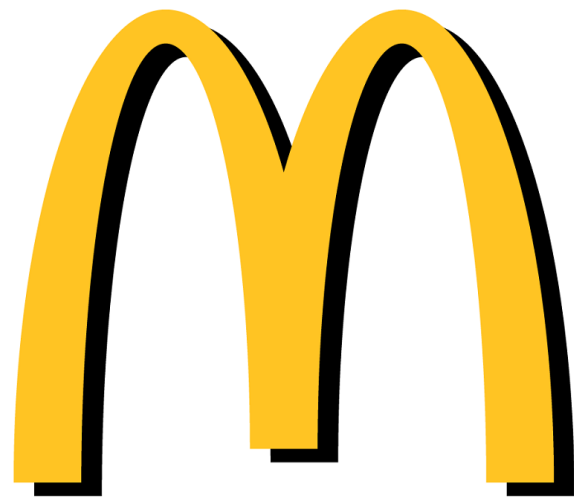
Frederick the Great *Good move*

In the late 18th century, Frederick the Great of Prussia realized the potential of potatoes to feed his people and his army. The volatility of wheat crops posed a threat to the market and to the people of Prussia. By adopting potatoes, Prussia would decrease the chance of famine and overcome their reliance on bread. “The things have neither smell nor taste, not even the dogs will eat them, so what use are they to us?” The people of Prussia refused to grow or eat potatoes. Records show that farmers were executed for not growing the vegetable - but still, the people would not comply. Rather than continuing to enforce his rule, Frederick decided to re-brand and re-position the potato in the market. He declared the potato a royal vegetable, only allowed to be eaten by the royal family. He planted them in a royal potato patch secured by royal guards with specific orders to watch over them – but not very well. Potatoes were stolen by local peasants, and eventually a black market for potatoes was formed. Potatoes now became popular, sought after, and in high demand. Eventually, farmers could not produce enough to keep up with the people’s demands.



Culture

Understanding, defining,
influencing, & changing
A few more examples...



Q&A and a few take-aways



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Key Takeaways

Benefits of identity design

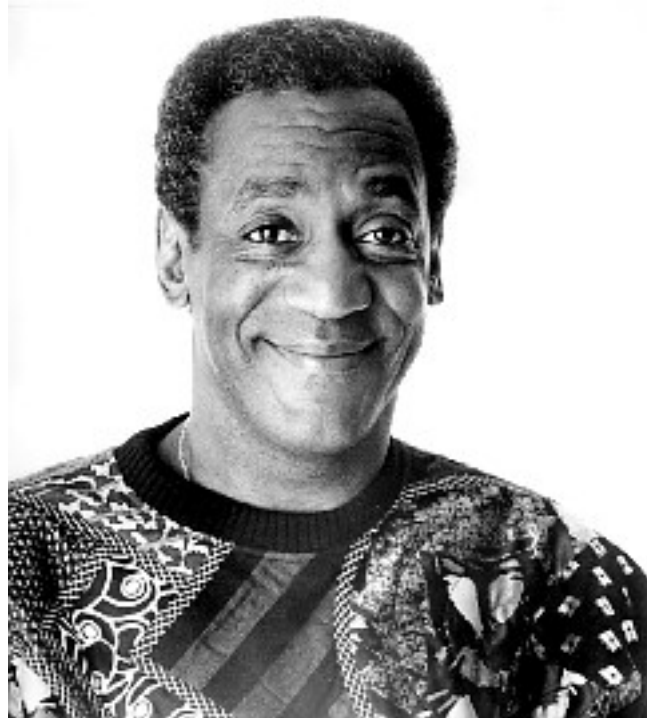
Good identity design helps you:

- *Stay focused*
- *Stay consistent*
- *Stand out*
- *Become memorable*
- *Strengthen market position*
- *Achieve your goals*



Key Takeaways

Theory + Guidance *of creating an identity*



STAND OUT

- *It's better to be an outcast than to be irrelevant.*
- *Be outspoken in your own way.*
- *It's good for people to have an opinion about you - even if that opinion isn't always positive.*

“I don't know the key to success, but the key to failure is trying to please everybody.”
- Bill Cosby



Key Takeaways

Theory + Guidance
of creating an identity

BE AUTHENTIC

Authentic = Congruency

- *Being congruent allows you to be you in your natural state.*
- *You should push yourself, and re-invent yourself from time to time*
- *But at all times, your identity design should represent who you are and where you're going.*



Key Takeaways

Theory + Guidance
of creating an identity

BE CONSISTENT

- *Lack of consistency creates confusion, and leads to distrust.*
- *Being consistent strengthens your brand perception, while allowing you to manage that perception.*

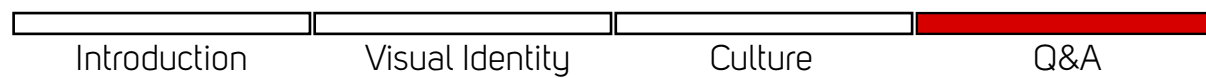


Q&A

Ask
don't be shy



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