

## Will it Fly?® Educational Brief

**Module:** Brand Strategy

**Section:** Brand Development

Your brand is much more than the physical product. It is a mixture of visual imagery, quality product, emotional attributes, and the experience a customer has with your product. A brand should have a distinct personality that helps to position and differentiate your product. The positive reinforcement of all these elements over a period of time is what makes a strong brand. Your brand should be distinctive and memorable. Important parts of your brand include tangibles (name, logo, slogans) and intangibles (personality and emotional features).

The brand development process is the stage at which marketing messages and visual images are tied together. The more successful brands evoke emotional reactions. So imbue your brand with characteristics that will invoke a unique, likeable personality. Use your situation analysis during this process to understand your target customer as well as your competition. The visuals should trigger the emotional messages that you want to convey to your customer. It is this branding that will drive your product's message.

Your symbol (also known as brand, logo, or mark) should form a single, appealing unit that is easy to remember and not confused with other products. An extremely successful brand is a logo that can stand alone without even a brand name to identify it and still be recognized and evoke all the brand messaging. Creating a unique personality and look for your brand will give it a distinctive position in the marketplace with special appeal to your target customer. If you create a strong brand, your messaging will take on a life of its own.

Your logo should be developed so that it can be used on a number of different materials, colors, and sizes. You want to be sure that your symbol is clear and recognizable even at its smallest size. Also, your naming and taglines should be assigned these same brand qualities and considerations.

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Create a style guide that describes details of font style, colors, size, etc. Be sure that your style guide is kept up-to-date and communicated to all.

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