

Branding and the Role of Design

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What Is Branding?

- **Branding** is the sum total of a company's identity—from its name and logo to every piece of communication, internal or external—to every encounter every customer or potential customer has with it.

A large, stylized red script logo of the word "Coca-Cola" with a registered trademark symbol.

What Is Branding?

- Branding is critical to marketing. It is perhaps the most important of all business strategies. It is more than putting a logo or label on a product.



A screenshot of the Coca-Cola website. The background is a vibrant, stylized illustration of a modern lounge or club with people sitting at tables and a DJ booth. Overlaid on the right side is a white box with a red border containing promotional information. The box has a red header that says 'LATEST PROMOTIONS...'. Below this, there are three promotional cards. The first card says 'TOP TICKETS TO TOP GIGS WITH Coca-Cola' and features a woman in a red dress. The second card says 'WIN UP TO £100,000' and features a woman holding a bottle of Coca-Cola. The third card says 'BE A Coca-Cola FIFA WORLD CUP™ WINNER PROMOTION' and features a soccer ball. At the bottom of the box, there is a green bar that says 'COCA-COLA MUSIC PROMOTION' with a close button (X). The Coca-Cola logo is visible in the bottom right corner of the website. At the bottom of the page, there is a navigation menu with links for 'NEWS', 'CULTURE', 'ENJOY', 'SPORT', 'ABOUT US', and 'DIET COKE'. Below the navigation menu, there are small links for 'SHARE SIZE', 'TOP 2 SKINS', and 'COCA-COLA URINE'.

What Is Branding?

- Branding is deeply rooted in psychology, taking into account both the functional and emotional benefits.
- Branding strives to create the beliefs that the brand's audience recalls when they think about the brand in its context.



What Is Branding?

- A **brand** is a combination of elements, often communicated through a name or a symbol.
- A corporation, law firm, country, university, museum, hospital, celebrity, or even you as an individual can be considered as a brand.



What Is Branding?

- For the audience, the **value** of a brand resides in the promise that the product or service will deliver.
- Conversely, a brand can recall memories of a bad experience. The value for the audience then would be to avoid purchasing that brand.



What Is Branding?

- From the perspective of the brand's owner, the value of the brand often lies in the security of higher future earnings, but may also be assessed in terms of votes for a politician, career for an executive, foreign direct investments for a country, etc.

Brand Obama

How Obama Used A Flexible Brand To Inspire Support Groups



What Is Branding?

- Branding is the blend of art and science that manages associations between a brand and memories in the mind of the brand's audience.
- It must differentiate the brand in an attractive, meaningful and compelling way for the targeted audience.



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Brand Management

- Brand management is the organizational framework that systematically manages customer-centric processes.
- It involves gathering intelligence, allocating resources, and consistently delivering the brand promise over time at each contact-point with the customer.

Brand Management

- Coca-Cola, for example, has become a cliché of brand management.
 - Before *branding* or even *management* emerged as disciplines, the Atlanta-based company was already spending over US\$ 11,000 on a mass advertising campaign as early as 1892.
 - Its trademark was officially filed in the US that year and has consistently been displayed with the same script to this day.



Rx Take one glass of Coca Cola
when weary with shopping
It imparts energy and vigor

Brand Management

- Over time, Coca-Cola also associated its brand with a bright red color, the hour-glass shaped bottle (1915) and the ribbon logo (1970).
- Together these aspects contribute to differentiating Coke from rivals such as Pepsi-Cola, which has applied a competitive pressure since 1898.



What Are the Benefits of Branding?

- Branding involves a great deal of time, money, and effort.
- Therefore, only a minority of businesses have what could be classed as a "brand" or a "brand name".
- Why should a business venture consider making the effort?

What Are the Benefits of Branding?

Branding can help insure that:

- Customers are much more likely to remember your business.
 - A customer recognizing your brand could mean the difference between no-sale and a sale.
 - If they trust your brand, they are likely to trust you with unfamiliar products—be more likely to buy another product from you.



What Are the Benefits of Branding?

Branding can help insure that:

- Your business will appear to be much bigger and experienced than it really is.
 - This can be especially important when a customer wants reassurance that you will still be around in a few years time.
 - You will generally be seen as more reliable and trustworthy than an unbranded business.



Prudential

What Are the Benefits of Branding?

Branding can help insure that:

- Over time the image of quality in your business will usually go up.
 - However, branding cannot replace good quality, and bad publicity will damage a brand.



What Is the Role of the Designer in Branding?

- The heart of brand design lies in communicating a company message.
- Designers provide the "face" of the company to the public.



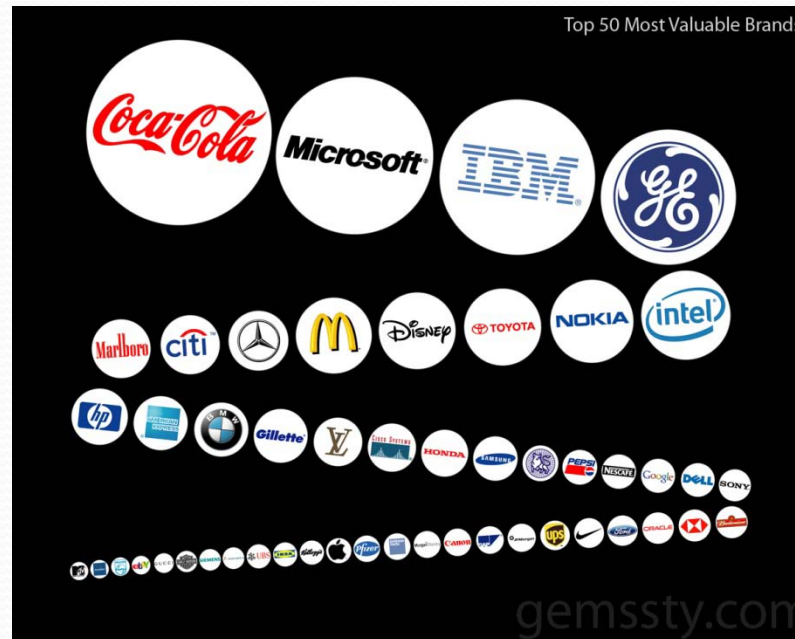
What Is the Role of the Designer in Branding?

- Brands are a perception.
 - Brand elements, such as names, logos, tag lines, trademarks, and packaging, are shortcuts to those perceptions.
 - People use these shortcuts when making purchase decisions.



What Is the Role of the Designer in Branding?

- There tends to be a correlation between design elements and changes in the strength of brands.
- The usage of certain design elements correlates very strongly with people's brand attitude changes.



What Is the Role of the Designer in Branding?

- Design is also critical to user experience online.
- When we create designs that focus on ensuring users accomplish their goals, we are likely having a long-term positive effect on the strength of the brand.



What Is the Role of the Designer in Branding?

- Websites that have always focused on helping users accomplish their goals are reporting profits.
- For example, Amazon and eBay spend a lot of their development effort innovating new designs elements that ensure users achieve what they come to the site for.

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What Is the Role of the Designer in Branding?

- On the other hand, websites that spend millions on ad campaigns but not good design fail to strengthen their brand (and are at risk of failure.)
- Companies like Boo.com and Pets.com did not expend enough effort on site usability, and are famous losers in the dot-com crash.



What Is the Role of the Designer in Branding?

- An effective brand design is also never static; a company's brand should evolve as the company evolves.



What Is the Role of the Designer in Branding?

- This may mean modernizing the visual image from time to time in terms of logo, tagline, typography, color palette, design, etc., but still staying close to the heart of the brand and what it stands for.



Old



New



Old



New



Old



New