

a **brand** can refer to both an organisation as whole (eg P&G) or to an organisation's individual product and service lines. the brand communicates a personality - what a brand stands for and what it promises to deliver – to customers, employees and stakeholders

Brand creation:

Creating a brand begins with identifying a 'position' or a 'gap' in the market and describing a customer proposition – one that will fulfil this position in the market. The aim of branding is to create the DNA or the core idea of the new brand. The first step is to create brand name, brand vision and a set of brand values. The brand name and logo should be legally registered as trademarks for protection. Brand values communicate the essence of the brand – key words that describe the qualities of the brand. The visions and values will inform all future decision-making processes associated with the brand both inside and outside the organisation.

Brand touchpoints:

The ways in which people come into contact with an organisation – through their logo, retail shops, offices, websites and employees – all create an impression in the mind of the customer, it is important that these brand touchpoints are coherently and consistently managed to ensure good customer experiences. Brand touchpoints are spread across various mediums, channels and platforms to increase opportunities and build memorable and lasting impressions with customers.

Brand guidelines:

To ensure coherent expressions of the brand 'brand guidelines' set out the visual specifications and formal rules for using the brand in different situations. Brand guidelines can ensure the consistent application of both the brand and its design language, across a number of customer touchpoints. They include the use of brand mark or logo in print and digital media, colour and typeface specifications, rules for co-branding, sponsorship or franchising situations and merchandising guidelines for branded retail spaces.

Brand value and equity:

A brand is a promise delivered. viewed as an investment, and not an expense, design can help bring brands alive and add value to not only the customer experience but also to the actual brand value and equity it self. Brand equity refers to the additional value and positive associations that a brand name or symbol has added to a product compared to competitive or non-branded products in the mind of the consumer.

Protecting and sustaining brands:

Investments made in branding and design need to be looked after just like any other asset in the organisation. Formally this can be achieved through setting up brand and design guidelines, or appointing a brand guardian to ensure the brand is managed effectively. Legally the value of brand and any associated design assets can be protected by registering their IP.