

BRANDING

1. Company Name and URL
2. Logo
3. Graphic Standards

Brand Strategy

Start by deciding the company you want to be (e.g. – *High price, high quality?*)

When reviewing our company online, we want customers to say ...

We sincerely want customers to rely on that we will

Company or Product Name

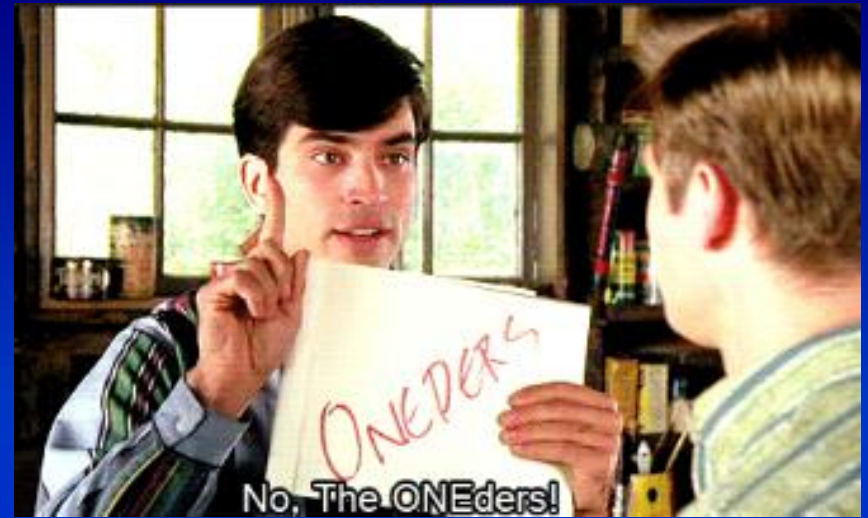
DO NOT RUSH DECISION (Expensive to change)

- Letterhead and business cards
- Signage
- URL and email address
- Legal documents
- Bank accounts and checks

Criteria For The Perfect Name

- **Short and easy to remember** (easy to type) *
- **Describes service or products**
- **But not *too* specific.** Diversifying might be awkward.
- **Consider a made-up name** -- *Exxon, Xerox, or Google.*
Easy to trademark (not likely anyone has registered it.)
- **Name conveys the sense of a stable, reliable company.**
Imagine saying your company name to a reporter.¹
- **Spelling is easy and unambiguous.** Not “Muunglow”.

- **Pronunciation is obvious.**
- **It is not geographically limiting**
- **Does not have a negative meaning in another language.**
- **Conforms to legal requirements and restrictions.**
- **The Domain name is available. .com is usually the best. ***
Check Wix.com



Logo

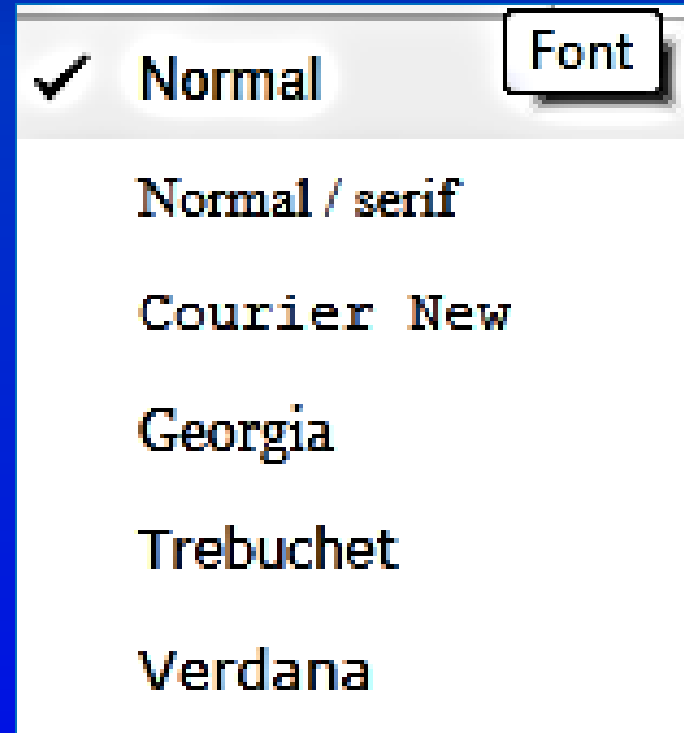
Font

Modern

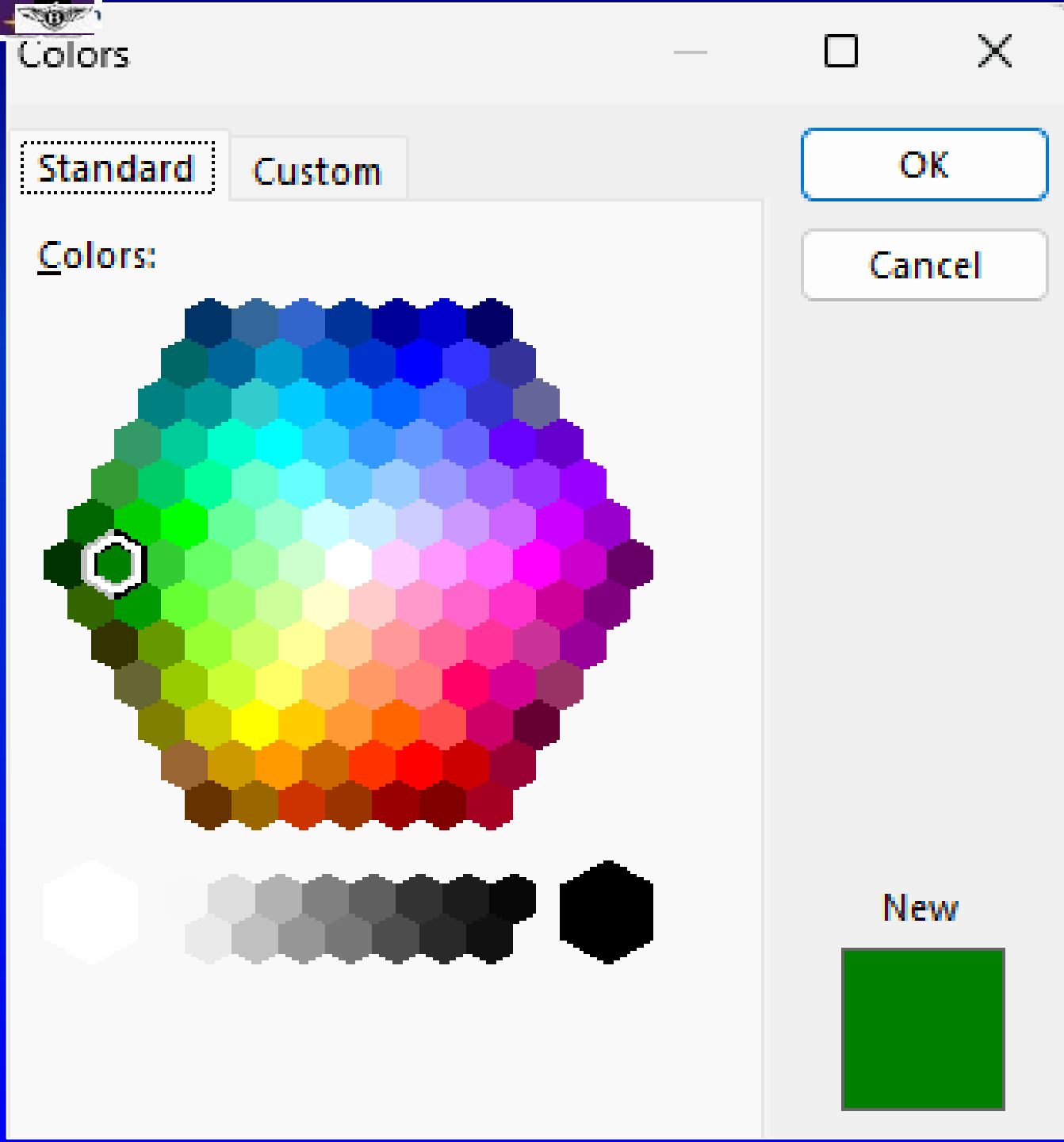
Playful

Theatrical

Financial



D



Colors



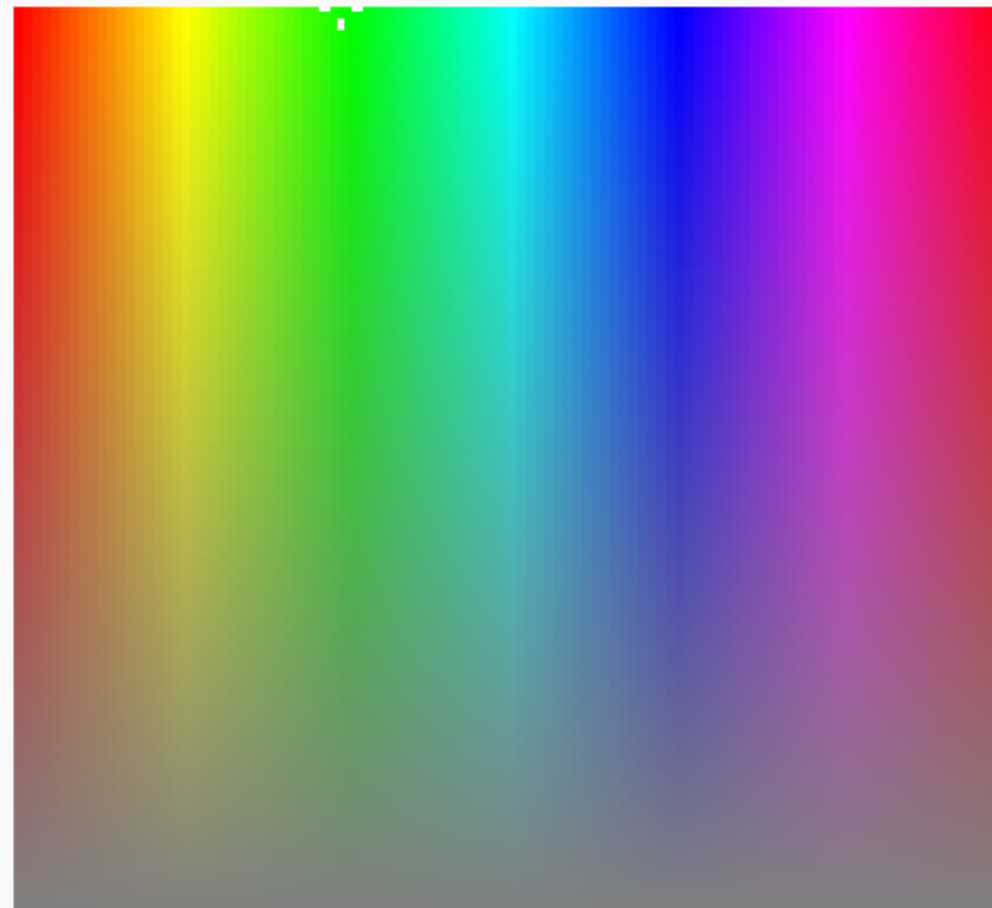
Standard

Custom

OK

Cancel

Colors:



Color model:

RGB



Red:

0



Green:

128



Blue:

0



Hex:

#008000

New



Current

TradeMARK



TradeNAME

IBM JVC CNN ASPCA NASA
acer RCA 3M Canon Nikon
Panasonic SHARP SONY NOKIA
Google facebook. flickr YAHOO!
VOLVO PORSCHE Jeep
TOYOTA TRIUMPH PROGRESSIVE nook
TIME The New York Times Newsweek Forbes

Putting it all together ...

Sincerity



Excitement



Competence

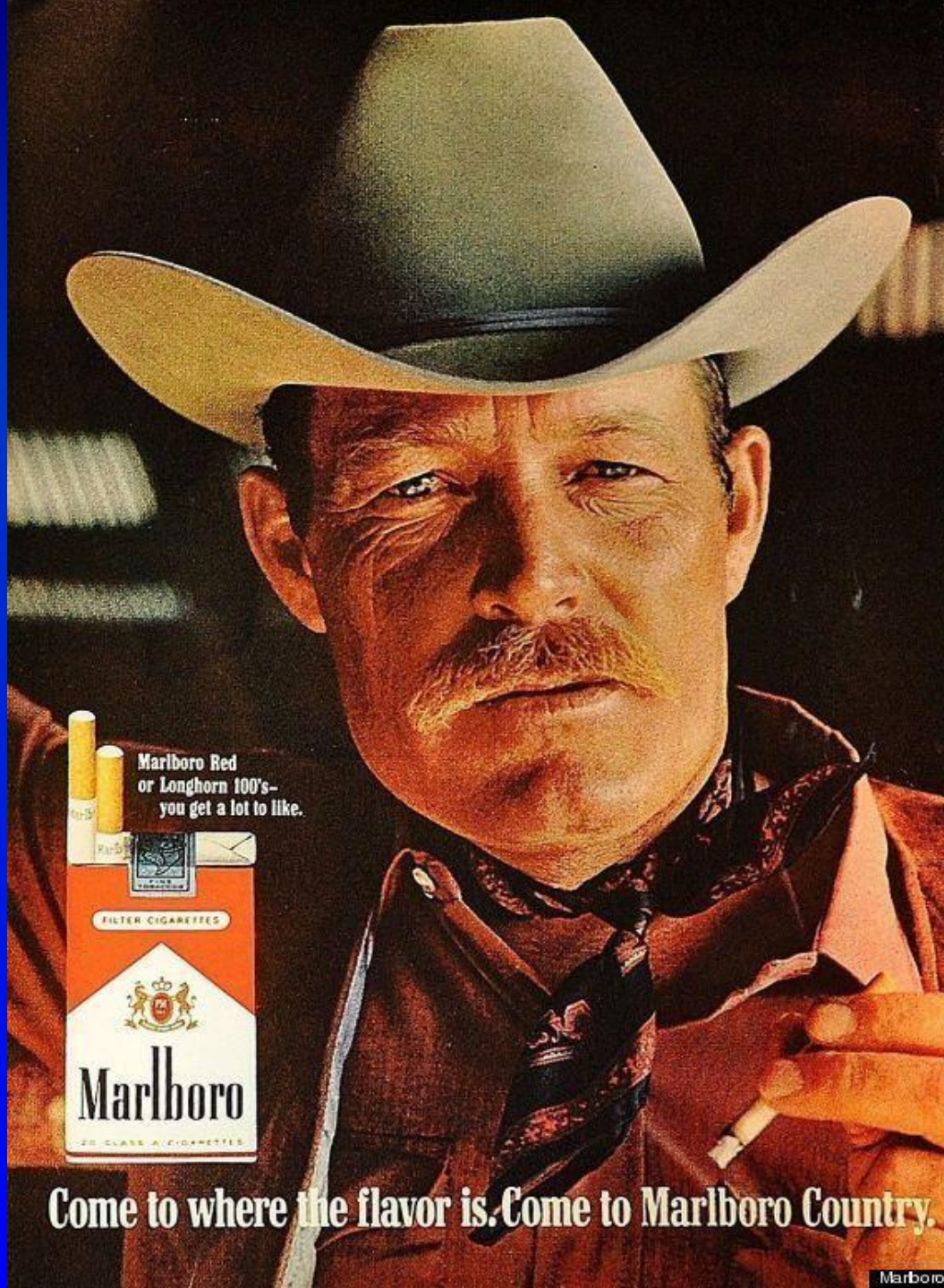


Sophistication



Ruggedness





Marlboro Red
or Longhorn 100's-
you get a lot to like.

Come to where the flavor is. Come to Marlboro Country.

Marlboro



On the beach and at Casinos—
on Fifth Avenue and in their
homes—connoisseurs of ciga-
rettes agree. That is why the
delightful Marlboro blend . . .
so mild and yet so rich . . . wins
instant favor with discriminat-
ing smokers everywhere.

Marlboro Bridge Score

P. S. If you play bridge, let
us send you our attractive
new Marlboro Bridge Score
—mailed free upon request.

MARLBORO

CIGARETTES

Mild as May

Always fresh—Wrapped in heavy foil.

Created by

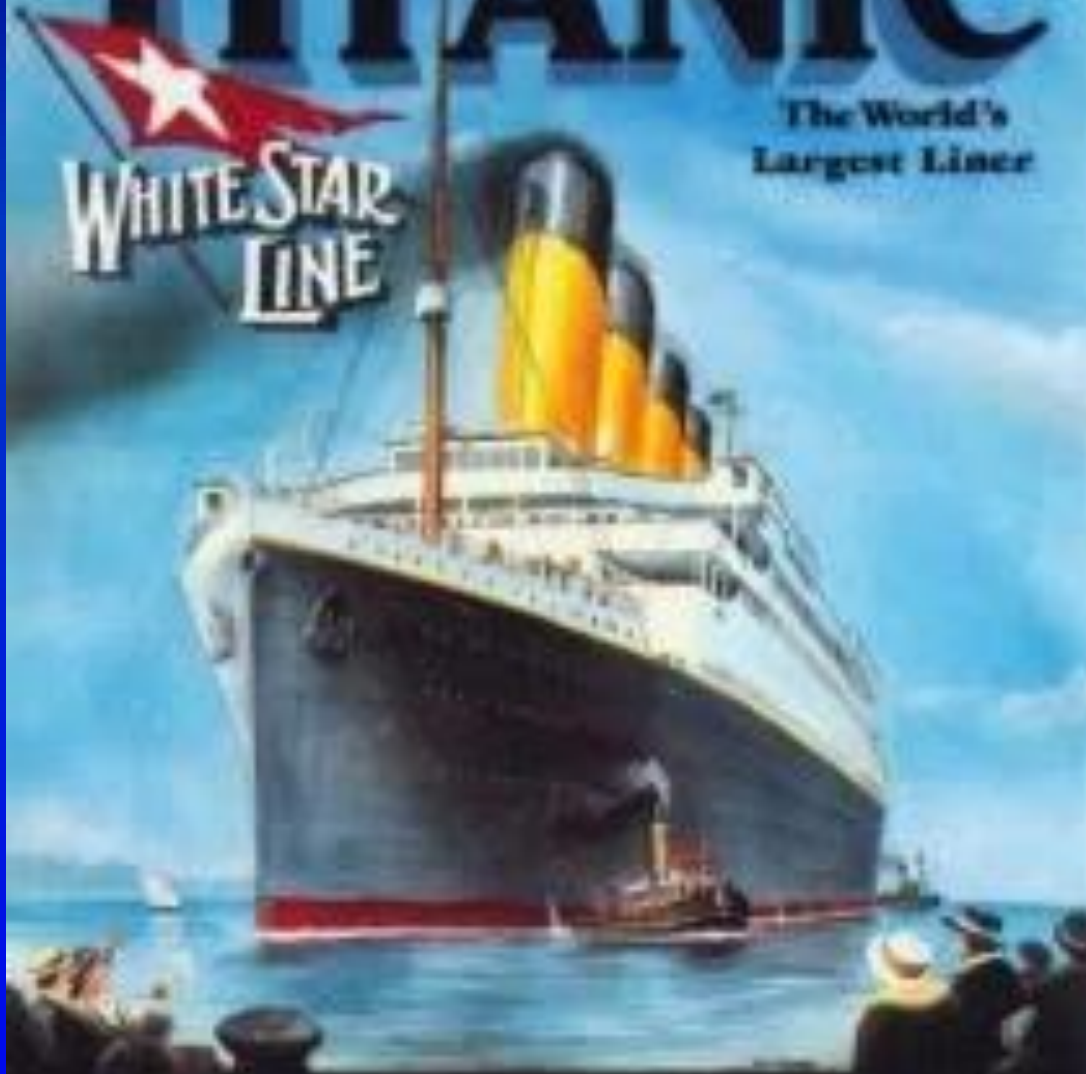
PHILIP MORRIS & Co. Ltd Inc

44 West 18th Street, Dept. H16, New York

TITANIC

The World's
Largest Liner

WHITE STAR
LINE



SOUTHAMPTON ~ NEW YORK

Business Email Address

YourName@YourCompany.com

CompanName@gmail.com is OK

*“The action that follows deliberation should be quick,
but deliberation should be slow.”*

— Aristotle