

**ITI8740/ITX8522: Software Development Team Project. 2022**

# **13. Excercise in Branding**

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**A brand is ...**

**a name that in the mind of the consumer is  
attached to a product category**

(Your brand) is the only

(your product category)

that helps (your target audience)

to (what your brand is used for)

so that (why your target audience

uses your brand)

**A brand has one positioning.**

**A brand has one positioning statement.**

**You must attach your brand to a product category to give it meaning. Without a clear category it is hard to say what you are.**

- Mercedes is a **luxury German car**.
- Heinz is a **ketchup**.
- iPhone is a **smartphone**.
- Thinkpad is a **laptop**.

# Focus!

**IN THE MIND OF THE CONSUMER,  
A BRAND THAT DOES JUST ONE  
THING REALLY WELL IS MORE  
CREDIBLE THAN A BRAND  
THAT DOES EVERYTHING.**

# Product Category Examples:

In the mind of the mass consumer:

- **Dyson** invented the bagless vacuum cleaner category.
- **Google** invented the search category.
- **Tesla** invented the luxury electric car category.
- **Uber** invented the mobile-app-based taxi service category.
- **Vanessa Mae** invented the violin-techno-acoustic-fusion category.

**Positioning** defines where what you build stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.

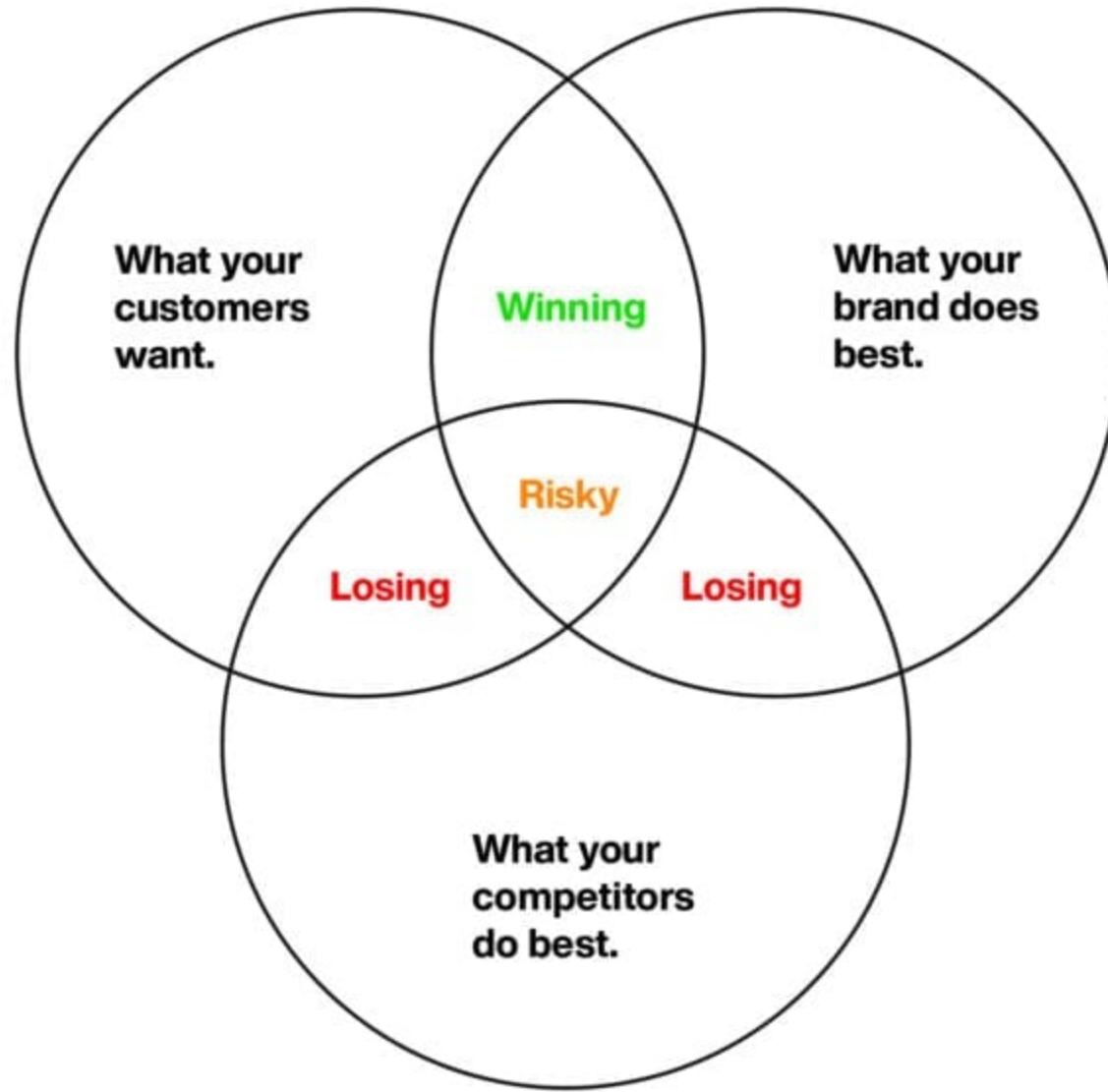
A good positioning makes a product unique and makes the users consider using it as a distinct benefit to them. It the product a unique selling proposition. Good positioning makes a brand or product **stand out** from the rest.ood positioning allows a product and its company to ride out bad times more easily. Good positioning allows flexibility to the brand or product in extensions, changes, distribution and advertising.



**Your product is the absolute manifestation of your positioning**

**Positioning = Product.**

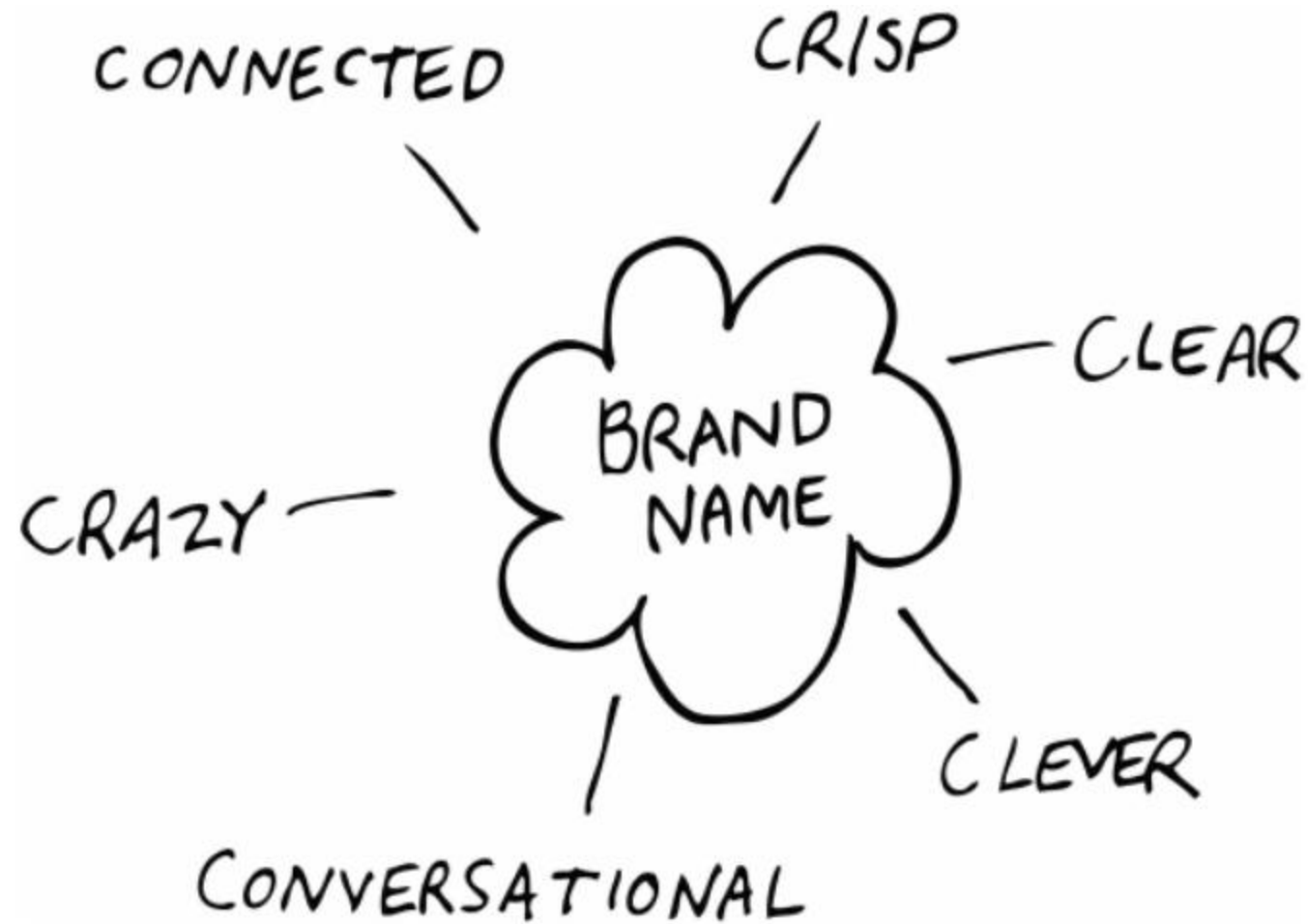
**Product = Positioning.**



# A Name is Important

- Jennifer Aniston or Jennifer Anastassakis?
- Demi Moore or Demetria Guynes?
- Marilyn Monroe or Norma Jeane Baker?
- Lady Gaga or Stefani Germanotta?
- Ralph Lauren or Ralph Lifshitz

# Six-C Framework



# Six-C Framework

- **Crisp** - keep it short and sweet. In general short names are easier to remember.
- **Clear** - when people see acronym for the first time, they try to figure out what it means. Do not create acronyms.
- **Clever** - associate the name with product category
- **Conversational** - should be easy to pronounce and talk about.
- **Connected** - brand names connected with multiple words are easier to remember when they are connected using alliteration.
- **Crazy** - boring names do not cut it, whereas unexpected names in respective product categories make miracles.

**Do: Match a domain name (.com, .cc, .io etc).**

**Don't: Use descriptive brand name (e.g. *Teams*).**

# Logo

Logo can be:

Brand name alone



Brand name and a symbol



People notice first:

a shape  $\Delta$

then **color**

and lastly content - like text





# Choosing Colors

1. **Keep it simple** – too many colours makes using them hard. One or two core colours are required for a logo. These colours should become the visual identifiers across different media.
2. The colours need to **complement each other**, yet have good contrast.
3. **Be distinctive** – check the colours your competition is using.
4. **Test, test and test** – how do the colours look on screen and in print, are there any cultural issues, do they stand out on different backgrounds?
5. Most importantly - your colours need to **express and enhance the meaning of your brand**, have relevance to your audience and last for a long time.

OPTIMISM CLARITY  
WARMTH

FRIENDLY CHEERFUL  
CONFIDENCE

EXCITEMENT YOUTHFUL  
BOLD

CREATIVE IMAGINATIVE  
WISE

TRUST DEPENDABLE  
STRENGTH

PEACEFUL GROWTH  
HEALTH

BALANCE NEUTRAL  
CALM



# References

- The Brand Bite. <https://www.thebrandbite.com/>
- The Basics of Brand Positioning. <https://www.smashbrand.com/articles/the-basics-of-brand-positioning/x>
- Branding colors: everything you need to choose your brand's color palette. <https://99designs.com/blog/tips/branding-colors/>

**Thank you!**