



GLOSSARY OF BRANDING TERMS

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Visual Identity? Positioning Statement?
Brand Assets? Touchpoint? Whether you
are a One man band, Side hustler,
CEO, or Entrepreneur, I put together this easy-to-
use reference tool that helps define and demystify
terms used in branding and marketing

B

Brand:

A living business asset, designed to enhance the connection between a business and customer or consumer. A brand is the way in which people understand, navigate and talk about a company's business strategy and it simplifies decision-making when selecting a product or service. A brand helps ensure relationships that secure and create future earnings by driving demand, commanding a premium and engendering loyalty. Once simply considered trademarks or logos/logotypes, brands deliver tangible economic value.

Branding:

Creating, selecting and blending attributes to differentiate a product, service or business in an attractive, meaningful and compelling way. It works to illustrate the brand using consistent themes that align with brand promises to build the preference and loyalty of the consumer.

Brand Ambassador:

The face or spokesperson of a brand. The brand ambassador, which historically took the form of a CEO, celebrity endorser or other paid affiliate, represents the essence of a brand and is a

controlled effort to humanize brand messaging, mission and outreach. More recently, employees, loyal customers and anyone passionate about the brand, have assumed the title. The ambassador eats, breathes and lives the brand, providing customers with a tangible and influential brand experience while serving as the campaigner, defender and avatar of the brand.

Brand Archetype(s):

The face or spokesperson of a brand. The brand ambassador, which historically took the form of a CEO, celebrity endorser or other paid affiliate, represents the essence of a brand and is a controlled effort to humanize brand messaging, mission and outreach. More recently, employees, loyal customers and anyone passionate about the brand, have assumed the title. The ambassador eats, breathes and lives the brand, providing customers with a tangible and influential brand experience while serving as the campaigner, defender and avatar of the brand.

Brand Architecture:

The organizational system that defines how a company's individual brands relate to and interact with one another. It shows the role and hierarchy that each brand plays in the greater structure of the company and defines the function of each. It provides clarity to companies and enables them to differentiate

their brand elements and be intentional about managing brand equity.

Brand Assets:

A brand asset is used to identify your company. The individual elements that come together to form the outward-facing brand. Brand assets include logos, images, and words that tie directly to your business. While each element can stand alone to spark recognition of the brand, the union of all these elements is what creates a cohesive brand identity.

Brand Attributes:

The touchstones that define the qualities and personality of the brand in a customer's mind. Brand attributes help establish the spirit and tone that inform all communications and effectively guide internal culture. They are the set of unique fundamentals and characteristics that identify the physical, character, and personality traits of the brand in the market and in the minds of the customers. They are on the similar lines that allow us to consistently recognize the identity of an individual. Brand Attributes helps to portray the brand characteristics of the company and helps in formulating your **brand identity**. They are the qualities that make a brand unique, personal and recognizable, they give an exceptional and distinctive competitive edge.

Brand Audit:

A brand audit covers: Internal branding — your brand values, mission and company culture. External branding — your business logo, print and online advertising and marketing materials, public relations, website, social media presence, email marketing and content marketing. A thorough, under-the-hood examination of a brand to uncover performance, position and customer insights. A brand requires these inspections in order to identify strengths, weakness and opportunities for refinement or new initiatives. The results of a brand audit will set the stage to prioritize and manage any course corrections needed.

Brand Awareness:

The ability of a brand's customers to identify the brand in a crowded market, and their level of familiarity with the brand's unique buying proposition. Greater brand awareness is often a primary goal of marketing a product or service and is critical when launching a new brand. Brand awareness coupled with brand preference creates an opportunity for premium pricing.

Brand Consistency:

Brand consistency is when a business delivers elements and messaging associated with their brand in a manner that conforms brand guidelines, communicate the messages pertaining to the brand and its offerings in a manner that does not detract away from the core values, brand strategy, fundamentals, and foundation of the brand. Brand consistency is a driving force in brand recognition.

Brand Discovery:

The process of objectively examining a brand to better understand its role within the competitive landscape and gain insights into its consumers and what motivates category purchase. Brand discovery will reveal strengths, weaknesses and what customers value most among the brand's offerings and why.

Brand Equity:

Companies give their products brand equity through advertising and messaging, making them memorable and instantly recognizable, as well as maintaining the reliability and quality expected by their loyal customer base who know and trust the brand. Brand equity has four dimensions—brand loyalty, brand awareness, brand associations, and perceived quality, each providing value to a firm in numerous ways. Once a brand identifies the value of brand equity, they can follow this roadmap

to build and manage that potential value. Although it sounds simple, it takes patience, time and a lot of hard work to build brand positive brand equity.

Brand Experience:

If you have a company you already have a brand and your customers are having or going to have a “Brand Experience”. When they interact with you, your website, your social media channels, your products, services... this is their “Brand Experience” So if your not Strategically Branding your business it will get Branded for you. Strong brands arise from a brand strategy and consistent experiences that combine to form a clear, differentiated overall brand experience.

Brand Extension:

Brand extension is a marketing strategy in which an organization that markets a product or service with a well-developed image uses the same brand name but in a different business category. Brand managers use this as a strategy to increase and leverage brand equity. Product extensions, on the other hand, are versions of the same parent product that serve a segment of the target market and increase the variety of an offer.ing

Brand Gap:

The gap between an organization's business and creative strategies. Bridging the gap creates a cohesive brand identity that unites strategy and creative teams, and drives better customer connections.

Brand Guidelines (Standards) :

. A comprehensive document or rulebook affirming the principles of a brand and providing guidance for understanding its legacy, vision, mission, personality and attributes. Brand standards inform staff, external agencies and vendors of the code under which the brand operates. It serves to establish appropriate usage, variants and application of each of the brand assets, and specifies how each element fits together.

Brand Harmonization:

Ensuring that all products in a particular brand range have a consistent name, visual identity and, ideally, positioning across a number of geographic or product service markets. This consistency allows for a clear articulation of offerings that set boundaries and facilitate harmony between a brand's promise and the public's expectations.

Brand Identity:

Brand identity reinforces the brand's position relative to the competition and articulates the intended brand message. Brand identity is the visible elements of a brand, such as color, design, and logo, tagline, tone and typography, that identify and distinguish the brand in consumers' minds. Brand identity is distinct from brand image. This outward expression of a brand as it is seen and heard in the market—specifically distinguishing the verbal and visual elements and messages that appeal to the target customer.

Brand Image:

Brand Image is how customers think of a brand. It can be defined as the perception of the brand in the minds of the customers. This image develops over time. Customers form an image based on their interactions and experience with the brand. These interactions take place in many forms and not necessarily involve the purchase or use of products and services. Brand image is the perception of the brand in the mind of the customer. It is an aggregate of beliefs, ideas, and impressions that a customer holds regarding the brand. A brand can be perceived differently by different customers. Hence, the formation of a consistent brand image is a huge task for any business.

Brand Management:

The process of ensuring that the products, services and product lines that fall under their domain resonate with current and potential customers. Continuously monitoring marketing trends and keep a close eye on competitive products in the marketplace. Developing a strategic plan to manage your brand equity requires a clear and comprehensive understanding of three things: the brand itself, its target market, and your company's overall vision and goals.

Brand Mission Statement

A statement or short paragraph expressing a company's core purpose or reason for being. The brand mission provide direction for the entire organization and guides a company's decision-making and strategic planning. By answering the question "What business are we in?" it can cover distinctive competencies, customer orientation, managerial preferences, environmental concerns and available resources. A mission is different from brand vision or vision statement, because the mission is what is accomplished every day while the vision an expression of a future state to be pursued.

Brand Personality:

The attribution of human personality traits (seriousness, warmth, imagination, etc.) to drive differentiation and customer connection. These traits inform brand behavior and are manifested to customers through employee actions and through prepared communication, packaging and marketing.

Brand Positioning: (UPS) :

It's selecting "A Point Of Difference. Simply put, your unique selling proposition is what makes your business different from everyone else in your market. A unique space in the market in which you intend to operate. Brand positioning is defined as the conceptual place you want to own in the target consumer's mind — the benefits you want them to think of when they think of your brand. An effective brand positioning strategy will maximize customer relevancy and competitive distinctiveness, in maximizing brand value.

Brand Strategist:

A Brand Strategist conducts market research analysis, develops positioning and defines a brand elements and tone. A Brand Strategist will find ways to further enhance the branding of a product or service, as well as develop a marketing plan through analysis of current market data and trends.

Brand Strategy:

Brand Strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments. Having a brand strategy is important for a company of any size. Your brand strategy can be the difference between customers choosing you over your competitors.

Brand Valuation:

The estimated financial value that all of a brand's tangible and intangible assets bring to a company. It is frequently used to guide brand strategy and make the case for branding investments, and it showcases the impact that a brand has on business performance now and in the future.

Brand Values:

An unwavering declaration of values or promises that steers a brand toward its “true north.” Brand values are the internal attributes that establish a brand's unique transactional philosophy, underline its purpose and guide its decisions and behaviors.

C

Co-Branding:

The use of two or more brand names in support of a new product, service or venture. Co-branding is a strategy that couples the strengths, awareness and customers of one brand with another in order to increase brand equity, target specific markets and/or combine brand values in the mind of the consumer.

Color System:

A brand's master color guide that consists of primary and secondary palettes of print and digital color values that govern all usages of brand assets to ensure a sense of hierarchy, consistency, usability and harmony. The strategic selection of color, tones and hues evokes emotion for—and recognition of—a particular brand.

D

Differentiation:

The process of researching, identifying and marketing unique characteristics of a brand, as compared to those of its competitors.

E

Endorser Brand:

Brand architecture strategy consisting of the creation of sub-brands with their own identity for certain business units under a master or parent brand, which are grouped together adding prestige and credibility.

I

Intangibles:

Incapable of being touched. Intangible assets include: trademarks, copyrights, patents, design rights, proprietary expertise, databases, etc. Intangible brand attributes include: brand names, logos, graphics, colors, shapes and smell.

L

Logo:

Logos are images, texts, shapes, or a combination of the three that depict the name and purpose of a business – to put it simply. However, a logo can and should be more than a symbol of identification. If designed well, it also tells a company's story, by conveying your brand message in a way that helps to establish an emotional connection with your target audience.

There are two type of logos:

A logotype: Centered around a company name or initials.

A logomark: Centered around a symbolic image or icon. The general term logo refers to all marks that represent a brand. So, when a designer asks whether you want a logotype or a logomark, they're really asking if you want a text logo or a picture logo. Logotypes are also often referred to as wordmarks or lettermarks, while logomarks are also known as pictorial logos or logo symbols.

M

Marketing:

Marketing is the process of interesting potential customers and clients in your products and/or services. The key word in this marketing definition is "process"; marketing involves researching, promoting, selling, and distributing your products or services.

Market Leader:

A company that has achieved a dominant position—either in scale or influence—within its field. This leading position often comes about because the company was the first to market a certain type of product and, with the protection of a patent, has managed to consolidate its position before direct competition was possible. Alternatively, a company may overtake a previous market leader through greater efficiency and skillful positioning.

Market Share:

A company's share of total sales of a given category of product on a given market. Can be expressed either in terms of volume (how many units sold) or value (the worth of units sold).

Masterbrand:

A brand that dominates all products or services in a range or across a business. Sometimes used with sub-brands, sometimes used with alpha or numeric signifiers. Mercedes-Benz and BMW are both employed as masterbrands.

P

Pain Points:

A **pain point** is a specific problem that prospective customers of your business are experiencing. In other words, you can think of **pain points** as problems, plain and simple. Like any problem, customer **pain points** are as diverse and varied as your prospective customers themselves. Find and cure a pain point and you will have a customer for life.

Parent Brand:

A brand that acts as an endorsement to one or more sub-brands within a range.

Positioning Statement:

It's process of identifying an appropriate market niche for a product (or service or brand) and getting it established in that area. A written description of the position that a company wishes

itself, its product or its brand to occupy in the minds of a defined target audience.

R

Rebranding:

Rebranding is conducted with an existing brand. It involves changing the brand name, logo, visuals, packaging, marketing materials and/or any other defining aspect of a brand's consumer connectivity. The need can arise with a brand of any age. Maybe a brand was built without proper target audience research. Or maybe it was focussed on the wrong target audience. Perhaps the owner 'went cheap' with graphic design or concept development. No matter the reason, sometimes brands just aren't representative of the needs of their ideal clients. In this case, rebranding, with extensive research and attention to the problems and needs of the ideal client, should be enacted.

Repositioning:

Communications activities to give an existing product a new position in customers' minds and so expanding or otherwise altering its potential market. Many potentially valuable products lead an obscure existence because they were launched or positioned in an inadequate manner. It is almost always

possible to enhance the value of such products by repositioning them.

T

Tagline:

Some entrepreneurs also confuse taglines and logos. A tagline is one phrase (sometimes two) that provides clarity, entertainment, or emphasis to help highlight a brand's mission, purpose, or culture. You don't have to be a company as large as Nike to benefit from a tagline. In fact, businesses can use taglines to quickly distinguish themselves from the competition. Your tagline, is an extension your logo representation that expresses what you do and why you do it in text. It's not an explanation of your logo or business, but a reflection of its purpose.

Tangibles:

Capable of being touched. Tangible assets may include: manufacturing plant, bricks and mortar, cash, investments, etc. Tangible brand attributes may include: the product and its packaging. Tangible brand values may include: useful qualities of the brand known to exist through experience and knowledge.

Touchpoints:

A touchpoint is any time a potential customer or customer comes in contact with your brand—before, during, or after they purchase something from you. Identifying your touchpoints is the first step making sure your customers are satisfied every step of the way.

Thought Leadership Marketing:

Thought Leadership Marketing has emerged as one of the most powerful ways for brands to establish their authority and grow. ...

A thought leader is someone who commands authority in a particular field owing to their knowledge and expertise. People take them seriously in matters pertaining to their areas of expertise. This can be achieved by Blogging and creating Linkedin articles from your with branded Linkedin profile and company page.

Trademark:

A trademark (also written trade mark or trade-mark) is a type of intellectual property consisting of a recognizable sign, design, or expression which identifies products or services of a particular source from those of others, although trademarks used to identify services are usually called service marks.

Visual Identity:

Visual identity is part of branding, and branding is not only making a logo for your company. Visual identity and branding are two terms that are often confused in the process of building a brand. As simple as it gets, visual identity is the visual aspect of branding the business and trying to evoke certain feelings in the consumer through visuals. It conveys symbolic meanings that cannot be imparted through words alone. A brand is all the actions a company takes to create awareness and to separate itself from the competition. Visual identity includes the following elements: logo design, fonts, photos, icons, colors, and forms and any other visuals helping to convey your brand's message.