

What is Branding?

And... Why It Matters.

Let's Play A Game

What's the first word that comes to mind?

Avocado

We Saw the Same Word... Didn't We?

- Same word
- Different interpretations
- Shared assumptions

Brand is what people believe about your organization.

What Brand Isn't

Logo ≠ Brand

What is a logo?

- A logo opens the door.
The experience is the brand.

“The logo is the period at the end of the sentence. Not the sentence itself.”

Branding ≠ Brand

What is branding?

- Brand = what people think.
- Branding = what you control.

Logo | Fonts | Colors | Voice | Message

Strategy Sets The Direction

Branding brings it to life.

Brand Strategy

- Strategy is set by business goals.
- Leadership sets the direction.
- Brand strategy is the foundation.
- Without it, branding gets messy.

Brand strategy is a business decision — not a design exercise.

Brand Strategy Answers:

- Who are we?
- What do we stand for?
- What don't we do?
- Where are we headed?
- What must stay consistent?

If the business shifts, the strategy shifts.

Branding Is How It Shows Up.

- Logo
- Voice
- Messaging
- Website
- Social
- Internal materials

Without consistency, nothing sticks.

Commitment, Consistency, Frequency

Commitment

- Brand strategy takes time.
- You don't rewrite the rules every quarter.
- You stick with it so it can sink in.

Set it. Stick to it.

Consistency

- If it looks different every time, it feels different every time.
- That creates doubt.

Consistency builds confidence.

Frequency

- People have to see it more than once.
- Brand isn't built with one “**viral**” campaign.
It's built over time.

Repetition builds recognition.

Branding Takes Discipline.

Discipline turns direction into reputation.

Branding Playbook

Ensures everyone is running the same play.