Brand Matters
Board Meeting
May 18, 2017
“Looking out into the world today, it’s easy to see why brands are more important now than at any time in the past 100 years. A brand is a story that’s never completely told. A brand is a metaphorical story that connects with something very deep—a fundamental appreciation of mythology. Stories create the emotional context people need to locate themselves in a larger experience.”

—Scott Bedbury, Former Nike EVP and Starbucks COO

“Branding adds spirit and a soul to what would otherwise be a robotic, automated, generic price-value proposition. If branding is ultimately about the creation of human value, it follows logically that it is the humans who must ultimately provide that experience.”

—David Aaker, Vice Chairman at Prophet

“The Importance of Branding

Brands outlive products. Brands convey a uniform quality, credibility and experience. Brands are valuable. Many companies put the value of their brand on their balance sheet.”

—Scott Goodson, Founder of StrawberryFrog
Brand is Name

Memorable
Emotive
Suggestive
Meaningful
Descriptive
Aspirational
Brand is Color
Brand is Iconography
Brand is Typography
Brand is Subjective
Let’s Build a Brand!
How to Vote

- Rank your **top three choices** in order of preference (first being more preferred, etc.)

- Your **last three clicks** will be the only responses recorded

- If you want to change your responses or accidentally click the wrong item, reselect your choices in the order you want to rank them – **this will override all previous responses**

- Once the slide advances, voting for that slide will close and you will be unable to change your responses

- Now, let’s try it…
When you think of Snapchat, what comes to mind?

A. Young  
B. Fleeting  
C. Confusing  
D. Nonsensical  
E. What is Snapchat?
Naming Examples

A. El Paso Metropolitan Planning Organization
B. New York Metropolitan Transportation Council
C. GBNRTC; Greater Buffalo Niagara Regional Transportation Council
D. Forward Pinellas
Logo Examples

A. Authoritative
B. Modern
C. Friendly
D. Classic