Brand Matters

Board Meeting
May 18, 2017

The Importance of Branding

“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. Brands are not simply a discipline brought together as a promise mark as opposed to a trademark. Brands have been a fundamental appreciation of humanity. Stories create the emotional context people need to locate themselves in a larger experience.” — *Scott Bedbury, Nike, Starbucks*

“A great brand is a story that’s never completely told. A brand is a metaphorical, stochastic genetic vice-value something very rich. It’s ultimately about the creation of human meaning, and it’s ultimately that it is the humans who must ultimately provide it.” — *David Aaker, Vice Chairman at Prophet*

“Brand adds spirit and a soul to what would otherwise be a product, and to the brand’s vice-value something very rich. It’s ultimately about the creation of human meaning, and it’s ultimately that it is the humans who must ultimately provide it.” — *Scott Goodson, Founder of StrawberryFrog*

Memorable

Emotive

Suggestive

Descriptive

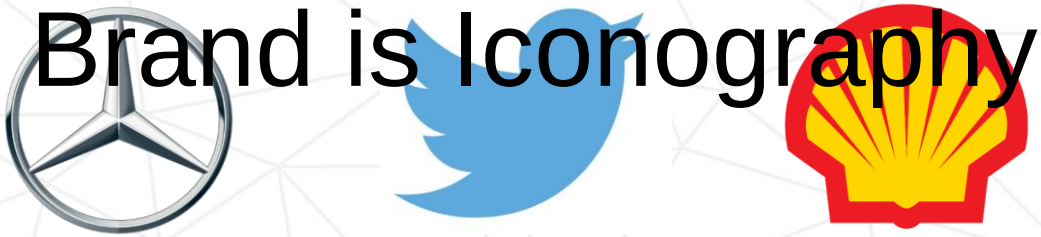
Brand is Name

Meaningful

Aspirational

Brand is Color

Brand is Iconography



Brand is Typography

Brand is Subjective

Let’s Build a Brand!

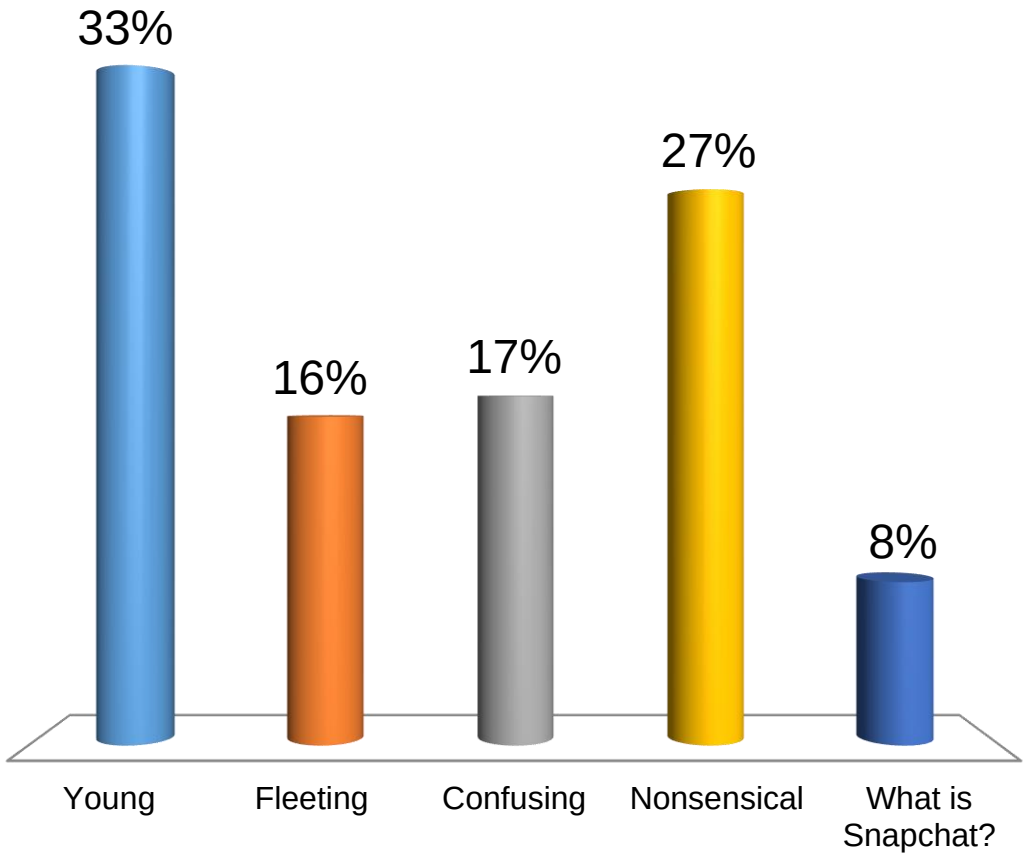
How to Vote

- 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?



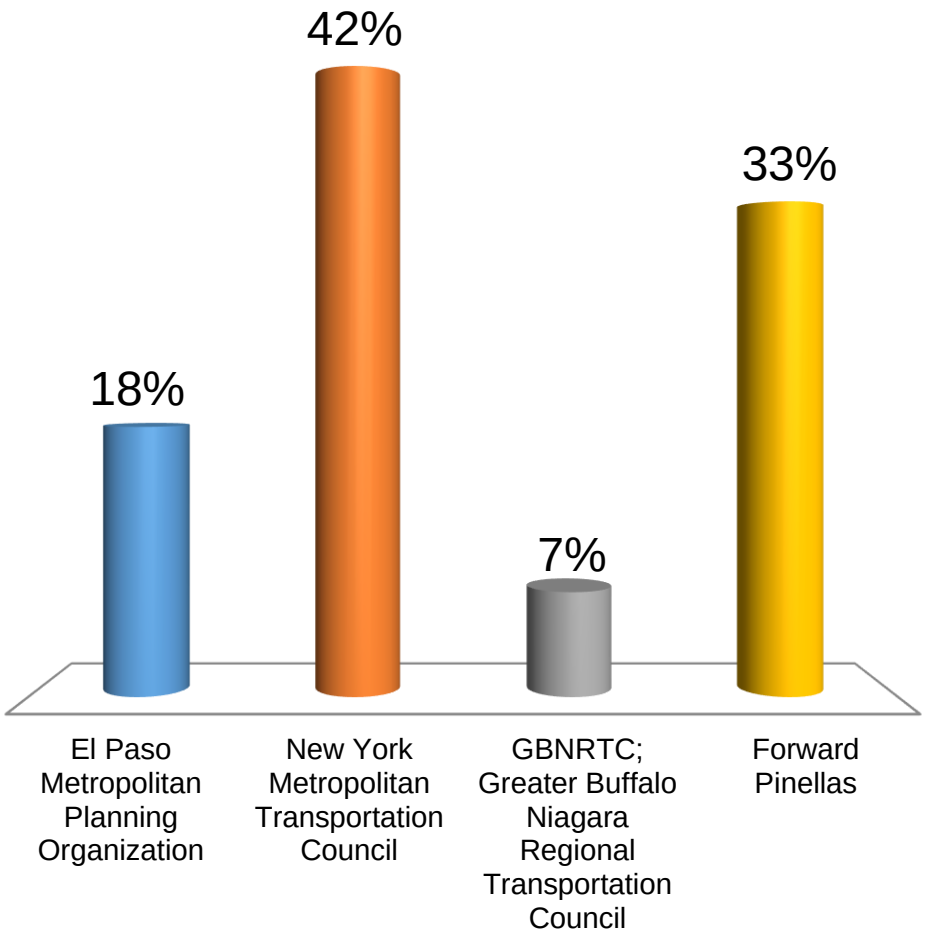
Naming Examples

A. El Paso Metropolitan Planning Organization

B. New York Metropolitan Transportation Council

C. GBNRTC; Greater Buffalo Niagara Regional Transportation Council

D. Forward Pinellas



Color Examples

A. Red

B. Orange

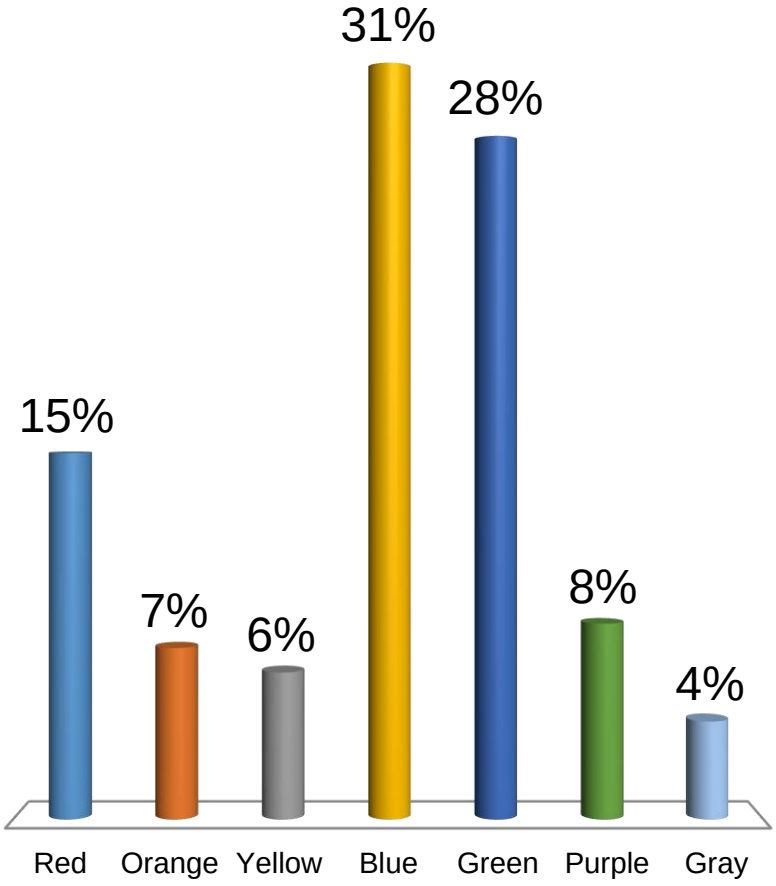
C. Yellow

D. Blue

E. Green

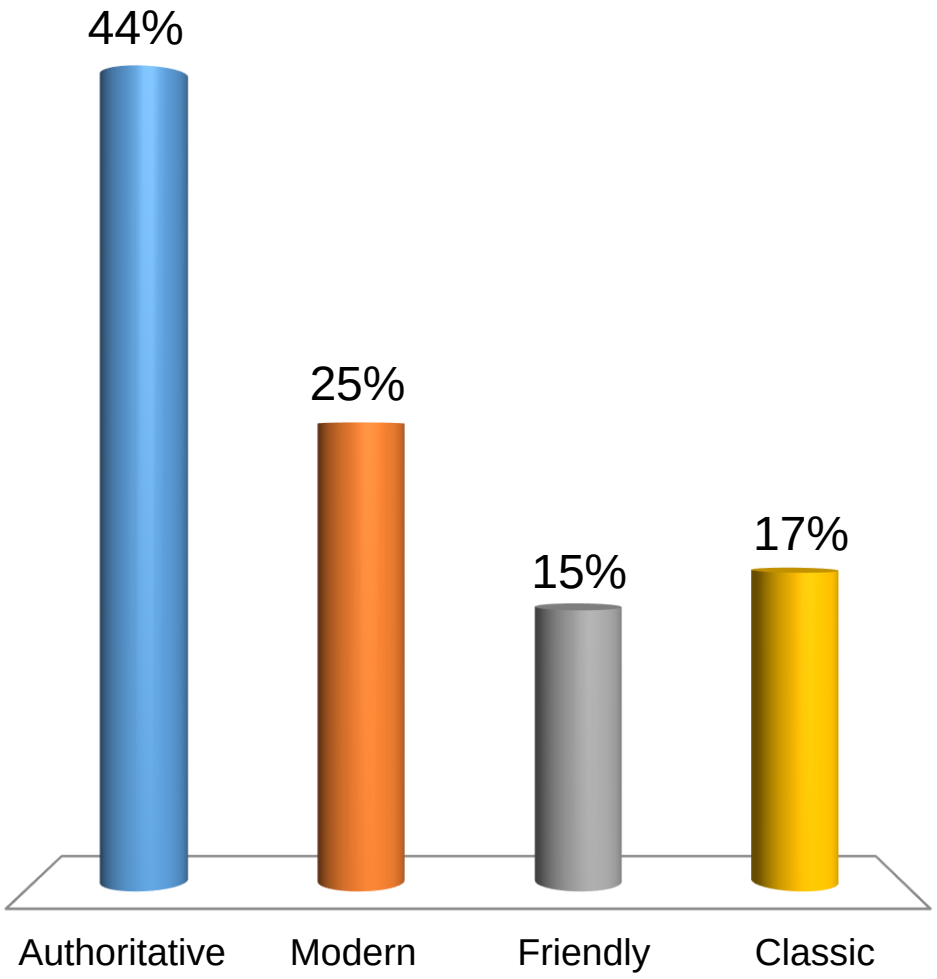
F. Purple

G. Gray



Logo Examples

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



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