



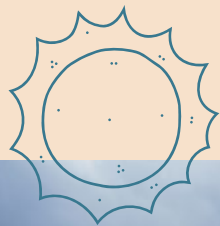
# Beyond the Logo: Creating a Brand That Connects





# Intro- duction

1. Who am I?
1. Branding exercise
2. What a brand really is?
3. Key elements of brand identity
4. Tips for building your own brand
5. Take Away...





# Who am I?

Originally from Manchester, UK, I've called Corner Brook, Newfoundland, home for nearly three years. With experience working alongside some of the world's biggest brands as well as passionate startups, I love bringing creative ideas to life. My work spans everything from branding and packaging to editorial design and photography, always aiming to tell a story that sticks.





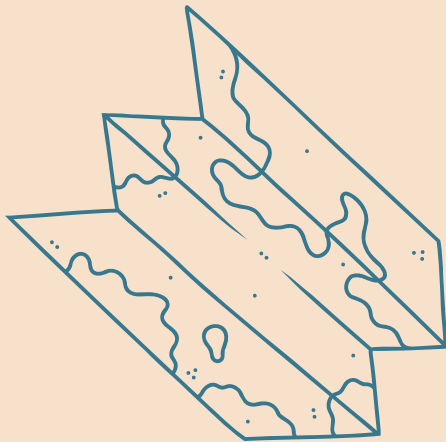
# Branding Exercise

## 1. Objective:

Spot and correctly identify as many brands as possible from the images shown.

## 2. Format:

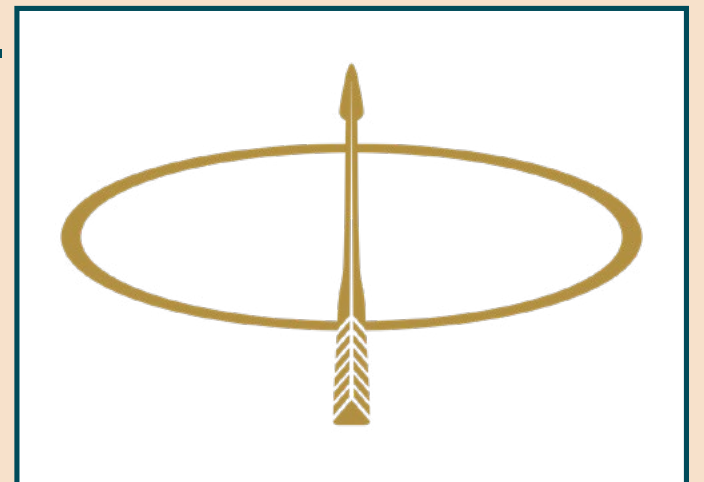
A mix of logos, packaging, or product visuals will be displayed.



*MAKE SURE EVERYONE HAS A PEN AND PAPER*

*WRITE DOWN THE NUMBER 1-7*

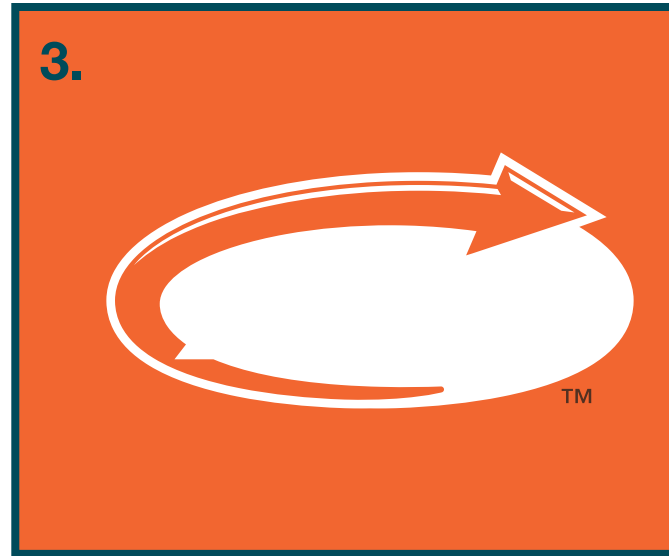
1.







# Branding Exercise





# Results





# TIE BREAKER QUESTION

Which local company owns this packaging?





# A BRAND IS MORE THAN JUST A LOGO



**It encompasses everything and everyone in your organization.**

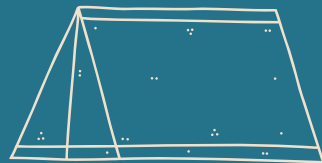
**It's the feeling and perception customers or clients have about your business.**

**Think of it as the personality of your business.**





# Key Elements Of a Brand



## 1 Visual Identity:

**Logo:** The symbol that represents your business.

**Colors:** Personal choices that convey unique meanings and moods.

*Example: McDonald's yellow and red trigger feelings of hunger and excitement, while luxury brands like Chanel use black for sophistication.*

## 2 Typeface:

**Fonts that communicate tone and style.**

*(Example: Netflix's sleek sans-serif font reinforces its modern brand.)*

## 3 Patterns, Photography and Graphics:

**Visual consistency across materials.**



# COMMUNICATION



## 4 Tonality:

The voice and tone of your messaging, playful, professional, or trustworthy?

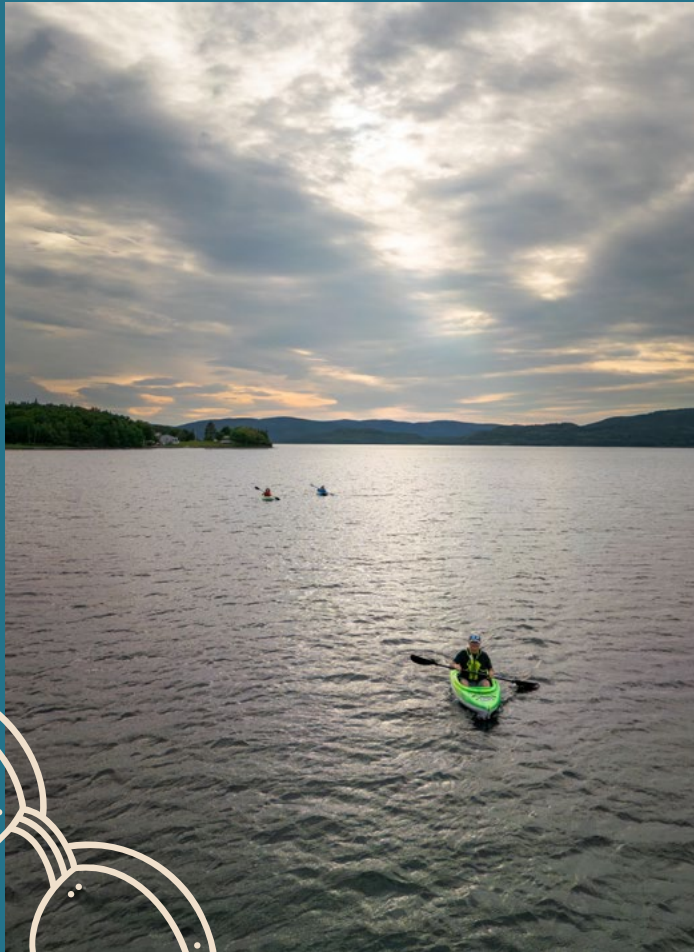
## 5 Online Communication:

Social media posts, website content, emails.

## 6 Customer Interaction:

Every employee's engagement with customers is part of the brand.





# Aesthetic & Values

## **Aesthetic Environment:**

**How your office, store, or workspace looks and feels to visitors.**

*(Example: Long Range Dental' Minimalist, Artistic design with a clean aesthetic reflects their brand ethos.)*

## **Brand Values:**

**The guiding principles that influence decisions, messaging, and culture.**

*If you're ever unsure of whether you're making the correct decision for your brand, always check back to your Brand Values.*



# Tips for Building A Strong Brand



## **Know Your Audience:**

**Understand your target customers' needs and preferences.**

## **Define Your Brand Personality:**

**What traits represent your business (friendly, sophisticated, innovative)?**

## **Consistency is Key:**

**Ensure all elements, visual and communication are cohesive.**

## **Be Authentic:**

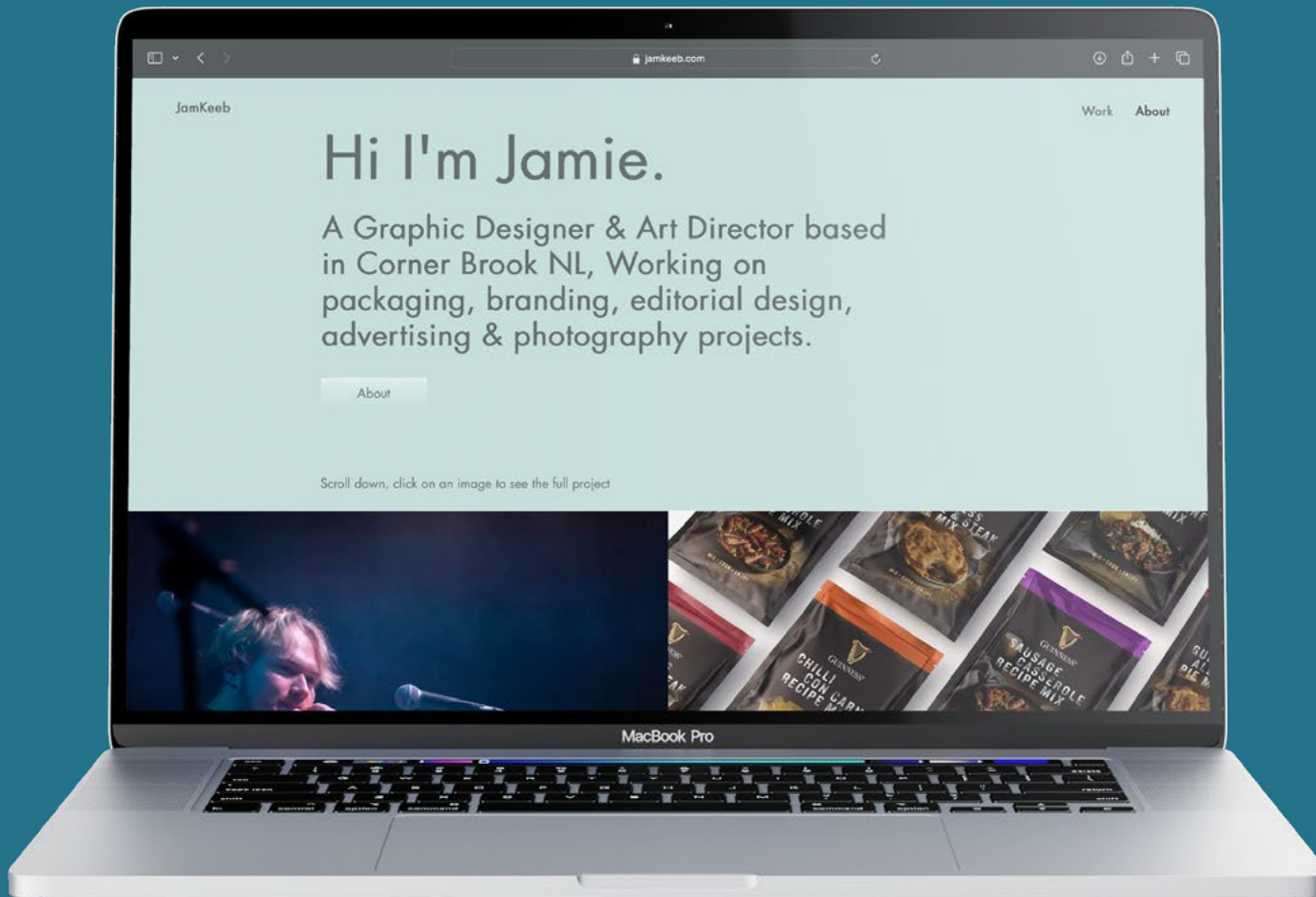
**Interact genuinely with your audience online and offline.**





# Thank You

Thanks so much for joining me this evening! I hope you found something valuable in the presentation. If you'd like to chat more about your own brand, feel free to reach out anytime — I'd love to connect. You can also download tonight's presentation by scanning the QR code below.



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