

# BRANDING BAY

Every brand entering the marketing wild must arrive at the Branding Bay. When you embark on your journey, you want to be certain you've packed everything you need.

An organization's brand embodies its history, culture, products/services, and people. It's not merely a name or logo, but rather the associations about the organization that live inside the heads and hearts of customers, stakeholders, and audiences.



## BRAND COMPONENTS

All this and more...



## WHAT IS A BRAND?

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Branding Basics  
**CHECKLIST**

A vertical column of seven empty rectangular boxes, each corresponding to a checklist item on the right.

You have defined a robust set of brand guidelines that everyone adheres to for all internal and external communications.

Your logo is available as a vector file and includes all formats for print and web applications.

Branded templates allow staff to easily create consistent internal communications and presentations. (e.g., PowerPoint and Word templates)

Your messaging is clearly defined and consistent across all platforms.

You consistently monitor all applications of your brand to ensure it stays aligned with the most current standards.

You utilize custom graphics and photography to separate yourself from competitors and create market differentiation.

If you removed your logo from a marketing piece, your audience would still be able to associate it with your brand.

What makes a good

# BRAND GUIDE?

No two journeys are the same. The more complex your marketing, the more robust your brand guide should be.

Does your brand guide cover the following:

Minimum	Logo design Brand colors	Typography
Enhanced	Logo usage Messaging Icon library	Example designs Photo styling
Robust	Stationery usage Mission statement	Downloadable resources

Branding notes:

A series of ten horizontal lines for taking notes.

