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ART360 Identity Design

# Brand Ideals

11/4/24

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**BRAND IDEALS**



## VISION

A compelling vision by an effective, articulate, and passionate leader is the foundation and the inspiration for the best brands.

A brand's vision is a short phrase describing the future your brand is ultimately working towards.



To bring inspiration and innovation to every athlete in the world.



Be the destination for customers to save money, no matter how they want to shop.



To be the best way to pay and be paid, for everyone, everywhere.



To become the world's most loved, most flown, and most profitable airline.



To provide access to the world's information in one click.



To be the world's leading producer and provider of entertainment and information.



To create the most compelling electric car company of the 21st century.



To be the world's best quick service restaurant experience.



To establish Starbucks as the premier purveyor of the finest coffee in the world.



## COHERENCE

Whenever a customer experiences a brand, it must feel familiar and have the desired effect. Consistency does not need to be rigid or limiting in order to feel like one company.

## COHERENCE

By looking at each area with a unified approach, it's easier to see where your efforts need to be more aligned. Now that we've talked through brand coherence in more depth, it's time to take a look at your brand and how cohesive your efforts are.



## COHERENCE

Logos (brand identity design)

Brand colors

Imagery and brand applications

Icons & Graphic language

Tone of voice

Marketing channels

## FALL. SEASON. LONG.

TRY THESE AUTUMN FAVORITES HOT, ICED OR BLENDED



Pumpkin Spice Latte

GRANDE \$5.45 | 380 CAL



Salted Caramel Mocha  
Frappuccino®

blended beverage  
GRANDE \$5.75 | 440 CAL

## FALL, COLD-BREWED

HAVE YOUR COLD BREW STRAIGHT UP OR DIVE INTO AUTUMN  
WITH OUR NEW PUMPKIN CREAM COLD BREW



Starbucks® Cold Brew



NEW

Pumpkin Cream Cold Brew

FALL  
SEASON  
LONG



stephrose  
@StephanieRose\_



y'all the pumpkin cream cold brew  
from starbucks is the best cold  
brew i've ever had in my life 🤔



FALL  
SO

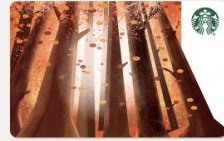
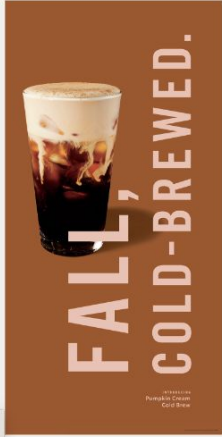


## FLEXIBILITY

An effective brand positions a company for change and growth in the future. It supports an evolving marketing strategy.



Asset 1

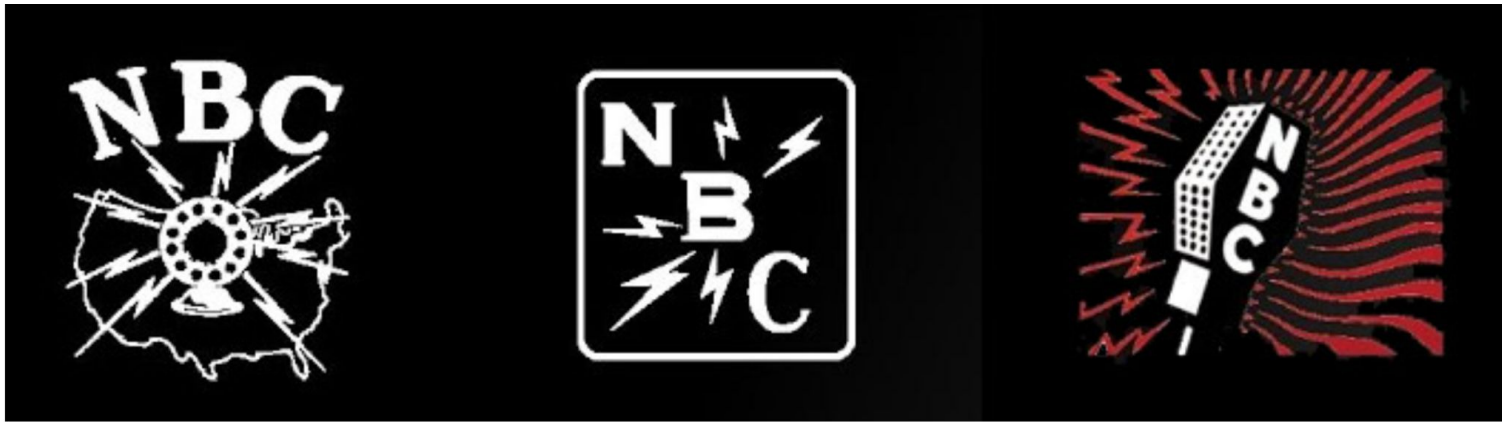




## LONGEVITY

Longevity is the ability to stay on course in a world in constant flux, characterized by future permutations that no one can predict.





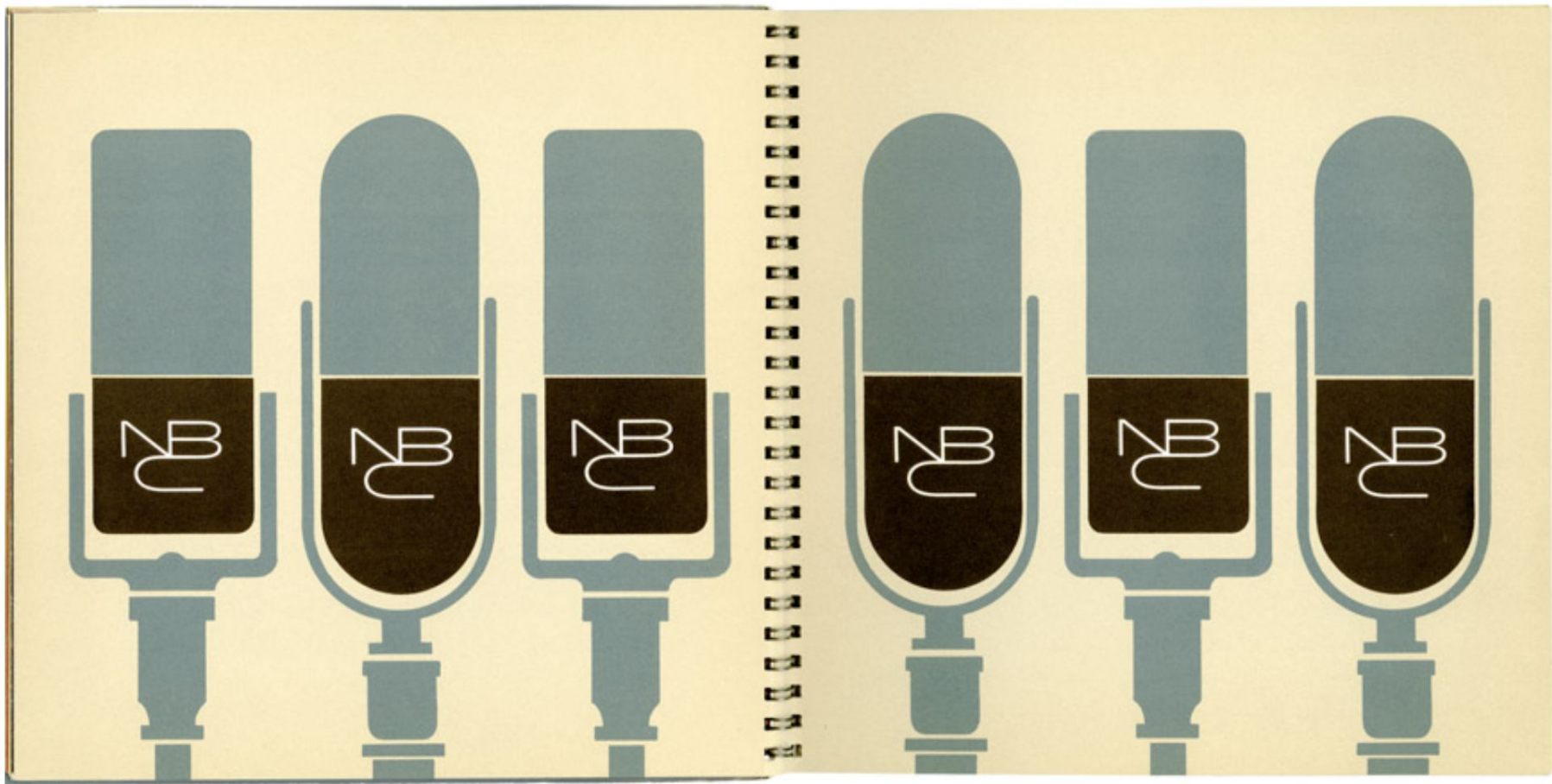
These NBC logos date from 1926, 1931, and 1942.



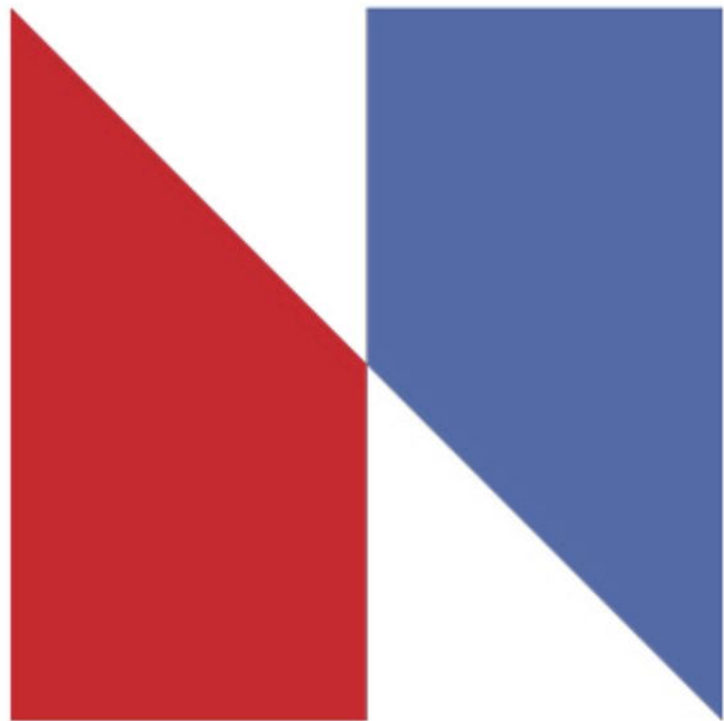
NBC introduced these three wordmarks in 1946, 1952, and 1954.



John Graham's original peacock tail had 11 colored segments topped with diamonds that opened up into paintbrush-shaped finials. Standing in partial profile, it also had feet, a head plume, and a large body.



The Snake in a brand manual of the time, courtesy Milton Glaser Design Study Center and Archives, School Of Visual Arts Archives, Visual Arts Foundation.











## MEANING

The best brands stand for something—a big idea, a strategic position, a defined set of values, a voice that stands apart.



## MEANING

And your brand has three primary elements for differentiating itself from the pack:

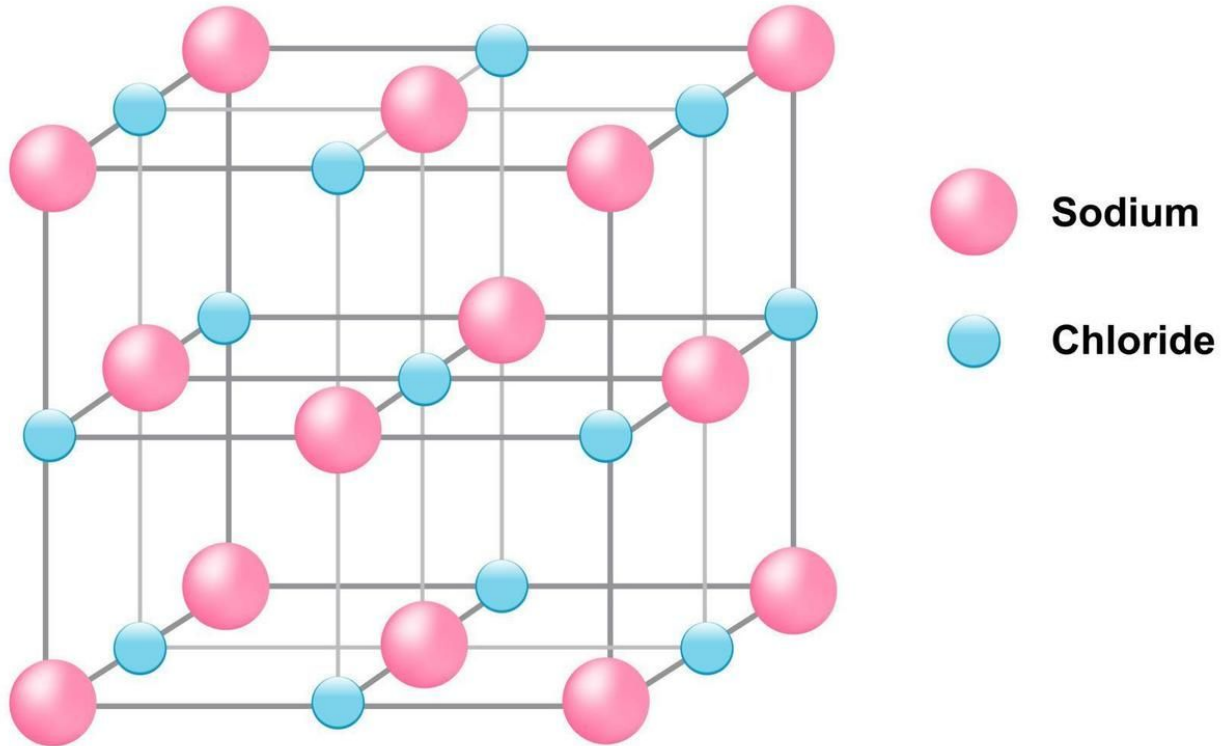
**What you do?**

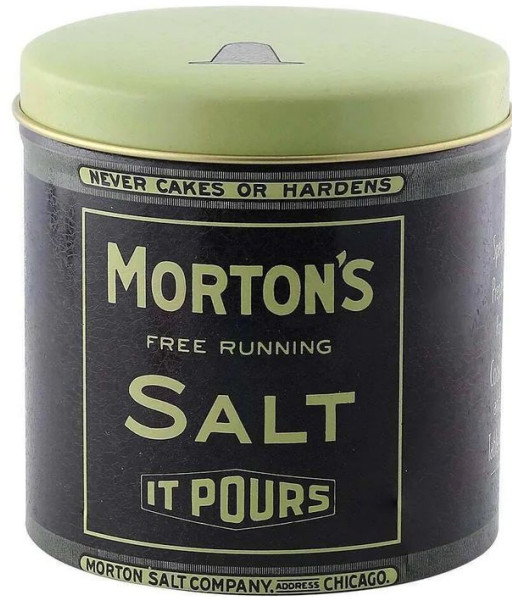
**How you do it?**

**For whom?**



# Sodium Chloride NaCl





[Morton's Salt Video](#)

## MEANING

Without iodine, the three primary elements had been:

Improves the taste of your meals (i.e. what)

by providing you salt (i.e. how)

that is easier to use and preserve because of the packaging (i.e. for people who care about packaging).

With iodine, they became:

Improves the taste of your meals **and the health of your family** (i.e. what)

by providing you **iodized** salt (i.e. how)

that provides a major health benefit in addition to the benefits of prepackaging (i.e. for people who care about their family's health).



1914



1921



1933



1941



1956



1968



2014





## DIFFERENTIATION

Brands always compete with one another within their business category, and at some level, compete with all brands that want our attention, our loyalty, and our money.



VISTA





## AUTHENTICITY

Authenticity is not possible without an organization having clarity about its market, positioning, value proposition, and competitive difference.



If they think your dreams are crazy,  
show them what crazy dreams can do.

 Just do it.



**patagonia**<sup>®</sup>  
We've got your back.

Find your adventure at [patagonia.com](https://www.patagonia.com)



## AUTHENTICITY

88% of consumers say authenticity is a crucial factor when deciding which brands to support. If the tone and character of your brand don't resonate with customers, they're probably not going to buy from your company





new Dove Firming.  
As tested on real curves.





## COMMITMENT

Organizations need to actively manage their assets, including the brand name, trademarks, integrated sales and marketing systems, and standards.



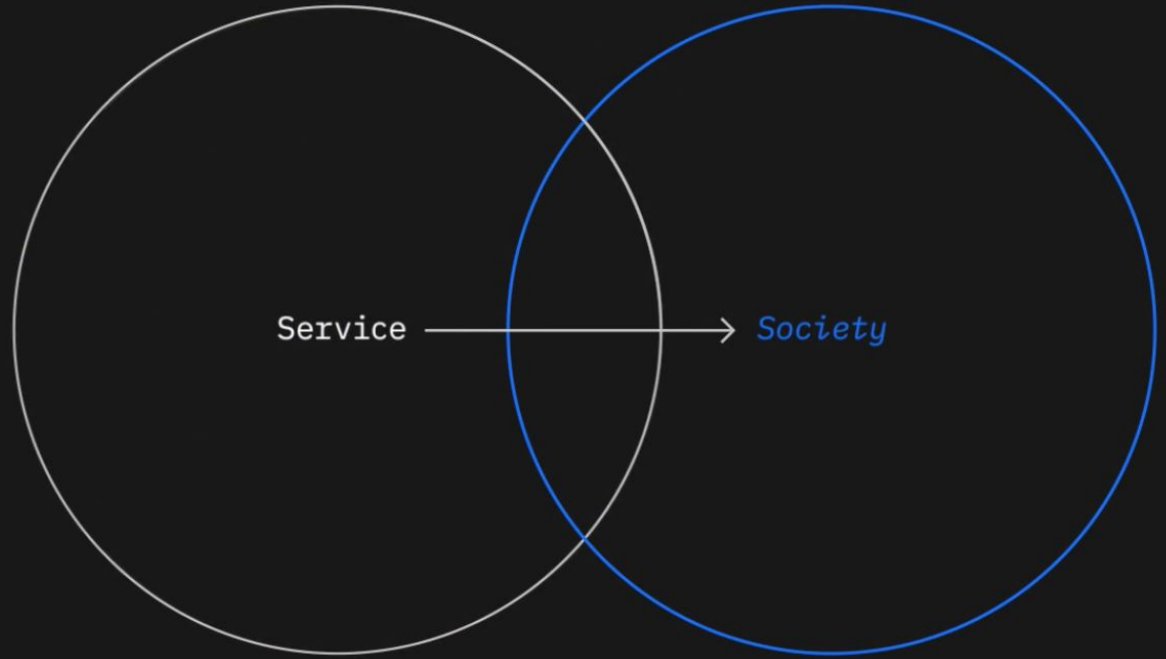




## MEANING

The best brands stand for something—a big idea, a strategic position, a defined set of values, a voice that stands apart.

but a deep responsibility to the  
relationships we serve.





# Opt Outside®

The idea: Close our stores on Black Friday. The  
impact: Give 15,000 employees time outside.

[Read more](#)





## VALUE

Building awareness

increasing recognition

communicating uniqueness

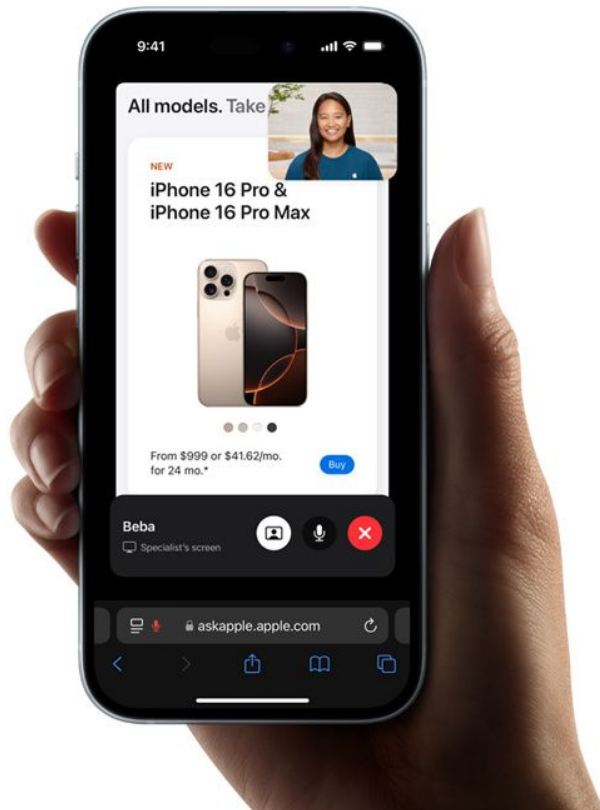
expressing a competitive difference

creating measurable results















Apple ☆  
AAPL

#1

Rank

\$222.91

Share price

\$3.369 T

Marketcap

-1.33%

Change (1 day)

🇺🇸 United States

Country

26.19%

Change (1 year)



Tech



Software



Dow Jones



Tech Hardware



Electronics



AI

Categories

**Apple Inc.** is an American hardware and software developer and technology company that develops and sells computers, smartphones and consumer electronics as well as operating systems and application software. Apple also operates internet sales portals for music, films and software.

Market cap

Revenue

Earnings

Price history

P/E ratio

P/S ratio

More ▾

## Market capitalization of Apple (AAPL)

**Market cap: \$3.369 Trillion USD**

As of November 2024 **Apple** has a market cap of **\$3.369 Trillion USD**. This makes Apple the world's most valuable company by market cap according to our data. The market capitalization, commonly called market cap, is the total market value of a publicly traded company's outstanding shares and is commonly used to measure how much a company is worth.

Apple's brand value in 2024 is estimated to be around \$516.6 billion





**BRAND IDEALS**

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graph LR; 1((1 : conducting research)) -.- 2((2 : clarifying strategy)); 2 -.- 3((3 : designing identity)); 3 -.- 4((4 : creating touchpoints)); 4 -.- 5((5 : managing assets));
```

1 : conducting  
research

2 : clarifying  
strategy

3 : designing  
identity

4 : creating  
touchpoints

5 : managing  
assets



THIS IS  
WHERE  
YOU ARE



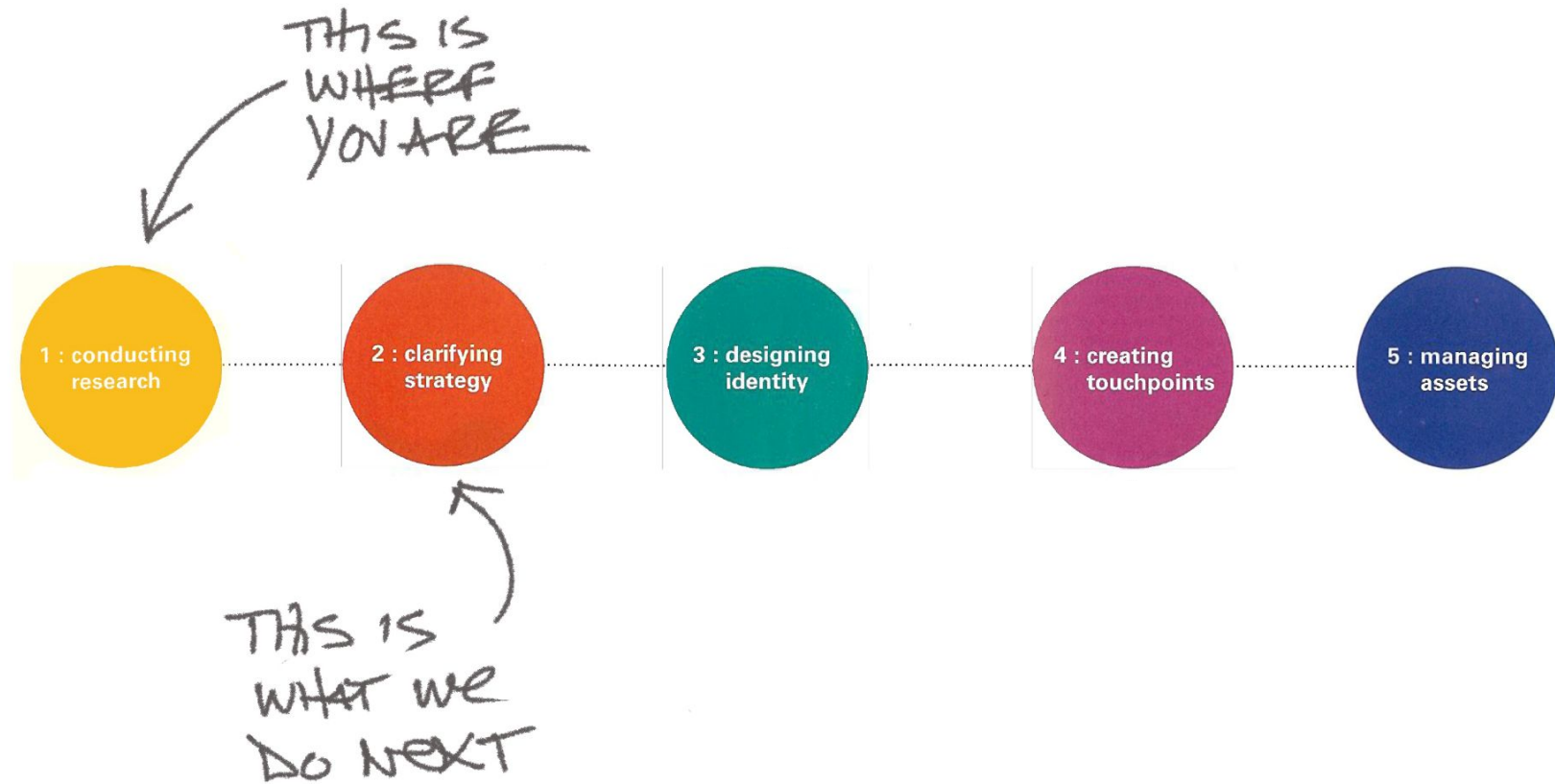
1 : conducting  
research

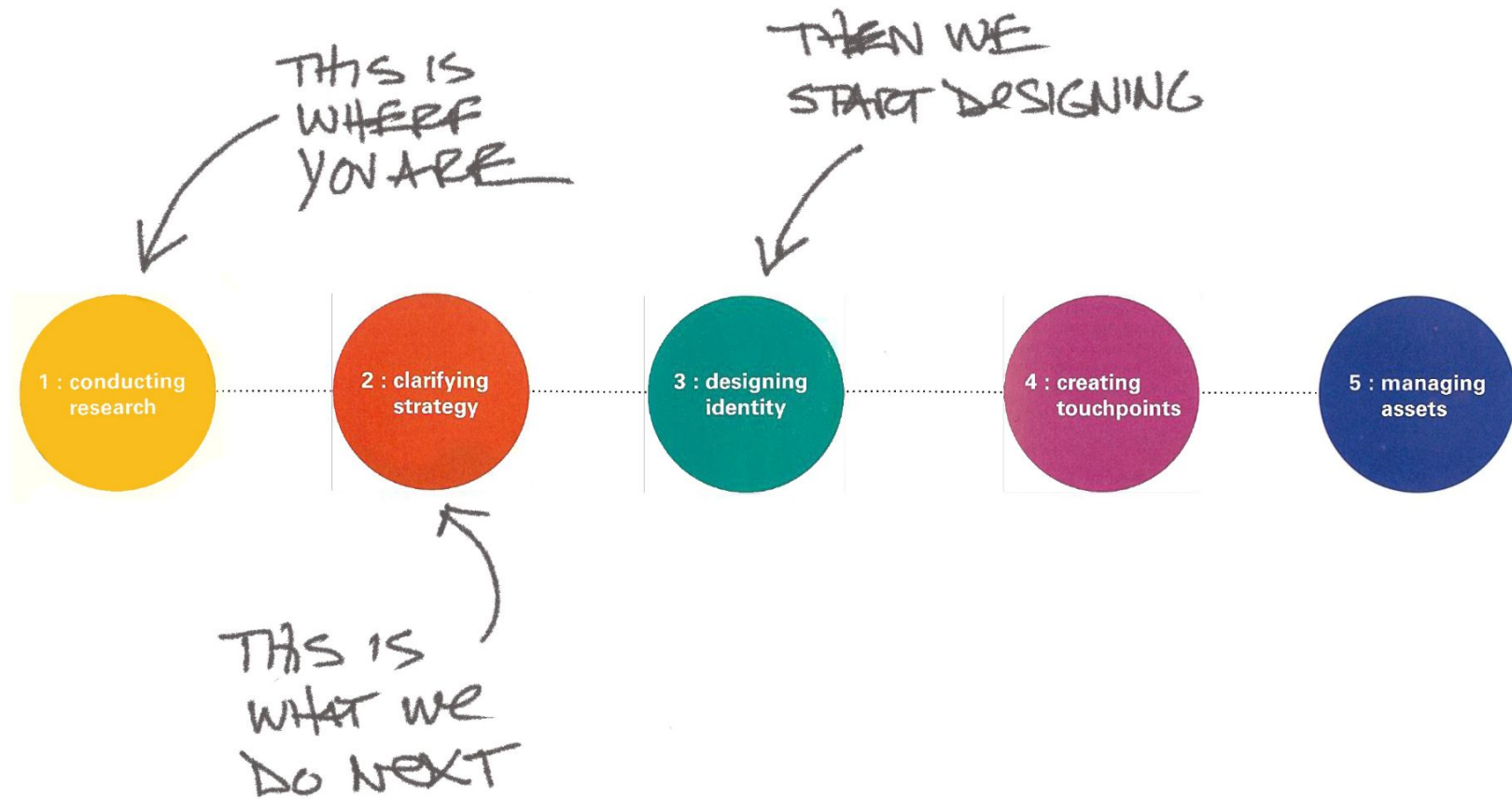
2 : clarifying  
strategy

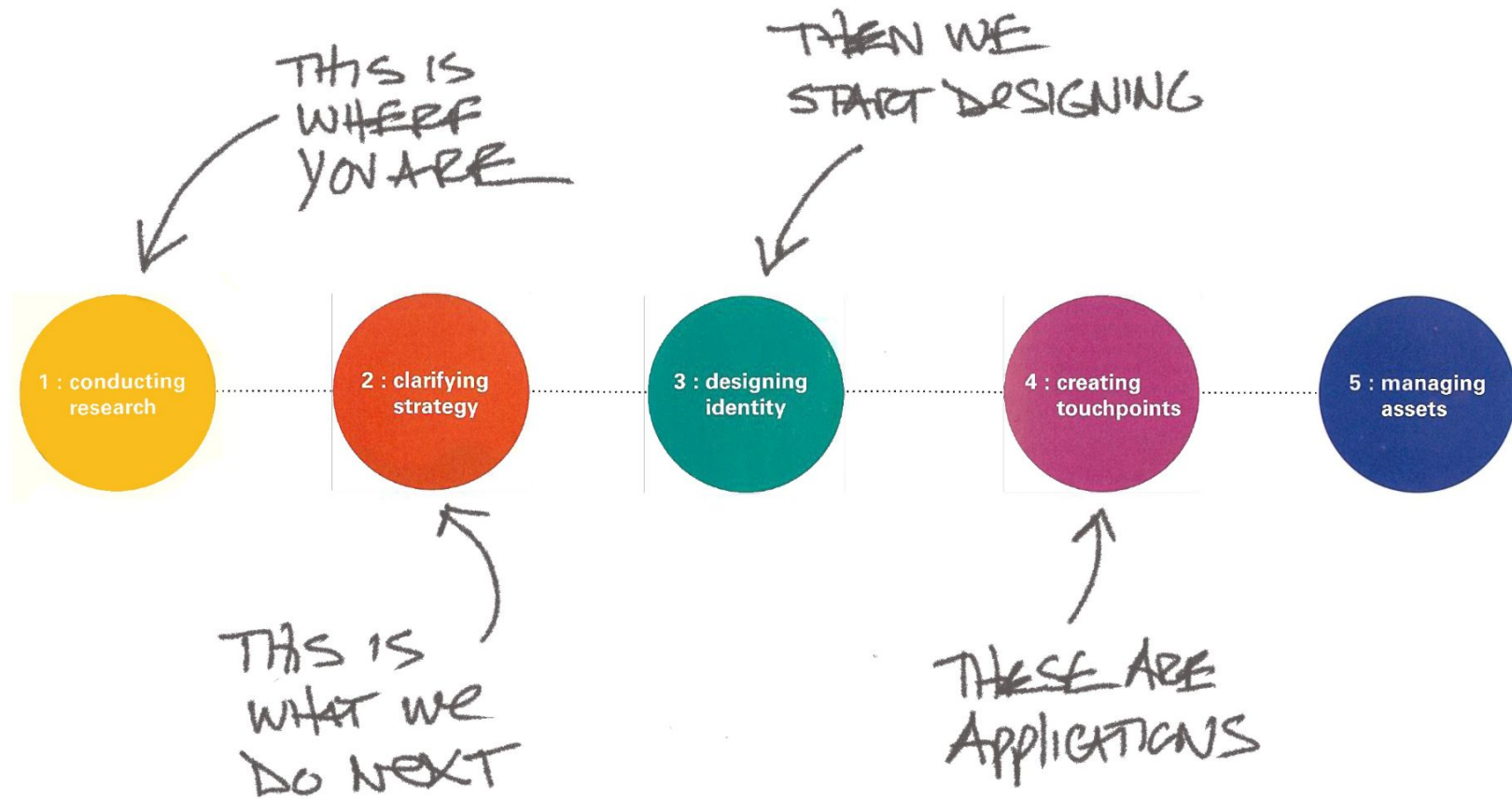
3 : designing  
identity

4 : creating  
touchpoints

5 : managing  
assets







Amelie Identity

# What is your brand?

Answer the following questions about your brand:

~~Who Are You? (What is your brand name?)~~

What is your business?

What is your product or service?

What makes it unique or meaningful?