



INTRODUCTION TO Branding

Branding is the process of revealing the most complete picture of an organization to its audience through perception, experience, and essence. Brands are communicated, not just created. A brand is based entirely on a customer's experience.

BRAND VOCABULARY

- Brand:** represented by its logo, its colors, its type, its images, its designs, its tone of voice, its customer service
- Brand strategy:** defines a way to say and how to say it
- Brand guidelines:** a system of managing the brand

In all brand touchpoints, tell a consistent story!



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— Lauren Smith, graphic designer



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