

Your Brand Is More Than Just Your Logo



Step 1: Web Login

<https://www.anymeeting.com/518-022-654>

Step 2: Dial-In

U.S.: 323-920-0091

Attendee Pin: 595 9037#

Meeting ID: 4193626

OR Use Monitor or Laptop Speakers

Thank You!



Your Monthly Coaching Call



10 am Central

Nov 20

(That's tomorrow!)

Reserve your "seat" with Cara:
Support@IgnitedFundraising.com

Elliot Cowan



Creative Director
Here's My Chance



YOUR BRAND IS MORE THAN JUST YOUR LOGO

Presented by Elliot Cowan

**HERE'S
MY CHANCE**

Topics of Discussion

WHAT IS A LOGO? / Mark vs Feeling

**HERE'S
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WHAT IS A LOGO? / Mark vs Feeling

WHAT IS A BRAND? / Feeling vs Mark

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WHAT IS YOUR BRAND STORY? / They help us relate

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DETERMINE YOUR BRAND ATTRIBUTES/ Essence and More

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WHAT IS A BRAND FOOTPRINT?/ What it means and what it is

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CONCLUSIONS

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What is a logo?

A logo is not just a mark



What is a logo?

A logo is for inspiring trust, recognition and admiration
for a company or product



Principles of Logo Design

5 Principles
of Effective
Logo Design

Simple

HERE'S
MY CHANCE

Principles of Logo Design

5 Principles of Effective Logo Design

Simple

Memorable

HERE'S
MY CHANCE

Principles of Logo Design

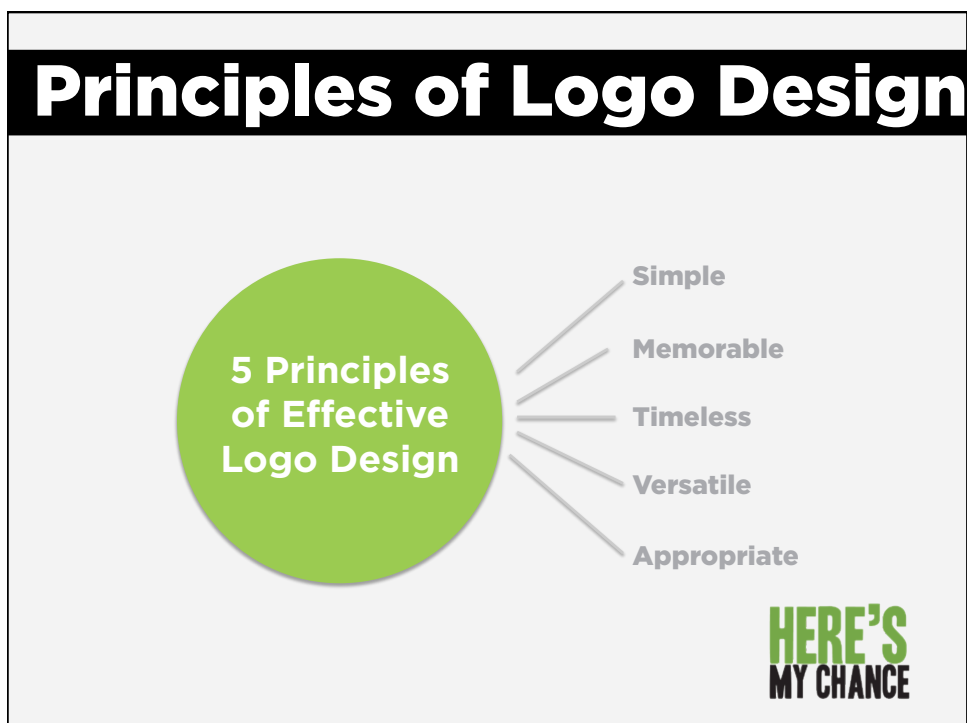
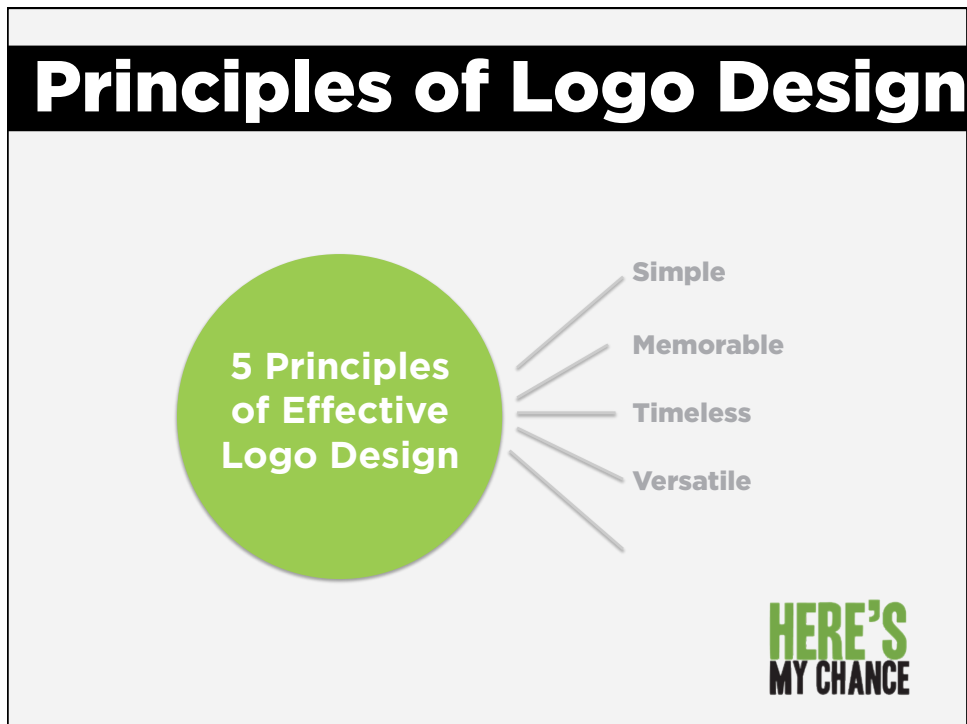
5 Principles of Effective Logo Design

Simple

Memorable

Timeless

HERE'S
MY CHANCE



Learn from others

- The Good 

Learn from others

- The Good 

- The Bad 

Learn from others

- The Good 
- The Bad 
- The Crimes Against Humanity



Brand Idea #1

A brand can be an identification mark that differentiates one business from another



Brand Idea #2

A brand is a persons gut feeling about a product,
service and/or organization



Learn from others

1. Work out your product/organization's, product or service's core competencies.

**HERE'S
MY CHANCE**

Learn from others

1. Work out your product/organization's, product or service's core competencies.
2. Assess who your existing and potential customers are and find out what they like and what they don't.

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Learn from others

1. Work out your product/organization's, product or service's core competencies.
2. Assess who your existing and potential customers are and find out what they like and what they don't.
3. Find out how your customers and your employees feel about your business.

**HERE'S
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Learn from others

1. Work out your product/organization's, product or service's core competencies.
2. Assess who your existing and potential customers are and find out what they like and what they don't.
3. Find out how your customers and your employees feel about your business.
4. Consider how far you can develop your product/organization with its current customer perception without moving away from your core competencies

**HERE'S
MY CHANCE**

Brand vs Story

1. Stories inspire people

**HERE'S
MY CHANCE**

Brand vs Story

1. Stories inspire people
2. People relate more easily to a story

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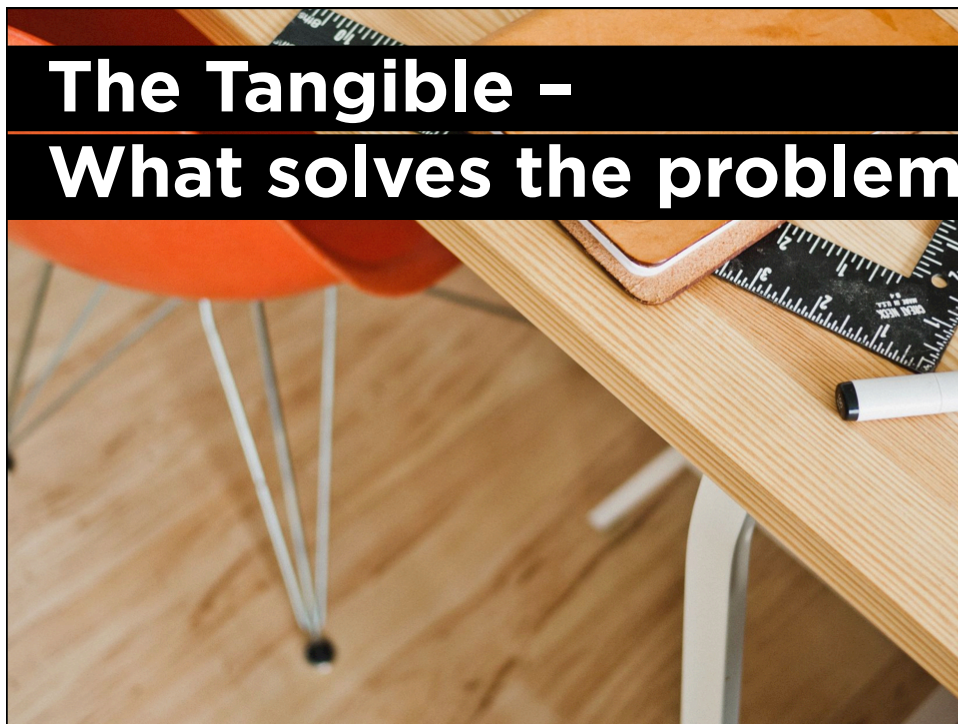
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3. It holds peoples attention for longer
4. It makes you more believable
5. It makes you less intimidating
6. It looks like you care

**HERE'S
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The Essence – The brands heart and soul



The Tangible – What solves the problem



The Intangible – What is the end feeling?



A brand footprint...

- Says WHO YOU ARE

HERE'S
MY CHANCE

A brand footprint...

- Says WHO YOU ARE
- Starts with a MISSION STATEMENT

HERE'S
MY CHANCE

A brand footprint...

- Says WHO YOU ARE
- Starts with a MISSION STATEMENT
- Says what your brand MEANS

HERE'S
MY CHANCE

A brand footprint...

- Says WHO YOU ARE
- Starts with a MISSION STATEMENT
- Says what your brand MEANS
- Says what your brand IS

HERE'S
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Zipcar

What the brand “means”

What a brand gets credit for in the eyes of its consumers

Zipcar means – low carbon footprint, urban, convenient, cheap



Zipcar

What the brand “means”

What a brand gets credit for in the eyes of its consumers

Zipcar means – low carbon footprint, urban, convenient, cheap

What the brand “is”

A brand’s dominant personality traits

Zipcar is – urban, responsible, versatile, a commitment



Any questions?



Elliot Cowan
Creative Director
elliott@heresmychance.com



www.heresmychance.com



workwithus@heresmychance.com



@hmctwit

**HERE'S
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Your December 17 Webinar



**Master Coaching
Q & A with Lori**

Happy Thanksgiving!



Image: www.dognews.com

Your Brand Is More Than Just Your Logo



Share your quick,
candid feedback
on the survey now.
Thank You!