

Brand

THE CONCEPT
DISTILLERY

10 STEPS TO
MAKE YOUR



BRAND WORK
FOR YOU



101



Introduction





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CONTINENTS

20 YEARS
IN BRANDING





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20 YEARS
IN BRANDING

WORKED ON BRANDS
LIKE BACARDI,
NANDO'S, BARBIE &
INTERCON





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FOUNDED AN ALL
FEMALE AGENCY IN
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BRANDS HAVE WON
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HOSPITALITY AWARDS
AND DESIGN AWARDS

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BECAME A
SUCCESSFUL FOOD
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Branding



What is a brand?





A brand is not

WHAT **YOU**
SAY IT IS

A brand is

WHAT **THEY**
SAY IT IS



10 steps to make your brand work for you

1



- CONNECTS YOUR AUDIENCE TO YOUR BRAND/BUSINESS
- HELPS AUDIENCE REMEMBER YOU
- WHY CUSTOMERS SHOULD CARE
- WHY CUSTOMERS SHOULD TRUST YOU
- ABOUT US

**Think about
your brand story**



3 GUYS - DANNY,
JEHAN, SIMON

HUMOUROUS -
TOILET JOKES

CONNECTED TO
BRAND VALUES AND
POSITIONING:



MUNDANE
- ENJOYABLE

CROWDFUNDING

MAKING A DIFFERENCE



2



- YOUR POSITIONING DICTATES WHAT 'WHITE SPACE' YOU OCCUPY IN YOUR PRODUCT/SERVICE CATEGORY
- A DESCRIPTION OF YOUR PRODUCT AND TARGET AUDIENCE
- EXPLAINS HOW YOUR BUSINESS FILLS A MARKET NEED

**Nail your
positioning**



OUR

offering

IS THE **ONLY**

category

THAT

benefit

.



OUR

AGENCY

IS THE **ONLY**

CREATIVE BUSINESS

THAT

SPECIALISES IN OBJECTIVE-LED BRANDING DESIGN AND BRAND RELATED CONTENT, FOR OUR CLIENT PARTNERS IN F&B, RETAIL AND HOSPITALITY IN VICTORIA



SOME EXAMPLES OF POSITIONING STRATEGIES ARE :

PRODUCT CHARACTERISTICS...

PRICE...

PRODUCT USE OR APPLICATION...

COMPETITION...

QUALITY OR LUXURY...



\$4 PER 100G

VS



\$0.80 PER 100G



\$\$\$



\$

MASS

LUXURY



THE BRAND ESSENCE IS A SINGLE THOUGHT, TYPICALLY EXPRESSED IN 3-5 WORDS THAT CAPTURES THE SOUL OF THE BRAND; THE BRAND'S FUNDAMENTAL NATURE OR QUALITY.



**Craft your
brand essence**

BRAND ESSENCE



BRAND

SHARING AND
HAPPINESS

Barbie

FULL OF TASTE
& FLAVOUR

DE BEERS
A DIAMOND IS FOREVER

YOU CAN BE
ANYTHING

Disney+

FOREVER


Nando's®

MAGICAL

Coca-Cola

BRAND ESSENCE



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BRAND ESSENCE



BRAND

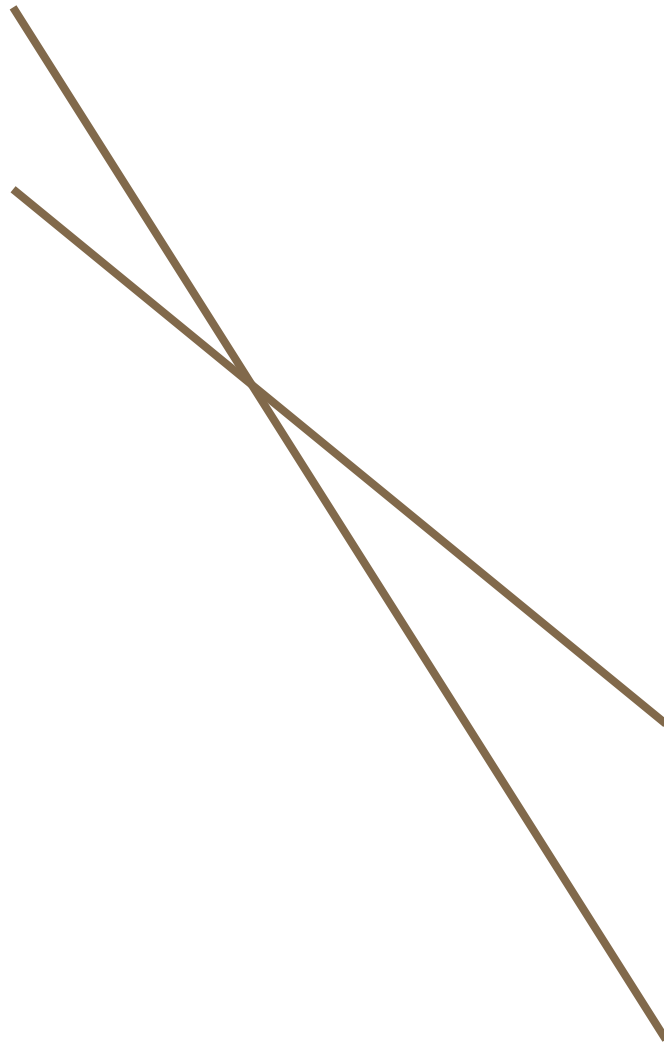
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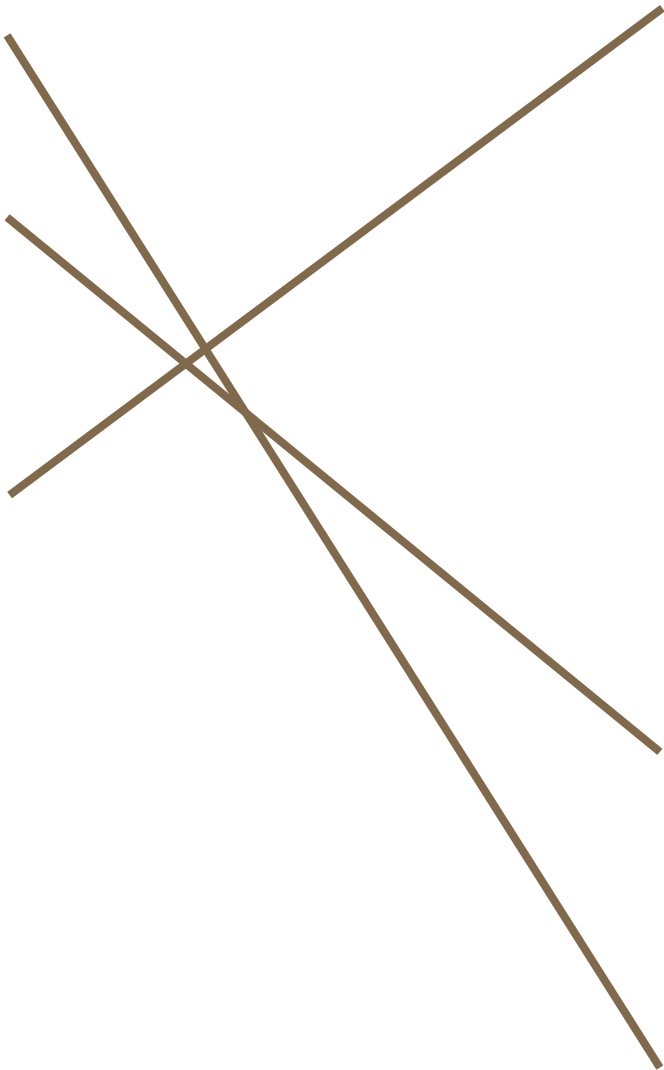
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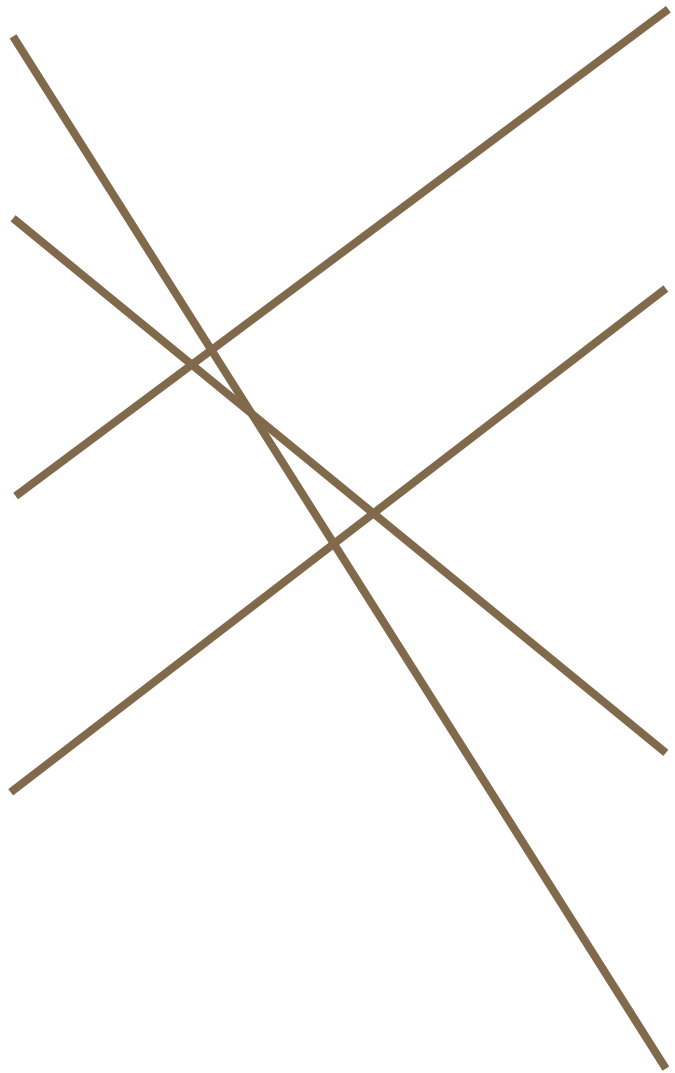
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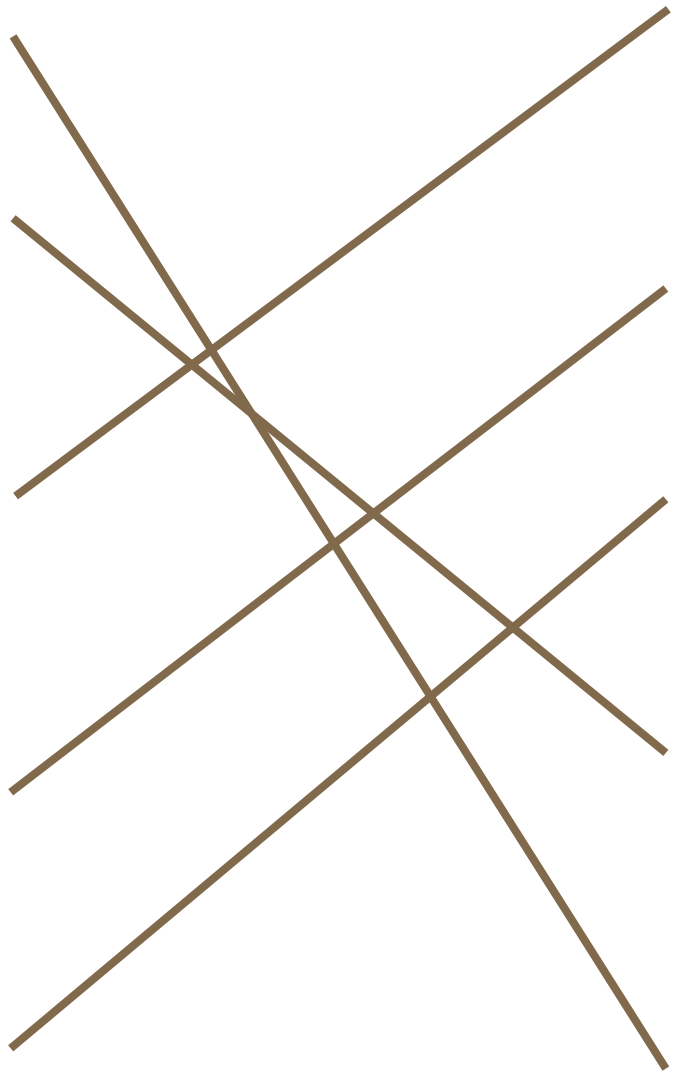
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Disney+

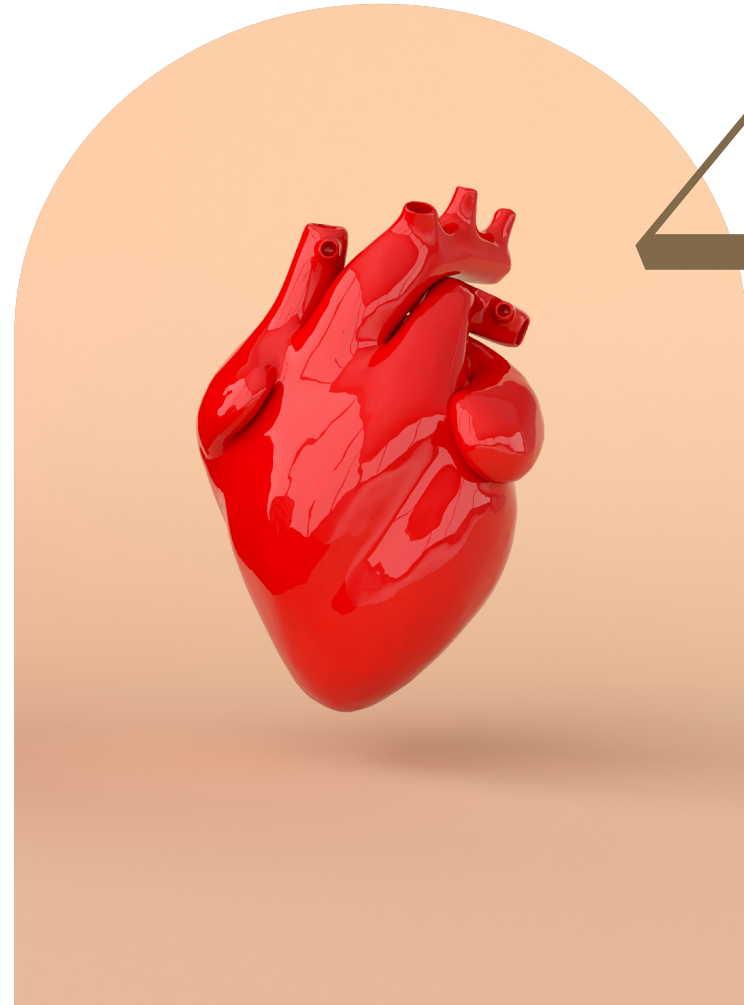

Nando's

Coca-Cola





HOW DO WE BEHAVE?
WHAT IS OUR ATTITUDE?
WHAT DO WE BELIEVE IN?
HOW DO WE TREAT OUR STAKEHOLDERS?



4

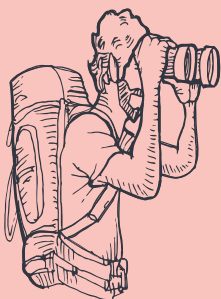
**Establish your
brand values**



THE REBEL



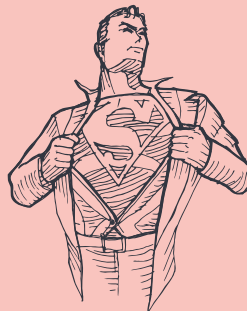
THE EXPLORER



THE MAGICIAN



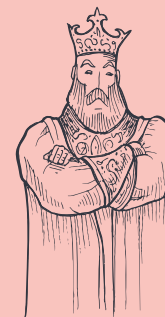
THE HERO



THE SAGE



THE RULER



← ENERGY

FREEDOM

THOUGHT

CONTROL →

THE REGULAR GUY



THE NURTURER



THE INNOCENT



THE CREATOR



THE LOVER



THE JESTER



← SUBSTANCE

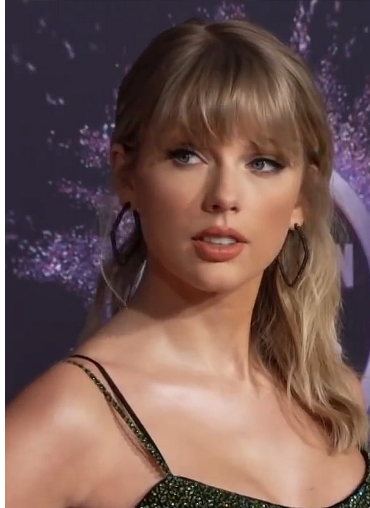
BELONGING

EMOTION

FUN →



5



IF YOUR BRAND WAS

... A CELEBRITY

... A DRINK

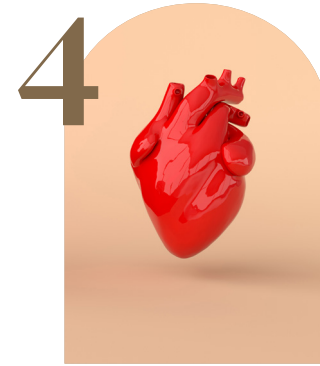
... AN ANIMAL

....A VEHICLE

....AN OBJECT

....A BRAND

Use Metaphors



POSITIONING

ESSENCE

BRAND VALUES

METAPHORS

INTERNAL

EXTERNAL



FACE OF YOUR COMPANY
COULD BE THE FIRST CONNECTION
CONSIDER APPLICATION
HAVE VARIATIONS
USAGE RULES



6

Optimise your
Brandmark

3.2 LOGO CLEARSPACE

Each logo has a predefined clearspace or 'safe area' as defined by 'x' in each visual representation.

The clearspace exists to ensure maximum logo visibility and legibility.

The logo should always be allowed this clearspace to ensure it 'breathes' naturally across all touchpoints.

No external element should ever enter into the logo clearspace.



3.3 LOGO VARIATIONS

On this page are examples of some variations of The VIP Traveller logo. These are to be used in instances where the primary logo cannot be used.

If you are at all unsure about a particular proposed usage of the logo, please contact the The VIP Traveller Marketing Team.

OTHER COLOUR VARIATIONS



**SMALLEST VERSION -
31MM X 31MM**



LOGOTYPE CIRCLE



STACKED TEXT VERSION



LOGOTYPE

THE VIP TRAVELLER

● EXCELLENCE IN TRAVEL ●

THE VIP TRAVELLER

● EXCELLENCE IN TRAVEL ●



7



EXCELLENT DIFFERENTIATOR

PERSONAL

CULTURAL

PSYCHOLOGICAL

Analyse
your colour

GREEN

NATURAL

OPTIMISTIC

SICKNESS

JEALOUSY

SUCCESS

MOTIVATING

CALMING





RED

ENERGY

SUCCESS

LOVE

DOMINANCE

AGGRESSION

POWER

FUN & PLAYFUL



- CONVEY A MESSAGE
- FULFIL A FUNCTION
- HAVE AN ALTERNATIVE

**Select relevant
typefaces**



SERIF

Tradition

TIMES NEW ROMAN

RESPECTABLE

TRAJAN

Reliable *Comfort*

BASKERVILLE

GEORGIA ITALIC

SANS SERIF

Stability

HELVETICA BOLD

OBJECTIVE

FRANKLIN GOTHIC

Clean *Modern*

CALIBRI

MYRIAD ITALIC

SCRIPT

Elegance

BICKHAM SCRIPT

Affectionate

EDWARDIAN SCRIPT

Creativity

LAVANDERIA



MODERN

STRONG

FUTURA

Progressive

ITC AVANT GARDE EXTRA LIGHT

Stylish Chic

DIDOT ITALIC

CENTURY GOTHIC

DISPLAY

Friendly

COOPER

unique

SPACEAGE ROUND

EXPRESSIVE

VALENCIA

Amusing

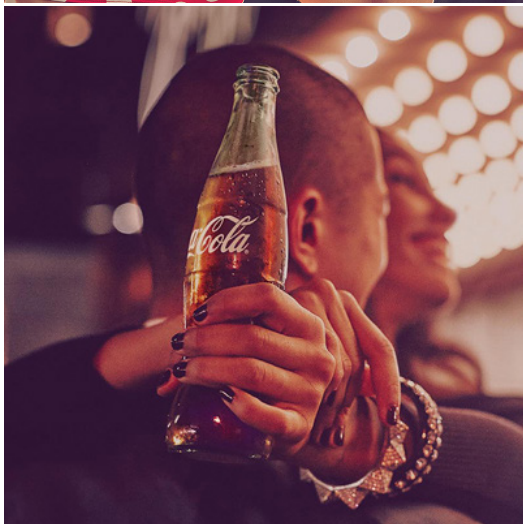
GIDDYUP



- PART OF YOUR VISUAL BRANDING
 - CURATE IMAGES YOU LOVE
- WHAT BENEFIT DOES IT CONVEY?
- WHAT IS THE SUBJECT MATTER?
 - WHAT DO PEOPLE LOOK LIKE?
- EASY WAY TO PUSH MESSAGING TO SPECIFIC TARGET AUDIENCE



Curate your photography





10

- HOW YOU SOUND IS ANOTHER WAY TO CONNECT
- DERIVED FROM YOUR BRAND VALUES.
 - COLLOQUIAL VS FORMAL




Establish your brand voice



—
**Take me home,
I'm basted.**
—

Whether it's for lunch, supper or a case of the munchies, our flame-grilled PERI-PERi is guaranteed to hit the spot. Nando's fix from pretty much anywhere.



The advertisement features a green background with a yellow border on the left and bottom. The text is in a bold, black, sans-serif font. The Nando's logo, a red rooster, is centered at the bottom.



Two doors in a hallway, each with an advertisement. The left door says "It's considered haram to show too much flesh" and the right door says "Shopping Maul!". A person is walking past the right door.

It's considered haram to show too much flesh

Shopping Maul!

The advertisement shows two double doors in a hallway. The left door has a sign that reads "It's considered haram to show too much flesh" and the right door has a sign that reads "Shopping Maul!". A person is walking past the right door. The Nando's logo is visible on both doors.

Turns out
finger licking
isn't good.

Rather reach for the soap.

The advertisement has a dark teal background with a green banner at the bottom. The text is in a white, sans-serif font. A red triangle points to the text "Rather reach for the soap."



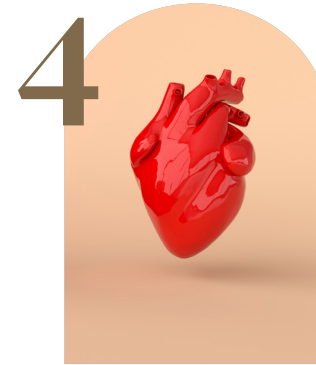
1 BRAND STORY



2 POSITIONING



3 ESSENCE



4 BRAND VALUES



5 METAPHORS

INTERNAL

EXTERNAL



6 BRANDMARK



7 COLOUR



8 TYPEFACES



9 PHOTOGRAPHY



10 BRAND VOICE



questions

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