



Brand Management & Media Planning

LM in Marketing & Digital Communication



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Expressing the Brand: Brand Identification System

Lesson 2 part 1
Thursday October, 24

Where were we?



Brand Building Process

1. Define and position the Brand (Brand Vision, Mission, Values, Personality & Brand Drivers: Brand Value Proposition)
2. Express the brand
3. Build awareness and reputation for the brand
4. Measure the brand



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2. Express the Brand



Express the brand

1'07''



Branding Foundation – Drew Boyd – Lynda.com



Express the brand

Express the brand means:
creating a **name, visual look and feel** for the brand,
and a **total customer experience** for the target
audience for when they encounter the brand



The look & feel of the brand

3'45''



Branding Foundation – Drew Boyd – Lynda.com

Brand Identification System



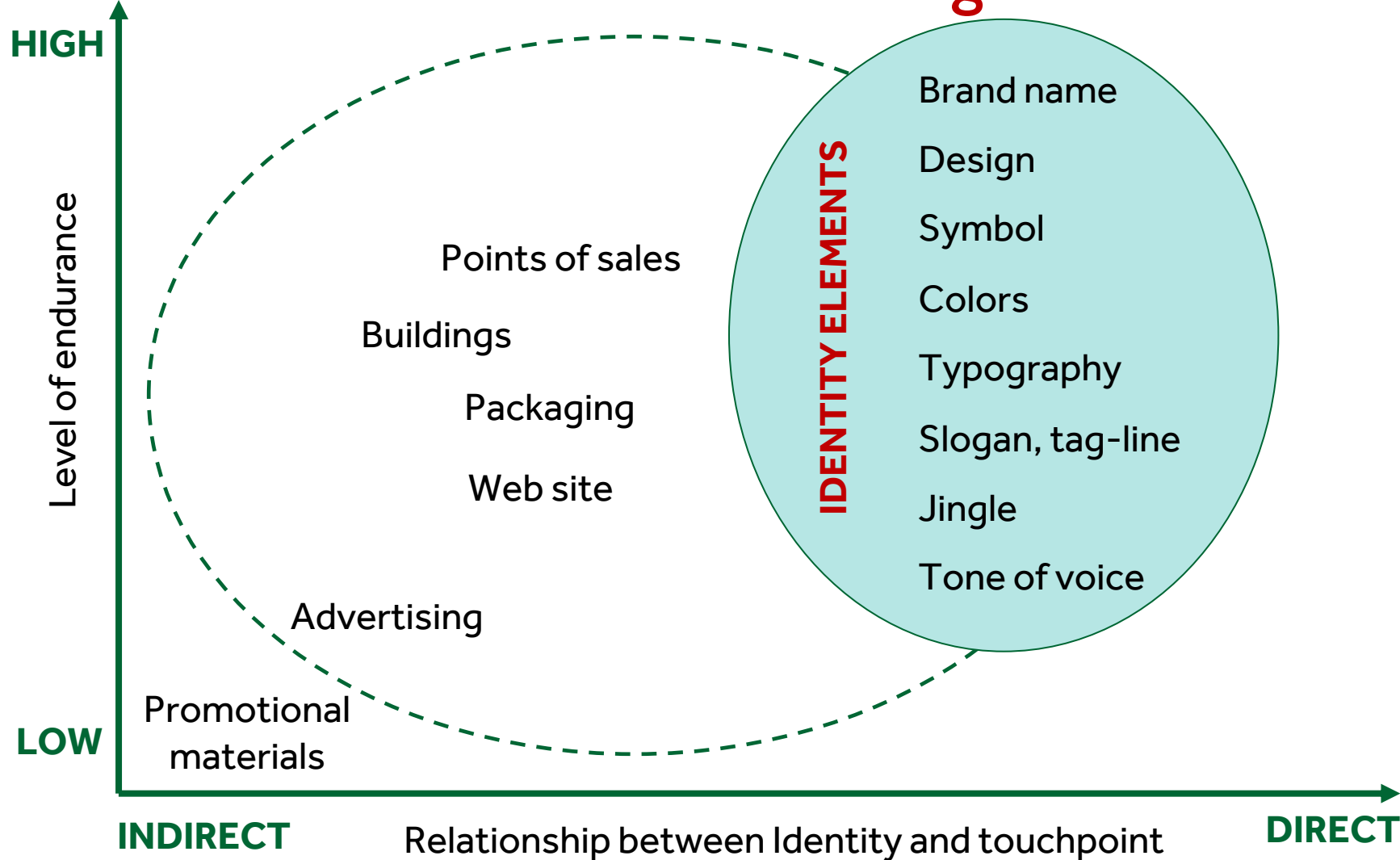
Brand Identification System

- A **Brand Identity System** is a collection of elements that work together to create unified, consistent and flexible brand assets that effectively communicate the brand value to the target audience
- It is a **set of verbal and iconic signs** that **express the identity of a brand**, as well as the **guidelines for its effective management**

<https://www.spellbrand.com/brand-identity-system>

Alberto Pastore, Maria Vernuccio – Impresa e Comunicazione – 2008

These elements are the **most enduring** over time





Brand Identification System

The **permanent communication elements**:

1. **Brand name**
2. **Design** (visual identity: colors, graphics, visual image, etc.)
3. **Symbols** (logo, favicon)
4. **Typography** (font)
5. **Slogan** (payoff or tag-line)
6. **Sound branding**, jingle
7. **Tone of voice**



Identity elements

The brand **identity elements** should be:

- **Distinctive**
- **Easy to remember**
- **Meaningful**
- **Consistent with the brand personality and the value proposition**
- **Flexible / adaptable (over time, other markets, etc.)**
- **Legally protectable**

The brand name



The brand name

The brand **name** is the **necessary condition of existence** of the brand (in particular the **sound component of the name**)



The naming process

Stages of the **naming process**:

1. Set the **positioning goals** (brand promise, personality, values...)
2. **brainstorming**
3. Screening based on a **legal verification** (original name)
4. Selection of a **list of names**
5. **Check the web domain name** availability
6. Choice of the name



1. Set the positioning goals

We need to create a list of **positioning keywords** starting from the Corporate Personality (how we want to be perceived):

- Brand Mission
- Values
- Distinctive features of the product / service
- Distinctive brand drivers



Or we could choose...

Suggestive names or evocative names: They do not have a real connection with the product or service. They “suggest” the meaning, the values or the benefits (e.g. using onomatopoeia, like Ziploc, TicTac...)





Another trick (very much used) is making a combination of 2 names



The name is a combination of words. The “**Net**” is derived from the word **Internet** and “**Flix**” is a shortened version of the word **flicks** – a synonym for movie.

Put them together and you get why Netflix is called...Netflix.

FedEx

Federal Express

airbnb

Air Bed & Breakfast

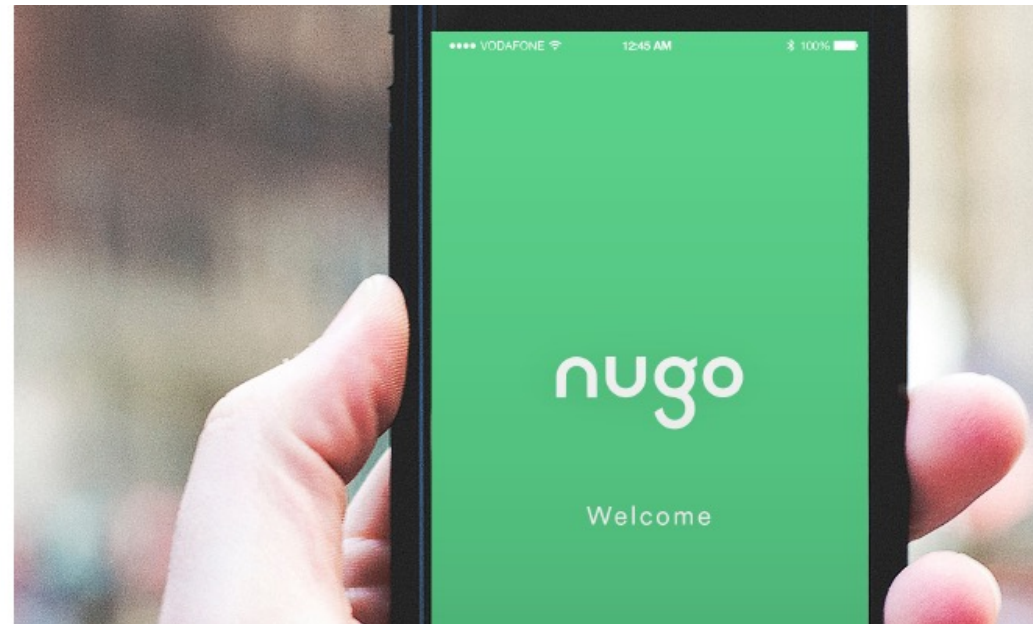
nu + go

new
(Nuovo, inglese)

To go, went, gone
(Andare, inglese)

✓ .it

✓ .com (in vendita)





From the positioning keywords to brand names.
We can choose

Descriptive names: the meaning is clear to the target.
They describe what the company/product does).
*E.g. General Motors, Cartoon Network, Band-Aid,
Facebook.*

The problem with descriptive names is that **it is difficult to differentiate** and sell different products
(with the same name).

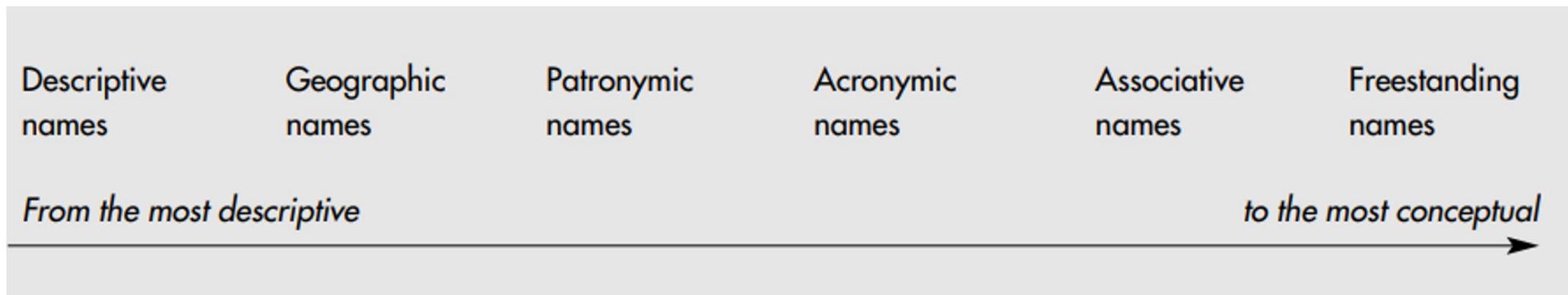


Figura 12. Tipi di nomi dei brand (Muzellec, Doogan, Lambkin, 2003).

Landor methodology

Abbiamo spaziato tra differenti stili di naming



Esistente

Funzionale, con uno specifico significato che si trova sul dizionario

Familiare

Nomi o cognomi di persone

Acronimo o abbreviazione

Alfanumerico, monosillabico...

Fuori contesto

Descrittivo ma senza il suo significato originario

Alterato

Crasi, fusioni di una radice o un suffisso riconoscibili con altri originali

Coniato

Neologismi, senza un effettivo significato esistente

←
Descrittivo

Evocativo →



What makes a good name?

Alliteration

The repetition of initial consonant sounds in neighboring words

PayPal, Kinko's, Lincoln Logs

Rhyme

The similarity between syllable sounds at the end of two or more words

Nutter Butter, Smart Start

Onomatopoeia

A word that imitates the sound it represents

Ziploc, Pop-tarts, Roomba

Morphemes

The smallest meaningful unit in the grammar of a Language

FedEx, Acura, Unisys

Landor
www.landor.com



Once we have a list of names, we start
excluding those that are not usable



Trademark view

TMview — AA +

Latest news 16/09/2024 The Dominican Republic joins TMview

Search **126,095,275** trade marks across the European Union and beyond

Contains Type trade mark name **SEARCH** **ADVANCED SEARCH**

Drag and drop an image or upload it from your computer < 4MB. **JPG** **PNG** **GIF** **TIFF**
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<https://tmdn.org/tmview/#/tmview>



4. Selection of a list of names

Selection of a **list of names** that should be...:

- **Easy to pronounce**
- **Understandable / easy to remember**
- **Consistent** with **mission, brand personality, target and value proposition**, and reflect the **brand values and purpose**
- **Flexible** (extension of the brand architecture, other countries, etc.)
- **Unique**

Case-study



Looking for a mobile operators alliance brand name





The Alliance was created to provide high quality roaming services

Presentation:

We are coming together to forge a new vision for a mobile **communications alliance...**

one that is dedicated to ensuring that all our clients **feel totally at ease** when they **seek to stay in touch with what matters most to them** as they **travel throughout the world**.

We will be the definitive source for communications services, preferred for its **ease-of use, familiarity, reliability and value**



Positioning statements (Brand Value Proposition)

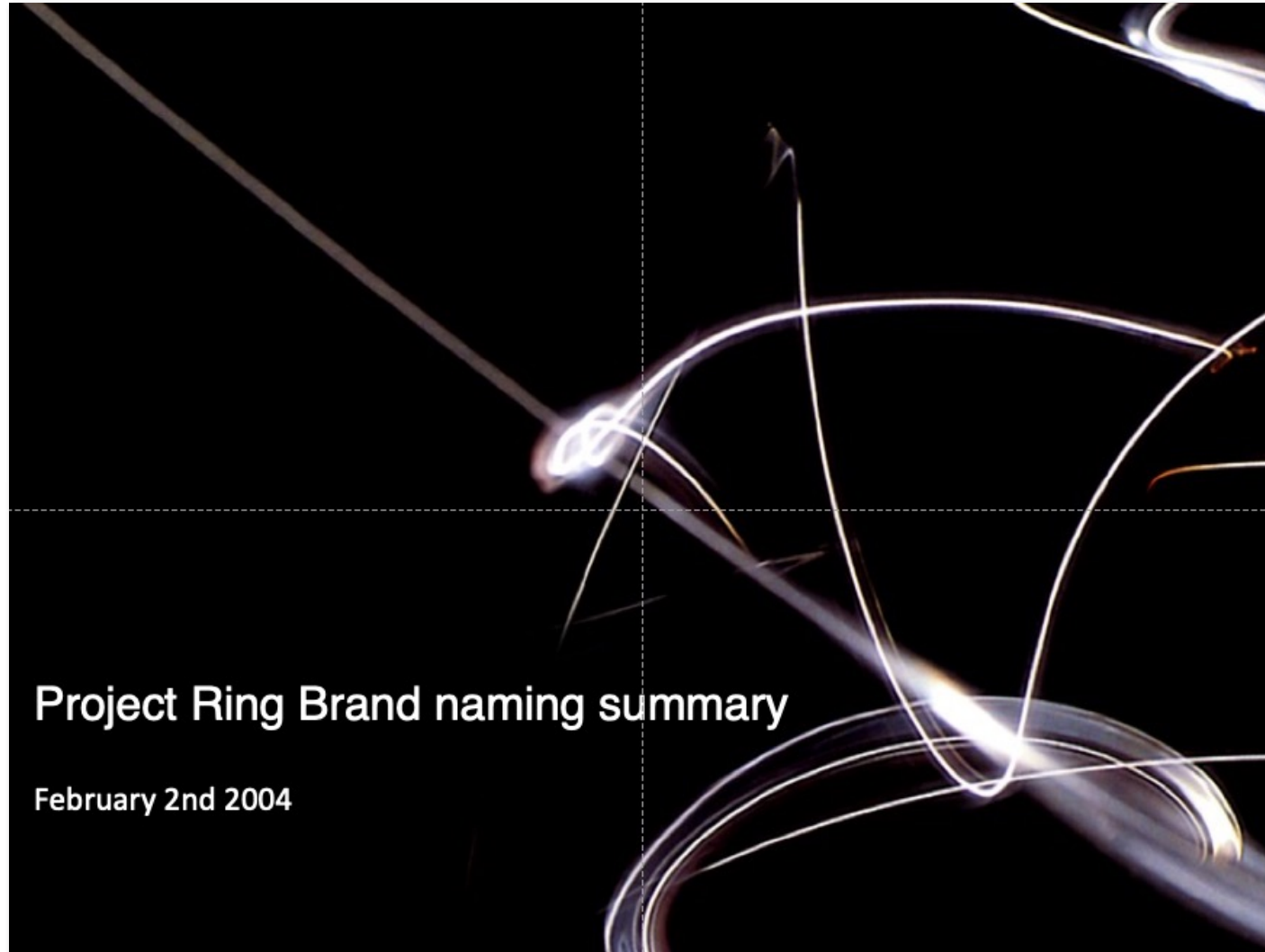
A. Simple. Everywhere

B. In touch with the world at home.

In touch with home throughout the world



Brand name process: Mobile Alliance case-study (FutureBrand)



TIM, Orange, T-Mobile, Telefonica

What was the chosen name?





A little suggestion...

Tell a friend the name
that you want to choose



And ask a day later if she/he remembers it...



The naming process

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1. Set the **positioning goals** (brand promise, personality, values...)
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Web domain name

- The **web domain name** is very important for the digital strategy
- **The domain name** should be:
 - Easy to remember
 - Hard to misspell
 - Not too long
 - **Keyword driven** (it is better to use simple words that people might search for on Google)
- It is also useful to buy similar names (and different extensions) to avoid competitors using them.



Top level domain

- **.com** is for company (and it is the most difficult to find it available)
- **.org** is for government
- **.edu** is for education
- **.it** is for Italy (and there are all the Countries extensions, .eu for Europe, etc.)

But there are also new different extensions, like:

- **.guru**
- **.rocks**
- **.law**
- **.shop**
- ...

Brandmanagement.com is not available, but...

brandmanagement

Saremo lieti di aiutarti

Ecco alcune ottime alternative

.it € 9,99 .fr € 9,75 .shop € 11,21 .store € 3,82 .me € 4,87

Estensioni

☐ .shop

☐ .live

☐ .store

☐ .me

☐ .cc

☐ .org

☐ .io

Lunghezza in caratteri

- 25 +

brandmanagement4u.com	€ 23,34 € 1,38 [?]	per il primo anno con una registrazione di 2 anni	Aggiungi al carrello
brandmanagements.com	€ 23,34 € 1,38 [?]	per il primo anno con una registrazione di 2 anni	Aggiungi al carrello
brandmanagementadvisors.com	€ 23,34 € 1,38 [?]	per il primo anno con una registrazione di 2 anni	Aggiungi al carrello
brandmanagement.cc	€ 17,68 € 6,62 [?]	per il 1° anno	Aggiungi al carrello
Pubblicità brandmanagement.live	€ 35,53 € 4,58 [?]	per il 1° anno	Aggiungi al carrello



BustAName is a tool to help find domain names. Watch the [Video Tutorial](#) to learn how to use it.

Note: Get .com's for \$2.95 through Godaddy with BustAName

#1. Start Here - Word Combiner

Type a few words then press enter

Words entered above will be combined to find available domains.

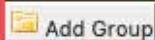
Quick Domain Check

Type below, and it will tell you what is available.

.com, .net, and .org availability will be shown here after you type at least 2 characters

#2. List of Words

brand
strategy
media
planning
value
study



Add Group Have words that you don't want to be combined? Drag them both under the same group.

#3. Available Domains

planningbrand.com
planningvalue.com



Sort Domains By:

Insert Order

#4. Save Domains for Review

Keep track of domains you like by hitting the » button on the left

Buy Domain Through:

GoDaddy (\$2.95 .com's at check



Welcome to the new Domain Maker tool. Enter a start word and the domain maker will generate domains based on the start word that sound natural.

Note: Get .com's for \$2.95 through Godaddy with BustAName

Domain Maker

Make domains that

start

 with the word

brand

Make domains that look

very natural

Limit domains to

10

 characters

Go

- or -

Make Random Domains

Options

Settings

☐ show taken

Extensions:

☒ .com

☐ .net

☐ .org

☐ .info

☐ .biz

Click on the domains in the Results box to save or purchase them

Results

brandard.com	brandoah.com	brandered.com
brandpared.com	brandoming.com	brandelay.com
brandoles.com	brandvejen.com	brandelaid.com
brandfil.com	brandother.com	brandyas.com
brandfuls.com	branduring.com	brandments.com
brandemned.com	brandpare.com	brandaries.com
brandfille.com	branddaugh.com	brandelays.com
brandcrabs.com	brandudno.com	brandonial.com
brandomine.com	brandonese.com	brandomes.com
brandously.com	brandulum.com	brandorses.com
branderway.com	brandures.com	brandidacy.com
brandents.com	branddros.com	brandmaide.com
brandalus.com	brandfills.com	brandelas.com

« Prev

Next »

Save Domains

You can save domains here by clicking on the domain then clicking **Save Domain**.

Similar Words to Try

variety

trademark

label

make

type

sort

smirch

blemish

blot

stain

spot

stigma

firebrand

stigmatize

()register.it
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Inizia la ricerca!

Domini .it a 1 €

Cerca

.it 1,00 €* .com 6,90 €* .online

aruba.it
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CERCA

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GoDaddy Italia IT 800-790178 Aiuto Entra

Domini Siti web Hosting Sicurezza web Marketing online Email e Office Promozioni Pro

Trova il nome di dominio perfetto **Cerca dominio**

.com € 1,13 .it € 4,99 .CLUB € 0,94 .store € 4,12 .eu € 0,01

GoDaddy Italia IT 800-790178 Aiuto Entra

Domini Siti web Hosting Sicurezza web Marketing online Email e Office Promozioni Pro

stella.it **Vai al carrello**

stella.it non è disponibile. Vuoi comunque il dominio? [Ecco cosa devi fare.](#)

Selezionati per te:

Estensioni

☒ Tutte le estensioni

☐ .xxx

☐ .guru

☐ .online

☐ .website

☐ .video

☐ .tips

[Cancella](#)

stella.xxx	€ 105,77	Aggiungi al carrello
stella.guru	€ 32,64 € 8,26	Aggiungi al carrello
stella.online premium	€ 2.681,75 € 1.340,94 € 2.681,75/anno al rinnovo	Aggiungi al carrello Ulteriori informazioni
stella.website premium	€ 284,55 € 138,28 € 284,55/anno al rinnovo	Aggiungi al carrello Ulteriori informazioni
stella.video premium	€ 65,14 € 65,14/anno al rinnovo	Aggiungi al carrello Ulteriori informazioni

**What about the
email address?**



Your email address is part of your personal branding

Try and get your full name address
NO nicknames or fancy names if you want
to be perceived as a professional



(Also) your email address must be:
Easy to remember
Reflect your personality and your purpose



Fist name . last name @...
Outlook
Gmail
Yahoo

Brand logo



Brand logo

The logo is the most important **visual representation** of the brand

- A **logo** (abbreviation of logotype) is a combination of **graphic marks, text, emblems or symbols** that, together with the name, are used to **aid and promote public identification and recognition**.
- It may be an **abstract** or **figurative design** or **include the text of the name**.



What makes a good logo

3'48''

The Purpose of a Logo



LinkedIn LEARNING



The rules of logos design

- **Good logos identify** (they don't describe)
- Logos must be **visually engaging**
- Logos must be **memorable**
- Logos must be able to exist in a **variety of media**
- **A logo is the foundation of the visual system**



Wordmarks

2'30''



Branding for Designer – Sean Adams – Lynda.com

Wordmark

A good wordmark isn't simply a typeset. It should be a **proprietary set of letter forms**, easy to read and memorable. It's an icon of a name.



Coca-Cola



Vespa®



Google



Disney



Monogram

2'04''



LinkedIn



Monogram





Icons

2'32"



Branding for Designer – Sean Adams – Lynda.com

Figurative design: icons

Icons are symbols used as a logo. Usually they need to be **linked with the brand name** for a few years before they can be recognized.





Jingle: the sound logo



An advertising that leverages on sound branding...



Sound branding is important also for the products



Slogan, tag-line, payoff



Sometimes it is the Brand Value Proposition

Slogan, tag-line, payoff, key message

Many logos may be combined with a tag-line: a **short statement** that describes the company or product, or explains its philosophy.

It provides **support** for the **brand value proposition**



Freemove: Mobility, globally



[About Us](#) [Products & Services](#) [Your Business Needs](#) [News](#) [References](#) [Support](#)



LATEST NEWS



FreeMove ensures energetic future for Danfoss through global mobility Danfoss engineers the technologies that enable the world of tomorrow to do more with less. Danfoss meets the growing need for infrastructure, food supply, energy efficiency, [...]

Brand identity must be refreshed
to stay updated

Toward simplicity and iconicity



Figurative design more simple and flat



1985



1992-1994



1995-2000



2001-2005



2006-2008



2009-2012



current



Simpler wordmark with no shadows or 3d effects

<http://www.google.com/doodles/googles-25th-birthday>

Google
1998

Google!
1998-1999

Google
1999-2010

Google
2013-2015

Google
2013-2015

Google
Today

Less words or slogans

McDonald's
FAMOUS
BARBECUE

1940

MCDONALD'S
FAMOUS
HAMBURGERS
BUYER BY THE BAG

1948



1953



1960



1968



1975

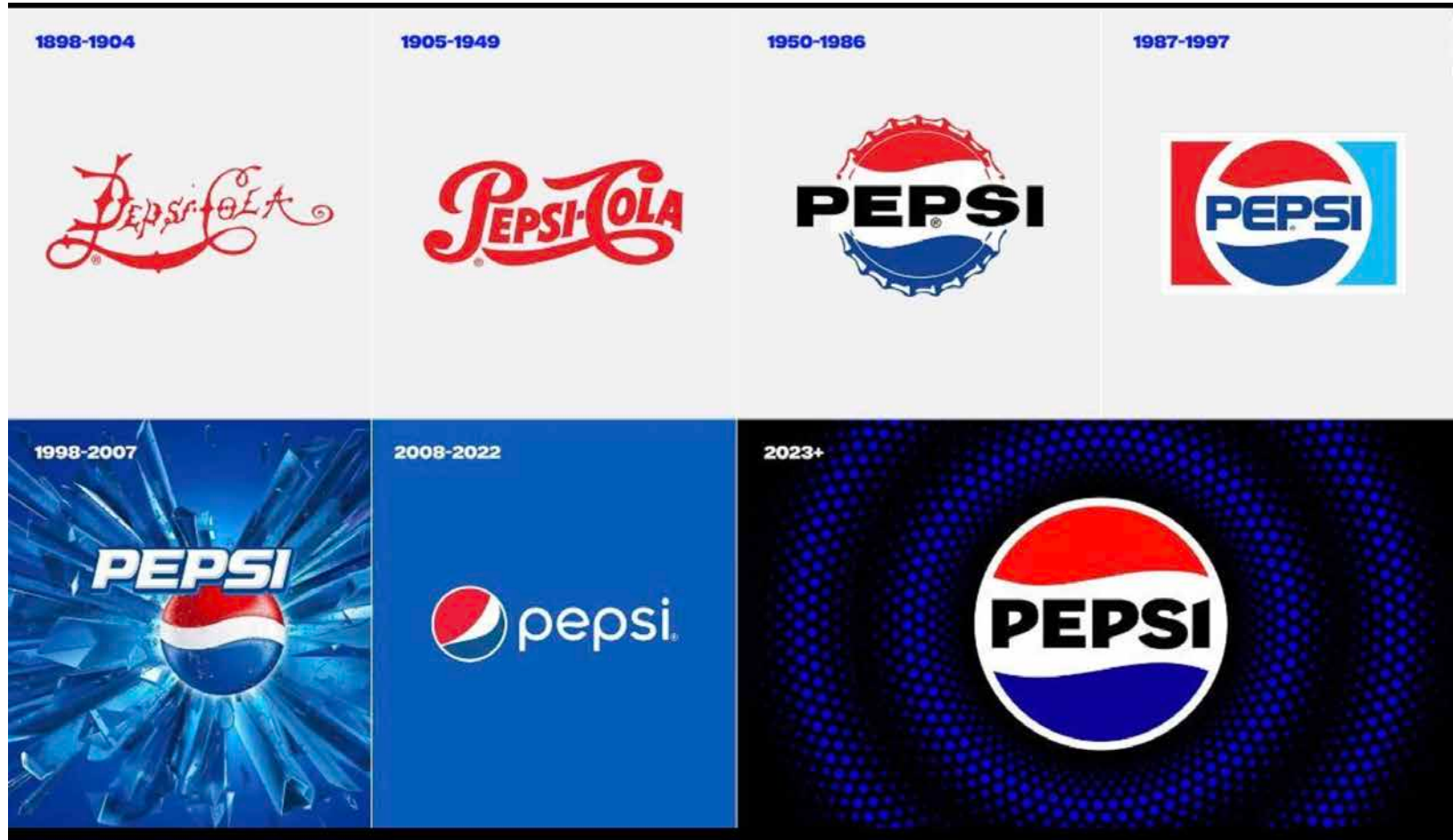


2003



2006-Present

From wordmark to icon and back



But does this simplification make all logos the same?

<i>Revolut</i>	»	Revolut	BALENCIAGA	»	BALENCIAGA
facebook.	»	FACEBOOK	 BURBERRY® LONDON	»	BURBERRY LONDON ENGLAND
Google	»	Google	YVES SAINT LAURENT	»	SAINT LAURENT
Microsoft	»	Microsoft	Berluti	»	BERLUTI
<i>airbnb</i>	»	airbnb	BALMAIN PARIS	»	BALMAIN PARIS
<i>Spotify</i>	»	Spotify®		»	RIMOWA
<i>Pinterest</i>	»	Pinterest	 DIANE VON FURSTENBERG	»	DIANE VON FURSTENBERG
ebay	»	ebay™			

velvetshark.com

Burger King rebranding in 2021





Merchandising, menu boards, restaurant signage and marketing assets will also include the font and revised colour palette.





When you change your visual identity there is ALWAYS someone who complains...

4'19''

Fox



Fire



Free





Deloitte. The new identity



Deloitte.

Format applications

**One
Some
Many
All
Together**

Siamo orgogliosi di essere al fianco di Fondazione Milano Cortina 2026 nel percorso verso i Giochi Olimpici e Paralimpici Invernali 2026.

Uniti dai valori universali che i Giochi incarnano, abbiamo deciso di supportare questo grande appuntamento sportivo che costituirà una grande occasione per l'Italia e che consegnerà un'eredità importante alle nuove generazioni.

Ognuno di noi compie piccole e grandi imprese ogni giorno.

Solo insieme possiamo fare la differenza.

www.deloitte.com/milancortina2026

26 **Deloitte.** **26**

OLIMPIADI E PARALIMPIADI INVERNALI 2026

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Per essere sempre più attori del cambiamento e motore di crescita per l'Italia.

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MAKING AN IMPACT THAT MATTERS

Kyocera new visual identity

1'42''



The Corporate Identity guidelines



Corporate Identity Manual

The **Corporate Identity Manual**, or **Brand Book**, or **Brand Identity Style Guide** or **Brand Guidelines** is a document that contains a set of rules on how the brand is presented to the world.



What is a Style Guide?

2'14''

- instruction manual
- helps achieve consistency
- explains values
- provides guidelines for usage of brand materials and design elements





Corporate Identity Manual

- This document outlines the **components**, their **structure** and **their relationships to help** people **apply the brand consistently across all the touchpoints**
- It contains both **strategic and operational guidelines** for the brand management to help **keeping the brand promise** (not only with the consistent visual but mostly with the respects of the values – the total customer experience)



What to include in a Style Guide

1'54"

what to include





The Brand Book **components**

1. **Overview of brand values** (mission, vision, core promise, drivers and persona)
2. **Logo** specifications and examples
3. Logo lockups (variations for different uses)
4. **Color** palette
5. **Font** styles
6. **Typography**
7. **Image** and photography guidelines
8. **Writing style**
9. **Tone of voice**



Other components of the Style Guidelines

- Design **layouts**
- **Business card** and letterhead design
- **Brochure** guidelines
- Signage/**outdoor** specifications
- **Store** design
- **Social media** guidelines

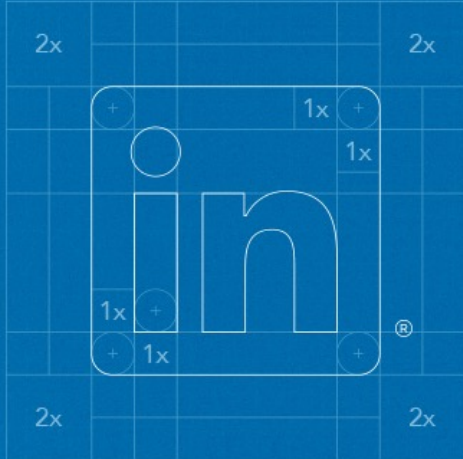
Brand Books examples



LinkedIn. Very essential

LinkedIn® Brand Resources

OverviewVisual IdentityDownloadsPolicies



LinkedIn Brand Resources

Find guides and downloads to help you get started with the LinkedIn brand, from logos and color to type and icons.

[Download brand package](#)

Use of all logos and materials available on this portal is subject to our [brand guidelines](#).

Our mission: Connect the world's professionals to make them more productive and successful

Only LinkedIn connects the world's professionals and gives them an authentic means to establish their own professional profile online, connect with trusted contacts and extend their professional network, and exchange information, ideas, and insights to make better, faster decisions.



Visual identity

When working with our brand, consistency is key. Learn all about the LinkedIn logo and visual identity guidelines.

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Downloads

Looking for the LinkedIn logo? Our color palette? Find all the brand resources you need in one convenient location.

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Color

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LinkedIn Typography

Get the latest info and guidelines on creating beautiful typography that meets the LinkedIn brand standard.

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International Advertising Association



Fonti

- Alberto Pastore, Maria Vernuccio – Impresa e Comunicazione – 2008
- Branding Foundation – Drew Boyd – Lynda.com
- Logo Design Techniques –Nigel French –Linkedin Learning
- Branding for Designer – Sean Adams – Lynda.com
- Developing a Style Guide –Nigel French – Linkedin Learning