

BRANDING

Logo +
Identity =
Branding

WHAT IS A LOGO?

- A LOGO is the representation of an organization in its simplest form





1971



1987



1992



2011

What do logos usually contain?

- A **WORDMARK** - a typographic treatment of the name of an organization that uses only text.

The Google logo is displayed in its characteristic multi-colored font. The letters are 'G' (blue), 'o' (red), 'o' (yellow), 'g' (blue), 'l' (green), and 'e' (red). The logo is centered on the slide.

Coca-Cola Ray-Ban ~~Stussy~~ Disney

Fender John Hancock Oscar de la Renta

Nicole Miller Virgin ~~Wesley~~ Kellogg's

MEMPHIS
GRIZZLIES

UTTM

FedEx[®]

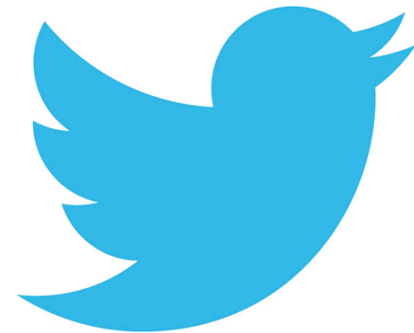
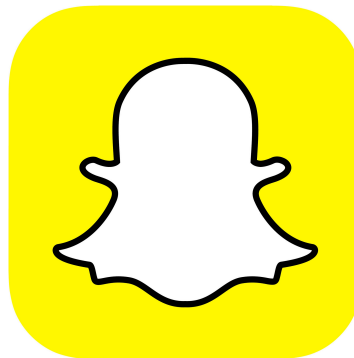
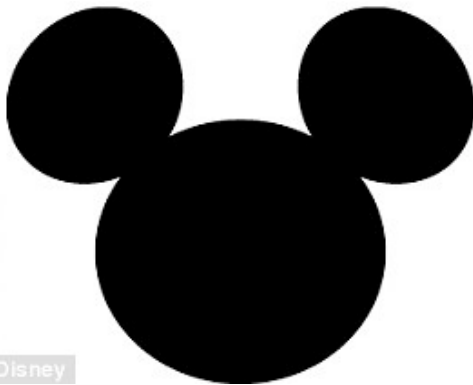
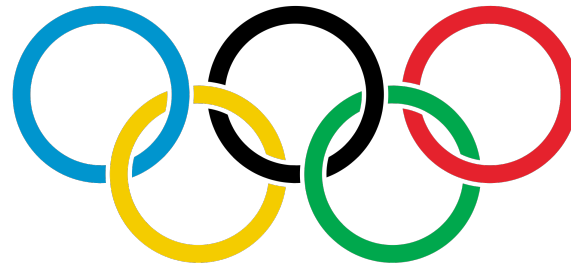
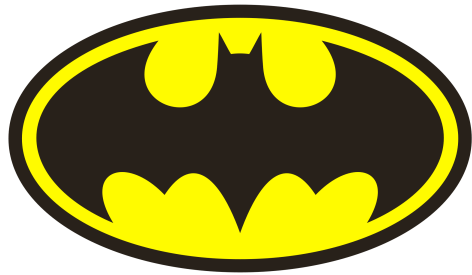
NASHVILLE
PREDATORS

TENNESSEE
TITANS

What do logos usually contain?

- A **SYMBOL** or **ICON** abstractly represents a company using only image and color





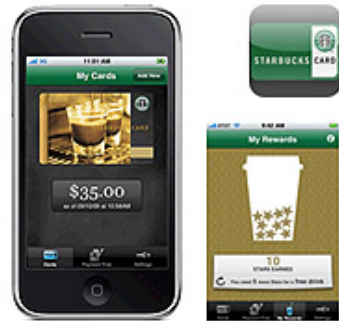


Complete today's BELLRINGER
& Google form for shirt sizes

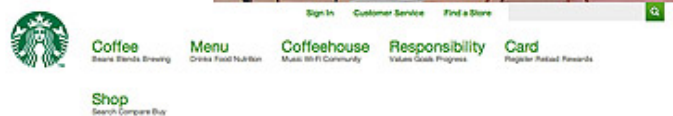
After the logo... What's next?

- An **IDENTITY** is developed!

A collection of design work created for a company to form a consistent, recognizable marketing presence.



TAKE THE PLEDGE 2010





TASTE THE FEELING™



OUR COMPANY'S FLAGSHIP PRODUCT HAS BEEN PROUDLY SERVED SINCE MAY 8, 1886

RANKED BY INTERBRAND AS THE WORLD'S THIRD MOST VALUABLE BRAND, WITH 2015 VALUE OF

\$78.4B

OUR BRANDS CAPTURE APPROXIMATELY \$1 OUT OF EVERY \$4 CONSUMERS SPEND ON NONALCOHOLIC READY-TO-DRINK BEVERAGES WORLDWIDE.

3,800+ PRODUCTS WORLDWIDE

#1 WORLDWIDE

- SPARKLING BEVERAGES
- STILL BEVERAGES
- READY-TO-DRINK JUICE AND JUICE DRINKS
- READY-TO-DRINK COFFEE

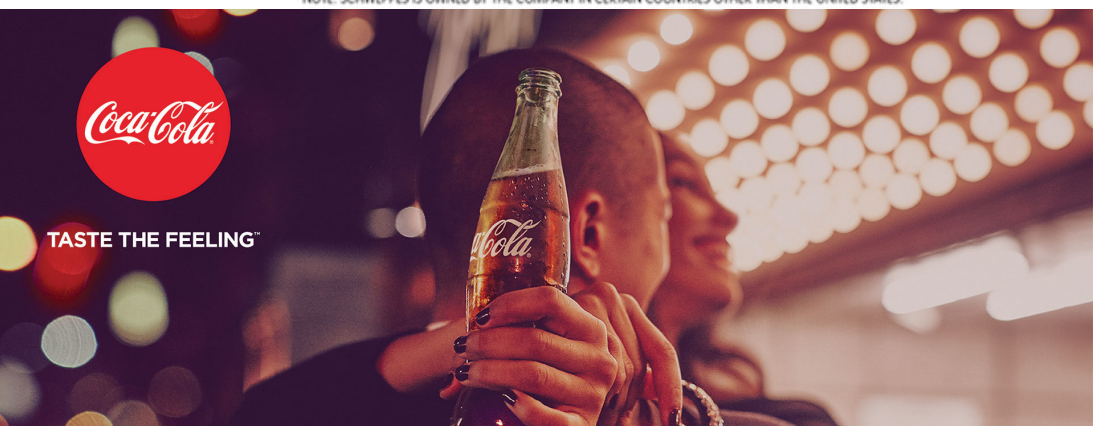
18 OF OUR TOP 20 BRANDS

HAVE A LOW- OR NO-CALORIE ALTERNATIVE OR ARE LOW- OR NO-CALORIE

Our portfolio includes **20** billion-dollar brands:



NOTE: SCHWEPES IS OWNED BY THE COMPANY IN CERTAIN COUNTRIES OTHER THAN THE UNITED STATES.



TASTE THE FEELING™



Interaction creates branding

- ◉ Coca Cola Invisible Machine
- ◉ Coca Cola Friendly Twist
- ◉ Coca Cola Dance Battle



Finally, a brand is established.

- A **BRAND** is the immediate image, emotion, or message that people experience when they think of a company or product.



To create an effective marketing presence you need three things :

Logo + Identity = Brand