

KEY TERMS GLOSSARY.

BRAND

A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence.

BRAND IMAGE

How a brand is perceived by its target audience. The way a brand appears to potential customers or clients is essential to the success of a company.

BRAND IDENTITY

The marks (a symbol, a proprietary typeface and/or type application signature) that are used to visually express the brand, usually developed from the positioning and values. Fundamental means of consumer recognition and symbolizes the brand's differentiation from competitors.

BRAND ASSOCIATIONS

The feelings, beliefs and knowledge that consumers have about brands. These associations are derived as a result of experiences and must be consistent with the brand positioning and the basis of differentiation.

BRAND EXPERIENCE

The collective experiences a customer has across all points of contact with a company's products/services, employees, environments and communications. Some experiences are controlled, such as retail environments, advertising, products/services, websites, etc. Some are uncontrolled, such as journalistic comments and word of mouth.

DEMOGRAPHICS

The description of outward traits that characterize a group of people, such as age, sex, nationality, marital status, education, occupation or income. Decisions on market segmentation are often based on demographic data.

IDENTITY SYSTEM

An identity system is the combination of all the pieces that work together maintaining a singular voice for the brand. The logo is one part, now add a proprietary colour palette, choice of type faces, image style, choice of materials, and copy style etc,

PALETTE

The set of approved colors to be used throughout communications. This applies to color fields and type, not to photographic imagery.

COLLATERAL

An all-encompassing term referring to any and all marketing materials used for a company. This includes brochures, presentation templates, email signatures, email templates, business cards, data sheets, case studies, etc.

CULTURE

Set of beliefs, customs, way of thinking, and standards of behaviour /work. Essential to communicating the brand.

GUIDELINES

Refers to a short list of rules and requirements for representing the company visually, in text, and in person. The more specific the overall rules, the more cohesive an organization will appear to potential and existing customers.

INTANGIBLE

Brand assets incapable of being touched. These all work together to create the essence of the brand. Intangibles include trademarks, expertise, designs, etc.

LOGO

A unique design or custom symbol that acts as the identifier of a brand. It is a visual representation of a firm's brand.

LOGOTYPE

The corporate name in specially drawn letterforms. It cannot be set in standard typefaces. Almost always, the logotype is joined with the globe symbol in an approved configuration.

MESSAGE/MESSAGING

Often referred to as "Brand Message" or "Brand Messaging," it is the main value proposition of a company's services or products. The brand message communicates what the brand is and what separates it from competitors.

MISSION STATEMENT

An explanation of the overall goal and major values of a company. This statement often guides the B2B branding process.

PERSONALITY

Any identifying factors about a company specifically related to how it interacts with public. Many B2B firms create a "brand personality" to define the attitude of the brand, how it portrays the company, and relevant beliefs.

POSITIONING

The distinctive position that a brand adopts in its competitive environment to ensure that individuals in its target market can tell the brand apart from others. Positioning involves the careful manipulation of every element of the marketing mix. The means by which a brand is created in the mind of a stakeholder.

RE-BRAND

A process of taking a look at the overall identity of a company and making changes or revisions to the identity. Often an intensive procedure that includes input from major stakeholders and impacts all levels of an organization.

STRATEGY

A plan for the systematic development of a brand to enable it to meet its agreed-upon objectives. The strategy should be rooted in the brand's vision and driven by the principles of differentiation and sustained consumer appeal.

TONE OF VOICE

How the brand speaks to its audiences.

USP

Fundamental means of consumer recognition and symbolizes the brand's differentiation from competitors

VISION

The future of how your company will look and operate. Vision dictates the goal setting and B2B branding efforts of your marketing and sales strategy.

