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Introduction

What is Brand Identity?

Brand identity is the face and outward expression of the brand, including its name and visual appearance which ensures consumer recognition and individuality. A brand identity typically includes a name, logo design, and other visual elements such as images or symbols.

NOTE: Consumers typically recognize and remember visual expressions more powerfully than they remember names or words.

The foundation of our visual identity system, the Information Clearinghouse (IC) signature, is the most concise expression of the IC brand. It is responsible for communicating the qualities that make us unique and one of a kind.

Brands exist in many levels and many combinations. Today, mergers and acquisitions are commonplace and can further blur and complicate a company’s brand.

The purpose of this proposal is to define our branding architectural system.
Brand Definition

Defining Your Brand

For simplicity, I have broken down four branding strategies for evaluation. There are other variations of these themes, but it can become complex and is beyond the scope of this presentation.

Based on the brand platform, we should go to market using a single, defining brand philosophy, which will be implemented across all divisions consistently to build equity and understanding of the new brand.

Chose a method that works best and allows for growth.

Corporate Brand - By corporate brand, I mean "Ownership" of all product brands, such as Proctor & Gamble. The brand takes the lead above the corporate identity. P&G chose not to advise consumers of its ownership, but there are no hard rules. Our position would most likely be to advise our customers of IC ownership. The graphics do not need to be relatable to all product brands.

Master Brand - A brand that can (or does) span a number of closely or distantly related categories and currently has other brands, sub-brands, and/or lines within its scope or range. An example of this is how GE markets their products. Everything has the GE logo on it, while spanning multiple industries. Their Master brand would be GE. The sub-brands are Profile, Monogram, Lighting, Healthcare, Aviation, etc. The graphics should relate to all product brands.

Product Brand - Brands that generally stay in one or similar categories, although they may have sub-brands. Graphics would be the same but they are differentiated by title and color.

Reflective Brand - Incorporating the Corporate Brand strategy into the Master Brand & Product Brand. All brands stay in one or similar categories and are identified through divisions. Sub-brands would be difficult to market with this method.
Corporate Brand

Design Concept 1

Different logos with common ideas and colors. The objective is to have powerful-looking logos that illustrate speed and global communication.

Corporate Brand - By corporate brand, I mean "Ownership" of all product brands, such as Proctor & Gamble. The brand takes the lead above the corporate identity. P&G chose not to advise consumers of its ownership, but there are no hard rules. Our position would most likely be to advise our customers of IC ownership. The graphics do not need to be relatable to all product brands.
Master Brand

Design Concept 2

Following the corporate logo as a basis for the product logos. They all have elements and colors relating to one another as in the corporate brand. The objective is to have powerful-looking logos that illustrate speed and global communication.

Master Brand - A brand that can (or does) span a number of closely or distantly related categories and currently has other brands, sub-brands, and/or lines within its scope or range. An example of this is how GE markets their products. Everything has the GE logo on it, while spanning multiple industries. Their Master brand would be GE. The sub-brands are Profile, Monogram, Lighting, Healthcare, Aviation, etc. The graphics should relate to all product brands.
**Product Brand**

**Design Concept 3**

Following the corporate logo as a parent for the product logos. They are all the same differentiated only by colors and title. You must be careful; as you expand colors can be limited. The objective is to have powerful-looking logos that illustrate speed and global communication remains the same.

Product Brand - Brands that generally stay in one or similar categories, although they may have sub-brands. Graphics would be the same but they are differentiated by title and color.
Reflective Brand

Design Concept 4

This method takes the corporate logo and differentiates the product brands or business units by title. This reflective method can simplify your product brand but it also can be limiting and difficult to market.

Reflective Brand - Incorporating the Corporate Brand strategy into the Master Brand & Product Brand. All brands stay in one or similar categories and are identified through divisions. Sub-brands would be difficult to market with this method.
Sub-Product Brands

Design Concept

Sub-products are the products that fall under a product line such as F&D’s *Scrambled Eggs* and ARMS *Eggs Over Delinquency Bulletin*. We would market these sub-product brands using plain text. The important sub-product word would be bold for an esthetic design. This method allows us a tremendous latitude and eliminates any complications or problems with future products.
Competition

Stand Out From The Competition

Effective branding and the right logo can go a long way in helping you to build brand loyalty.

There is a psychological aspect in how your branding is perceived. This perception starts with your company logo design.
Core Identity Elements

Branding Identity Elements

Any combination of these elements will help define your identity. A corporate guidelines manual will communicate all specifications for the company.

Core Logo

Primary Color Palette

Possible Typography Options

Myriad Pro - Futura - Arial

Primary Graphic Elements

The circle can be used in any combination that best suits a design. Cropping and abstracting is acceptable.
Words to Define Your Company

It is better to have no tagline than a poor one. While a company might benefit significantly from a tagline, it has to be willing to develop a great one. The real test of a tagline is whether it is memorable and if it expresses the true beliefs of the company.

I have created a few suggestions but recommend the appropriate people think about this and provide a selection for the team to review.

1. "Intelligent Business Resources"
2. "Resourceful Solutions"
3. "Your Connecting Financial Solution"
4. "Sound Financial Resources"
5. "Changing your way of business"
Identity Prototypes

Design Prototypes

To give you an idea of how the branding will be implemented I have created sample prototypes on the following pages.

This cover page design represents the integration of all reports into one if we decided to go in that direction.
Food & Drug

Two-For-Two... From Traffic (Novartis, NY) scored another win last week after receiving a non-competition agreement with the U.S. Attorney’s Office for the Northern District of New York. The agreement involved two lines of amiodarone during the relevant time period and appeared to provide full cooperation to the U.S. Attorney’s Office with respect to its ongoing investigations through the comparison of any and all related criminal investigation practices and policies related to promotional allowances between fiscal 2001 and fiscal 2002, as well as those of its wholly similar acquisition agreement with the SEC, details of which can be found in our Special Report issued September 30.

If You Can’t Beat ’Em, Join’Em... Independent grocer Klein’s Family Markets (Forest Hill, MD) is joining WholeFoods. Klein’s, which operates in Baltimore, MD-area Klein’s Family Market stores in the Drugstore by the first quarter of 2002, and grosses a share of 2.4% in the Baltimore market. The agreement significantly boosts WholeFoods’ position in Baltimore, adding Klein’s estimated retail sales of $125 million last year to its existing local distribution portfolio of 78 convenience stores, operating under the WholeFoods name. For analytical support on WholeFoods, please call All Card at 1-800-768-0123 ext. 147 or visit our website.

Public Notes... Publix Super Markets (Sarasota, FL) opened new stores in St. Petersburg and Zephyrhills, FL last week, and will soon be followed by a new unit in Brevard County. Publix will be opening a store in Sarasota, FL, scheduled to open early next month, and another store in Zephyrhills, FL, scheduled to open later this year. In the meantime, the Company is preparing to open two more stores this fall in New Orleans. Publix is also planning to open another store in Brevard County, and has already announced plans to open a store in Sanford, FL. As a result, Publix will have 147 stores in Florida by the end of the year, up from 130 stores last year. Publix now plans to open 30 new stores this year, including 15 new stores in Florida, with a total of 100 stores planned for the state by the end of 2003.

Hold On a Second... Two weeks ago, a judge overturned WholeFoods (Austin, TX) and the FTC might be facing some serious problems over the FTC’s handling of the case. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition of Whole Foods. The judge found that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition. The judge ruled that the FTC had improperly denied the company’s request for a preliminary injunction to block the acquisition.
PowerPoint Presentation
Advertising
This represents what an html email or web advertisement may look like. Ideally anything that is published should have the branding. Plain text word documents or emails should be a thing of the past.
Promotions
Promotional items include umbrellas, caps, golf balls, etc. I have applied IC identity elements to further develop and define our brand. The website would be present on each item.

These items can be given to potential customers or simply worn by employees for trade shows and other business related functions.
Branding Process

**Strategic Project Planning**

This illustration outlines a brief summary of each stage of the developmental process. Below lists order:

Phase 1 - Proposal Phase  
Phase 2 - Analysis and Critique  
Phase 3 - Approved Proposal  
Phase 4 - Analysis and Planning  
Phase 5 - Final Branding Approval  
Phase 6 - Implement Branding

A more detailed plan will be presented during phase 4.
Branding Checklist Phase 1

Action Items

This list details all items that are needed to complete proposal phase of this project. Additionally it details pending questions that need to be resolved. Timelines and revisions can be made as the process develops.

Branding Checklist

- Branding Strategy
- FD logo design
- Creditntell logo design
- ARMS logo design
- IC logo design
- What to do with Market Service Inc.?
- Ideally, Information Clearinghouse should be everyone’s email address. Can that be done?
- What to do with FDCOS. Does it get its own logo? Should it be a sub-brand of ARMS or a sub-product?
- Fonts
- Colors
- Tagline
- Register and copyright logos
Alternative IC logos for committee review. Some alternative logos will need to be reviewed to ensure they work with the overall branding system.
FD
Alternative Logos

Alternative Designs

Alternative FD logos for committee review. Some alternative logos will need to be reviewed to ensure they work with the overall branding system.
Creditntell
Alternative Logos

Alternative Designs

Alternative Creditntell.com logos for committee review. Some alternative logos will need to be reviewed to ensure they work with the overall branding system.

Is the .com necessary in the creditntell logo?
ARMS
Alternative Logos

Alternative Designs

Alternative ARMS logos for committee review. Some alternative logos will need to be reviewed to ensure they work with the overall branding system.
In conclusion, the Information Clearinghouse brand is a strategic asset, both externally (in our business relationships) and internally (as a rallying force). However, brand equity is not perpetual; rather, it is built every single day by what we make, what we say and what we do. This implies that we collectively share the duty of maintaining and developing our brand to the best of our capabilities.