The Process of Creating a Successful Brand

Madison Fogarty

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______________________________
Monique Maloney, M.F.A.
Thesis Chair

______________________________
Kelsey Phillips, M.F.A.
Committee Member

______________________________
Clark Greer, Ph.D.
Committee Member

______________________________
Christopher Nelson, M.F.A.
Assistant Honors Director

______________________________
Date
Abstract

The contents of this thesis will explain the detailed process behind a successful brand campaign. It includes the most important aspects of a brand such as brand strategy, brand identity, color theory, and logo design. Successful brand campaigns were studied to determine if there was a common underlying process. The research process began by outlining the steps that are needed to accomplish a strong brand campaign. After outlining, identification of these steps can be further implemented into the creative brand campaign which will focus on product packaging. The results of this paper show that a comprehensive design process is crucial in creating an extraordinary brand campaign.
The Process of Creating a Successful Brand

Alina Wheeler says, “Brand is the promise, the big idea, the expectations that reside in each customer’s mind about a product, service or company. Branding is about making an emotional connection” (Marketing Resource).

Branding in its simplest form originated much earlier than presumed. The foundation was established in the Middle Ages when man left individual marks on objects to signify ownership (Sladana 179). The marking of objects by individuals represented an ancient form of branding which is very distant from the current definition. However, the two possess the same basic principles. Present day branding is about creating a reputation that speaks to the hearts and minds of the consumer (Ghodeswar 5). Creating a connection between a product and the consumer is effective branding.

What is a Brand?

Branding articulates a company’s character and clearly identifies a product, yet a brand is often hard to define because it encompasses so many different facets. According to the Forbes Coaches Council, “A brand is so much more than a logo or its visual elements, and building a strong one is often equal to, if not more important, than the product or service itself” (Council 1). A brand is an asset that not only produces value for the company, but also generates an intrinsic value for the consumer. A brand helps to evoke an emotional response from consumers as they will remember how a brand made them feel and they will continue to purchase brands that they trust.

Branding is crucial to a company because it not only makes a memorable impression, but how it is perceived can affect its success (Wheeler 2). People place their
trust in brands to keep their family and friends happy and healthy. Loyalty to a brand is one of the most effective ways to create sales (“The Psychology Behind Developing Brand Loyalty in Marketing”). Brands represent dependability, loyalty, and trust which can separate one product from another. Tom Peters said, “A Brand is a ‘trust mark.’ It’s shorthand. It’s a sorting device” (Peters). A well-developed brand stands out from its competitors and shows a strong presence on the aisle and in the marketplace. Consumers look for dependable and trustworthy brands and subsequently place their trust in the brand to dictate their needs.

**The Anatomy of a Brand**

Brand strategy is the unifying message behind the brand or the template that directs the goals and expectations of the brand.

A ‘brand strategy’ defines the how, what, where, when, and to whom the brand plans to communicate, alongside highlighting the client’s specific goals for the brand. A well written implemented brand strategy will encompass all aspects of brand communication, such as identity, packaging, and promotion. (Slade 41)

This complex process is completed by a team of professionals who execute each step. This team includes account handlers, brand managers, marketing executives, media buyers, graphic designers, and creative directors (Wheeler 13). Before the design process can begin, the team must create a coherent brand strategy to guide the designer through the design process. This message must be clear and precise so that all levels of the organization from corporate executives to sales associates are able to convey the branding message. The strategy must resonate with consumers, employees, shareholders, and
anyone who comes in contact with the product. The end goal of a brand strategy is to increase sales while providing a simplified message that shows clarity and the connection between the product and the brand.

Developing a brand strategy is a process that involves a branding team. The team takes a big idea or vision and shapes it into realistic steps in order to complete the end goal of developing a successful brand. The first step to any prosperous business is research (Wheeler 116). Conducting research in order to find a hole in the market determines how the brand can be differentiated from other brands. Additionally, vision, value, and goals are refined in order to create a consistent strategy. The second step involves sharpening the strategy. Plan of action is identified, brand characteristics are created, and the overall strategy is clarified. The third step is to create a brand identity.

**The Process of Developing a Brand**

Brand Identity is the illustrated aspects of a brand and includes the logo, typography, and color. The identity of the brand is what the customer sees and is the way that a brand communicates to its consumers. “Brand Identity is the visual and verbal expression of a brand… [It] increases awareness and builds business” (Wheeler 6). Recognition of a brand is what makes the brand memorable and meaningful. When the consumer thinks of a brand they often think about the way the product looks and feels. “The best brand identity is immediately recognizable, authentic, differentiated, sustainable, and adds value to the product” (Wheeler 6). Brand Identity must be innovative, unique, and relevant in order to be distinctive and set apart from the competition. Scott Davis says, “On an average day consumers are exposed to six
thousand advertisements and each year to more than twenty-five thousand new products…Brands help consumers cut through the proliferation of choices available in every product and service category” (Wheeler 5). With the myriad of commercialism, there are numerous brands that each have the same end goal in mind. A brand’s message and strategy must be clearly presented in order to achieve a well-developed brand identity. Brand identity connects the consumer with the product and this connection is created through the center of every brand; the logo.

A logo is one of the most valuable assets to a brand and represents the message of a company. A logo functions as a mark of loyalty, trust, and dependability for a brand and must be able to withstand the test of time. “Credibility is communicated in part by a trademark that does not fluctuate with the economy or changing business trends. Consumers depend on trademarks to be constant, and are reassured by what they represent in a changing world” (Wheeler 26). A first-class logo will be sustainable, recognizable, and clearly communicate the message of the brand in order to stand out from the competition.

Logo differentiation is challenging in this day and age as consumers are faced with more ads, billboards, and logos than before (Johnson). In order for a logo to catch a consumer’s attention and stand out from the competition, it must be memorable, timeless, clever, simple, unique, and be able to communicate a story. The goal is to create a symbol that is so unique it can be recognizable in only a few seconds. This important job is performed by a designer. A designer’s job is to be a visual problem solver. This means that designers think and solve matters visually by creating illustrations in conjunction
with typography and photography. A logo must also be functional. It needs to live in many different spaces so it needs to have variation. These spaces may include websites, business cards, packaging, as well as many other aspects of the identity. This logo is the first thing that a consumer will associate a brand or company with, so it must provide meaning and correlate the message in a simplified manner.

The next step in brand identity is the addition of color to a brand. Color evokes emotion and tells a story (Beaird). Color is the defining point in the identity process. It can elevate the brand’s design and bring worth. However, choosing the wrong color can devalue the brand’s mark because it can convey an entirely different message than what was initially intended. Color often changes as trends come and go. Choosing a color that is timeless is essential to making sure the identity does not look dated. Color consistency is also a great mark of a strong brand.

Color summons the brain to transmit an instant response. When the human eye looks at something, data is sent to the brain and lets it know that it is a color. “Objects reflect light in different combinations of wavelengths. Our brains pick up on those wavelength combinations and translate them into the phenomenon we call color” (Decker). Color immediately communicates a message and evokes emotion. If one were to be asked what they think of when they see the color yellow, their response could be a banana or lemon. However, the color red could communicate a sense of danger to others. “Know the cultural connotations of color before assigning meaning to them within your identity program. Green means “go,” but it can also mean environmentally friendly, or the Brazilian national football team” (Budelmann 16). Designers must be certain that the
chosen color for the brand identity conveys the intended message. Messages can often get lost between cultures. For instance, the meaning of a color in a western society can be the exact opposite in an eastern society. Thorough research must be completed before committing to a color for a brand because the human brain responds to color more quickly than realized. “People decide whether or not they like a product in 90 seconds or less. 90% of that decision is based solely on color” (Decker). Consumers’ needs are often specific. For example, if one is looking for Coke they know to look for a red can with white script. Color is one factor of branding that should not be taken for granted because it is a deciding factor on whether the sale is made or not (Power).

In addition to color, typography plays an equally important role in brand identity (Budelmann 48). Type sets the overall mood of the logo or wordmark. There are two different types of logos. The first is a brand mark which is usually just an illustration that stands alone or works in combination with a typographic element. The second type of logo is a wordmark. A wordmark is a typographic treatment that includes only the company or brand’s name (Kaejon 4). “Type has personality…Picking the right typeface means picking one that imbues your program with the right feeling” (Budelmann 46). A sans serif font may look more modern, a serif may evoke a sense of professionalism, and a mono-weight script may make the word mark feel feminine. The same rules that apply to color also apply to typography. When choosing a typeface, research must be completed in order to convey the same message that the brand is communicating.

After the brand strategy and identity are formed, the next step is to make the brand deliverables. These deliverables include letterhead, business cards, brochures,
packaging, websites, signage, ads, environmental graphics, uniforms, and social media graphics. With so many different deliverables, it can be challenging to create a cohesive program.

A brand identity program encompasses a unique visual language that will express itself across all applications. Regardless of the medium, the applications need to work in harmony. The challenge is to design the right balance between flexibility of expression and consistency in communications.” (Wheeler 124)

Attention to detail must be perfected and is essential to creating a quality campaign. Without harmonious brand deliverables, customers, business partners, and consumers can quickly become confused about the brand strategy and identity. It is crucial that brand deliverables promote an immediate message and effective communication throughout.

Packaging is the physical representation of a brand. Product packaging communicates what the product can do as well as the company’s values. It not only helps to convey the brand strategy, but it also aids in selling the product by allowing it to stand out from the rest of its competitors. “Packaging is often the first point of contact that a consumer has with a brand, so it is hugely important that it initially draws their attention and also quickly conveys the messages that both present and support the brand” (Ambrose 11). While the information and the design of the packaging are very important in communicating the brand’s message, there is another factor that should not be forgotten. When the consumer comes in contact with the product, it is usually a physical connection. Therefore, factors such as the material and weight of the product can determine whether the message of the brand is communicated effectively or not. If the
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product is being marketed as a luxury item, then the materials being used must match the quality of the product. Keeping a consistent message across all brand deliverables is crucial, but it is especially important in packaging. “Packaging design is one of the key elements of a marketing strategy for a product as it is the visual face that will be promoted, recognized and sought out by the customer” (Ambrose). The store shelf is one of the most competitive markets that exist because there is abundance of choice. Typically, there are at least five different products in a product category that do the same thing yet the consumer is more likely to choose the one that they have used before. Product packaging must be thoughtfully strategized so that it creates immediate recognition and physical connection between the consumer and the brand.

Social media has quickly become one of the largest platforms for marketing and advertising. According to the Pew Research Center, 69% of adults in the U.S. in 2018 had at least one social media account (Demographics of Social). With the rising number of accounts and people on social media, the platform for marketers is only expanding. Facebook is the largest social media site as it has 2.23 billion users every month (Lua). However, even though Facebook is the platform with the most users, Instagram has the greatest engagement with its 1 billion users (Read).

[On] Instagram, brands enjoy regular engagement with 4 percent of their total followers. On networks like Facebook and Twitter, engagement is less than 0.1 percent. 70% of Instagram users report having looked up a brand on the platform and 62% of users follow a brand on Instagram. Only 36% of marketers use Instagram, compared to 93% of marketers who use Facebook. (Read)
Choosing the right platform for the brand's presence is important because the goal is for the user to interact with the brand so that they are more likely to purchase the product. There are multiple branded advertisements on social media, but it must be consistent with the brand's overall style. “A brand’s profile on Facebook, Twitter, Pinterest, Instagram, your company blog and everywhere else it has a presence online should be unified and in line with the brand essence and style guide. Be consistent with graphics, color, style and language, and even posting routine” (Demographics of Social). It is important that the brand is consistent in its social media just as it is in every other platform. The overall account aesthetic must be consistent with the brand identity while still providing variation. A brand’s account is most likely to survive by posting content that is relevant and meaningful. An account that is visually pleasing, transparent, and compelling is more likely to attract higher traffic to their page. Creating a strong social media presence for a brand cultivates a large following that in turn generates more sales.

**Case Studies**

Presently there are many brands competing for the consumer’s attention, however there seems to be one brand that is dominating the market. Amazon continues to outshine its competitors (Cannivet). When asked about how the company received its name the founder and CEO, Jeff Bezos replied, “Earth’s biggest river. Earth’s biggest selection” (Stevens). This out of the box thinking is the foundation behind an innovative brand. Everything from the name to the vision of the brand is one of a kind. Amazon is a company that was designed to give the consumer anything and everything they wanted with ease and convenience. Jeff Bezos stated, “Our vision is to be the world’s most
customer centric company, the place where people discover anything they want to buy online” (Wheeler 178). Amazon was founded in 1994 as an online bookstore (Depillis and Ivory). They have expanded their market and have become one of the world’s most profitable companies. This unique direction all began with a new brand strategy. This process began in 1999 when Turner Duckworth redesigned the brand’s identity.

Amazon.com’s positioning as a customer-focused, friendly company was the core of the mission and values. The challenge was to create a unique and proprietary identity that maintained what amazon.com believed were its brand equities: lowercase type in the logo, and an orange swoosh underneath the name. (Wheeler 179)

Turner Duckworth absorbed himself with the brand in order to fully understand Amazon’s message. Their goal for the identity system was to infuse the nature of the brand into the logo by creating a clever mark that further conveyed the brand’s message. The final result was an innovative mark based on Amazon’s marketing strategy. This demonstrated that they provide everything from a to z. This creative solution was sure to produce big results. Amazon was strategic in how they revealed their new identity. They proceeded by executing a soft launch. This meant that their new identity would not be shared to the press or featured on their website. Amazon was very deliberate in how they unveiled their new identity because they did not want customers and Wall Street analysts to think they were an entirely new company. As a result of their reveal, Amazon was named the third most valuable brand in 2018.
Amazon was the fastest growing brand, because of its desire to be “the most customer-centric company on Earth”, the report added. “It has reinvented almost every sector…. What’s more, according to Morgan Stanley, Amazon’s fashion business has become the second largest seller of apparel in the US. (Monoghan) Amazon has redefined the way that businesses operate. They have focused on meeting the customers’ needs in everything that they accomplish. Their business initiative is changing the world as we know it.

While Amazon is a fairly new brand that has risen to the top, Coca-Cola has dominated the market for over 100 years (Feloni). They did not rise to the top overnight but, they have been able to remain relevant and consistent throughout time. Coca-Cola has become a global brand that has acquired over 500 brands in more than 200 countries (Brands). The secret to their success is a result of their efforts to remain relevant while maintaining consistency so that their product and marketing are reflective of current trends while still remaining true to their brand identity. Coca-Cola’s brand identity is classic yet simple enough that it is has remained effective in an ever changing market. Their use of bold red in their logo is immediately recognizable. “Its brand is built on the idea of 'enjoying a coke' and this message is the one that is always hammered home, even as its product range changes and adapts to emerging trends” (Professionals). The lasting imprint of Coca-Cola is not one to undermine. The unifying idea behind “enjoying a Coke” is to bring unity amongst friends and family by sharing their product with one another. They market coke by showing that it is a simple gift that will bring a smile to anyone’s face no matter what age.
Smartling highlights how beneficial this is for a global brand, which sells variations of its products and uses different packaging throughout many countries. Rather than a complicated marketing plan that focuses on the product, which would be difficult to implement, Coca-Cola sells the lifestyle that it strongly associates with its brand. This ensures that the brand is universal and understood across all cultures and languages. (Professionals)

While Coca-Cola is a brand that produces a beverage product, what they are really selling is a lifestyle. They have taken their product and sold their brand as an experience instead of just a commodity. This marketing tool has given their brand and product inexplicable value.

Google is a company that provided a convenience the world was unaware they needed. Google is so much more than a brand or company; Google is a powerhouse of information that stores the answers any question. “Google is not a conventional company. Our mission—to organize the world’s information and make it universally accessible and useful—continues to evolve” (Evolving the Google Identity). Google’s brand strategy is to make the user’s life easier and simpler. They provide an experience for their users to find the answers to their questions in a millisecond.

They have also expanded their market into other areas such as navigation, email, and even home assistant technology. As Google’s brand continues to expand, so does their brand identity. Their simple interface design features a white background with a very simple search bar along with their bold yet unique logo. Google features a type
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based logo using a sans serif font. Their message of simplicity and accessibility is clearly evident in their logo design.

We started by distilling the essence of our brand down to its core—four colors on a clean white background—and built it back up…. This collaborative process led to a system flexible enough to be used across our marketing materials and product work on any platform: three elemental states that make up a single logo.

(Evolving the Google Identity)

These three elements are all intertwined within the identity. The first is the logo that is featured on their homepage which is the logotype that displays their iconic multi-colored sequence. Then next is the four dots that represent interaction and assistance through movement. The last is the simplified G that features all four colors in a geometric way.

Each of these elements play a distinct role in the brand identity. “The Google logo has always had a simple, friendly, and approachable style. We wanted to retain these qualities by combining the mathematical purity of geometric forms with the childlike simplicity of schoolbook letter printing” (Evolving the Google Identity). While Google is a brand that is used by all ages, they capture the playful essence of adolescence that is reflected in their products and brand identity. Google continues to thrive in whatever market they explore. Their success is due in part to their compelling brand strategy and identity system. They ranked second in the world’s most valuable brands for 2018 by Forbes (Badenhausen). There is so much to learn from their ever growing success.

In conclusion, branding is a long process that is vital in generating sales. Branding is what consumers recognize and resonate turning an inquiry into a sale. A brand could
not be created without a brand strategy or identity. The brand strategy is put in place to communicate a message that consumers will understand and be moved by. The brand strategy is all about creating a connection between the consumer and the product. The brand identity is exactly a way that consumers can see and recognize a brand. Without elements such as logo, type, and color a brand identity would not be adequately represented. These elements play into the deliverables that help to further this message such as the business card, brochure, social media, and packaging. Amazon has blown longstanding companies out of the water due to their initiative to meet the customers’ needs in any way possible. Coca-Cola has remained current for over 100 years due to their iconic branding and their strategy to sell their product as a lifestyle. Lastly Google is quickly taking over the technology market by selling themselves as more than just a powerhouse that hold the worlds information. Overall, branding is complex and arduous, however it can be easily attained by breaking it down into steps. Strong branding is the mark of a prosperous business.

Creative Project

Overview. In addition to this paper, there is also a creative project. This product packaging project is created based on the research that was found in the body of the paper on how to create a successful brand. The product packaging is for sparkling water. The target audience for this brand is between the ages of 18-35. Sparkling water is a healthier alternative to soda, making it appealing to a younger demographic. The unique selling point behind this brand is that the ingredients are all natural. There are no chemicals or sugar added to the ingredients. The transparency of the brand is reflected in the
packaging. The packaging will vary depending on the flavor of the sparkling water. This packaging will be bright and attract consumers to pick it up from the shelf. After completion the product packaging will be expanded into refrigerators packaging boxes, social media, and advertisements. Product packaging was inspired from the brand research on Coca-Cola. This creative project allows for the research to actually be implemented into a physical product.

**Process.** While most of the creative thesis is based on the research found above, additional creative research was also completed to gain inspiration for this project. This part of the research began by looking at award winning packaging design to see what was trending. From there I collected research by making a mood board. I wanted the mood board to be bright, fun, illustrative, and intriguing.

From there I began by sketching out many of my ideas for the logo. (see fig. 1) I wanted the logo to be simple and clean while still capturing the essence of the brand. For this I felt that a sans-serif typeface would be fitting. Sans-serif type is clean, modern, and considered to be highly legible. I drew many variations for the logo but ended up with something that I really liked and thought fit well for the brand by using the negative space inside of the o.
After deciding on a logo, it was time to begin sketching the product packaging. (see fig. 2) The design of the product should reflect the brand as well as the products ingredients. That is why I wanted the ingredients to be right on front of

Fig. 1. This is an image of the Pome logo sketches.

Fig. 2. This is an image of the Pome product sketches.
the can. Because of the illustrations, the consumer is able to know what is in the product just by looking at it. When they read the back of the can for the nutrition label they will see that the ingredients are actually all on the front.

**Solution.** Designing a product is difficult and the first design is almost never the final one. (see fig. 3) With this in mind I created a few different comps for the product packaging by changing some of the product designs colors. All of the colors chosen for

![Fig. 3](image-url)

Fig. 3. This is an image of the Pome product packaging comps that were not chosen. The brand’s identity and packaging are inspired by the flavor and ingredients of the product. The goal of the brand was to have a transparency about its ingredients and have that reflected in the packaging. (see fig. 4) After quickly realizing that the contrast on the green can was not working and that the backgrounds of the cans were actually taking away from the products design, I went back and inverted the colors and added yellow.
Then I took away the splash effect and add the products illustrations to the background. (see fig. 5) By doing so, the product looks and feels more enticing. (see fig. 6) It no longer become a can with a blue background, but a product that is fresh and ready to be opened.

Fig. 4. This is an image of the Pome product packaging final pomegranate and blueberry flavor.
Fig. 5. This is an image of the Pome product packaging final apple and cranberry flavor.
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After making those few changes I then went on to create additional deliverables for the brand. In addition to the product packaging I created cardboard boxes with the product packaging on it so that the cans can be sold in packs. (see fig. 7) From there I wanted to create branding for refrigerators that could house the product inside to purchase. (see fig. 8) After creating the refrigerators, I also made social media graphics as well as an advertisement. (see fig. 9 & 10) Lastly I created tote bags that could be

Fig. 6. This is an image of the Pome product packaging final pear and blackberry flavor.

After making those few changes I then went on to create additional deliverables for the brand. In addition to the product packaging I created cardboard boxes with the product packaging on it so that the cans can be sold in packs. (see fig. 7) From there I wanted to create branding for refrigerators that could house the product inside to purchase. (see fig. 8) After creating the refrigerators, I also made social media graphics as well as an advertisement. (see fig. 9 & 10) Lastly I created tote bags that could be
branding merchandise to give away or to purchase. (see fig. 11) After creating these deliverables, I made a brand style guide to explain design decisions as well as the do’s and don’ts for the brand. (see fig. 12)

Fig. 7. This is an image of the Pome product packaging boxes final for each flavor.
Fig. 8. This is an image of the Pome product packaging refrigerator final for each flavor.
Fig. 9. This is an image of the Pome social media graphics that includes each flavor.
Fig. 10. This is an image of the Pome Advertisement graphics.
Fig. 11. This is an image of the Pome tote bags.
our brand

about us

Established in 2019, Pome is a sparkling tonic company created to provide consumers with all natural ingredients while maintaining delicious flavor. Pome strives to provide a healthy alternative to soda. Our goal is to create an experience where consumers feel inspired and refreshed.

Pome's unique selling point is the ingredients. There are many sparkling water companies, but none like Pome. Pome consists of all natural ingredients without the harsh chemicals like its competitors. We set ourselves apart by creating something that looks good and is good for you.

our product

Pome is well known for their transparency in their product as well as their unique flavors that are sure to satisfy your sweet cravings. Our sparkling tonic can be bought by the case but also in packages of 2.
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minimum size

3/4" wide

logotype

The typeface used for the logo is called Pier Sans Bold. This typeface is a unique sans serif that is clean and simplified.

tagline sparkling tonic

The tagline for pome is sparkling tonic. This is a descriptor that allows for a better understanding of the product. This should be used in addition to the main logo inside the marketing collateral. The tagline can be used in any of the primary colors but the spelling or wording should not be changed in any way.

clear space

Make sure to keep a clear space around both the primary logo equal to the size of the letter “p” on all sides of the logos. Keeping this safe distance around the logo allows for the logo to stand alone and prevent any overcrowding from any other images, graphics, or text that might be placed near it.

full color

black & white

full-color logo

The pome logo should be used in its full color whenever it is appropriate. The primary logo is preferably placed on a dark background to create the best contrast.

black & white logo

The black and white pome logo should only be used when color is not accessible.
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Please avoid:

- Adding a drop shadow or any effects to the logo.
- Adding a gradient to the logo or the type on the logo.
- Changing the color of the logo to anything except for one of the primary colors that is part of the brand.
- Distorting the logo by putting it at an angle or changing the anchor points.

Typography
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Pier Sans

**Bold**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Pier Sans is is only used for the logo. Pier Sans should not be used in all capital as it decreases readability. To increase readability with this type, use a larger point value (about 30).

Gotham Medium

**Regular**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Gotham Medium is the main font used for some. It can be used in the regular-weight. This typeface works best in large amounts of text as it has great readability.

alignment

**Yes!**

Pome uses left Alignment. This classic alignment helps to bring an upscale feel to all types of copy.

Use right aligned text sparingly with pome text. Use when including contact information on the letterhead.

**Oh No!**

Try to avoid using the center alignment when working with text for pome.

Never use justified alignment as it creates rivers within the text that drastically decreases legibility.

heirarchy

36

**never use headlines in all caps**

18

*use italics for subheadings*

12

*You can also use bolded lowercase*

Make sure the hierarchy of the information is very clear within the text. This allows for the information to be clearly formatted and understood. There should be a stark difference between the heading, subheading, and body copy.
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our color palette

primary

R: 154
G: 164
B: 218
H: 38%
S: 31%
V: 0%
K: 0%
Pantone: 2112 XGC

R: 265
G: 255
B: 255
H: 0%
S: 0%
V: 0%
K: 0%
Pantone: 695

R: 219
G: 216
B: 166
H: 22%
S: 44%
V: 65%
K: 0%
Pantone: 1605

secondary

R: 68
G: 68
B: 111
H: 113%
S: 67%
V: 15%
K: 0%
Pantone: 420DA3

R: 369
G: 333
B: 333
H: 17%
S: 56%
V: 0%
K: 0%
Pantone: 8346D3

R: 262
G: 262
B: 191
H: 4%
S: 73%
V: 12%
K: 0%
Pantone: 4025D3

patterns

Found above is the patterns used in the some branding and packaging. The patterns can be used in any of the primary colors for some.
Fig. 12. This is the images of the Pome brand style guide.
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