



Brand Design

PROJECT ONE

Travel Better

A brand is

A brand is **your promise to your customer.**

It tells them what they can expect
from your products & services,
& it differentiates your offering
from your competitors'.

Why it matters

- Competitive advantage
- Gives a business a personality
- Leaves an impression
- Clarifies your goals
- Establish & prioritize your values

Step 1

- Brand statement
- Define your aspirations
- Establish & prioritize your values
- Establish your identity
- Determine your target audience and identify the competition

Do

- Tell a story
- Be personal & passionate
- Use clear language
- Be consistent
- Have integrity
- Do your research

Don't

- Steal
- Forget to engage your audience (it's about them, not you)
- Be messy
- Have mistakes
- Lie

Touchpoints

— Name

— Logo

— Website

— Business card

— Social media profiles

Next week

— Brief standup on a travel brand.

Clear

Hipmunk

World Nomads

AirBnb

Couchsurfing

IFTTT

Duolingo

AirAsia

ExOfficio

Uniqlo

Next week

5 min presentation of **YOUR** brand

- Clearly state the problem
- Show how your idea solves the problem
- Position statement (why you're different, in less than 1 sentence)

Next week

- Keywords (3 main keywords)
- Name (5 options)
- Mood boards (5 images for each keyword)
- Reference materials (5 comparable identities)
- Define your audience