



The Power of Brand



Let's start with
a game...



Fast Food



Tennis Shoe



Coffee



Laundry Detergent



Golfer



Search Engine



Google





What is a brand?

Brand History



- Symbols marking ownership go back to 5000 B.C.
- Middle Ages – bell makers and paper manufacturers
- 1266 Bread Makers law governed the use of stamps or pinpricks on bread
- Modern branding came about during the industrial revolution

What is a brand?



- It is not a logo, tagline, colors, etc. – your brand influences these and these are elements of your brand.
- Your brand resides within the hearts and minds of your customers. It is the sum total of their experiences and perceptions, some of which you can influence and some that you cannot.
- Your brand is not what you say it is but what your customers believe it to be – it is an emotional connection.
- Your brand is your promise – your commitment. It needs to be authentic.

What is branding?



- Identity vs. Brand
 - Logo
 - Colors
 - Fonts
 - Tagline
- Branding = creating a customer experience
- Branding is “the deliberate and skillful application of effort to create a desired perception in the mind of another person.” Jerry McLaughlin, CEO, Branders.com



Why does it matter?

Does branding matter?



- On average, humans make 612 decisions per day – that's 4,900 decisions per week, and 254,800 decisions in a year!
- On average, we see up to 5000 advertising messages per day.

Does branding matter?



- A trusted brand helps you cut through the brand clutter.
- It is your first impression and it helps you get noticed.
- Your brand helps your customer recognize you.
- Your brand builds trust with your customer.
- Your brand drives confidence and performance.
- Your brand adds value to your organization.
- Parents, patrons, employees have a choice – are they choosing / supporting your brand?

Does branding matter?



Perception vs. Reality

Does branding matter?



- Cola wars
- New Coke
- Classic Coke
- Branding vs. Taste buds
- Top of mind

How do you identify your brand?

- Define your organizational goals / strategic plan
- Audit your current brand/identity/voice
 - Ask your customers: What do they love about you? What would they change? What makes you different? How do you make them feel?
 - Map your branding – is it consistent?
- Determine what you want your brand to be
 - If there is a gap, develop strategies to bridge
 - Develop your brand promise / elevator speech to consistently share your brand message
 - Develop and share your brand guidelines

Brand Guidelines



- Help ensure a consistent perception of your organization – consistency builds trust, trust builds loyalty
- Should be used by anyone who uses the brand or elements of the brand
- Make your life easier!
- Allow for creativity



Brand GUIDELINES



IDENTITY COLORS



EAGLE RED

PROCESS COLOR

(Use for full-color printing)

C=0 M=100 Y=61 K=42

RGB VALUES

(Use for on-screen/
computer viewing or for
graphics that will be placed
in Word documents)

R=102 G=0 B=0

Hex Color #660000

PANTONE

(Use spot colors for 1-color
or 2-color commercial
printing ONLY. If printing
in full color, use the CMYK
settings above)

PMS 202



EAGLE BLUE

PROCESS COLOR

(Use for full-color printing)

C=100 M=46 Y=0 K=70

RGB VALUES

(Use for on-screen/
computer viewing or for
graphics that will be placed
in Word documents)

R=0 G=0 B=51

Hex Color #000033

PANTONE

(Use spot colors for 1-color
or 2-color commercial
printing ONLY. If printing
in full color, use the CMYK
settings above)

PMS 296



GRAY/SILVER

PROCESS COLOR

(Use for full-color printing)

C=0 M=0 Y=0 K=44

RGB VALUES

(Use for on-screen/
computer viewing or for
graphics that will be placed
in Word documents)

R=142 G=142 B=139

Hex Color #8E8E8E

PANTONE

(Use spot colors for 1-color
or 2-color commercial
printing ONLY. If printing
in full color, use the CMYK
settings above)

PMS 423 (gray)
PMS 877 (silver)



GOLD ACCENT

PROCESS COLOR

(Use for full-color printing)

C=0 M=20 Y=80 K=0

RGB VALUES

(Use for on-screen/
computer viewing or for
graphics that will be placed
in Word documents)

R=255 G=204 B=78

Hex Color #FFCC4E

PANTONE

(Use spot colors for 1-color
or 2-color commercial
printing ONLY. If printing
in full color, use the CMYK
settings above)

PMS 128



SKY ACCENT

PROCESS COLOR

(Use for full-color printing)

C=8 M=0 Y=2 K=0

RGB VALUES

(Use for on-screen/
computer viewing or for
graphics that will be placed
in Word documents)

R=231 G=245 B=247

Hex Color #E7F5F7

PANTONE

(Use spot colors for 1-color
or 2-color commercial
printing ONLY. If printing
in full color, use the CMYK
settings above)

PMS 656

DOCUMENT FONT PREFERENCES

HEADINGS:

MYRIAD PRO BOLD CONDENSED

SUBHEADINGS:

MYRIAD PRO CONDENSED

BODY TEXT:

Myriad Pro (10 pt minimum) or Calibri (11 pt minimum)

Joplin Schools

Times Bold Italic - In MS Word under Format/Font, change character spacing to Condensed by 2pt. Adobe InDesign: adjust tracking appropriate to font size.

Brand Guidelines at work



Joplin Schools

Select a School... | SITE MANAGER | MY ACCOUNT | MY PASSKEYS

- CONTACT US
- JOB
- MENUS
- GRADES

- District
- Our Schools
- Board of Education
- Departments
- Parents & Students
- Employment
- Get Involved
- Staff



Watch JET14 Live

We are all learners...



Facebook page for Joplin Schools. The page header shows the name 'Joplin Schools' and a search bar. Below the header are navigation tabs: Page, Activity (18), Insights, and Settings. On the right, there are options for 'Build Audience' and 'Help'. The main content area features a large photo of the school building and a smaller photo of students in a classroom. Below the photos is a 'Joplin Schools School' profile card with a call-to-action button. The page also displays engagement statistics: 61 Page Likes, 16,274 Post Reach, 17 UNREAD Notifications, and 1 Message. A 'PEOPLE' section shows 8,401 likes and 147 visits. The status section includes a post asking 'What have you been up to?' and a shared post from Dr. CJ Huff's photo. A 'Recent' sidebar on the right shows a timeline from 2010 to 2015.

Joplin Schools

Managing your brand



- Keep it focused and memorable
- Be desirably different
- Be ruthlessly consistent – follow your brand guidelines
- Review your brand often