

Brand Identity

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Brand Identity: Building Recognition and Trust

Brand Identity represents the deliberate collection of tangible and intangible elements that organizations orchestrate to create a distinctive, memorable, and consistent perception in the minds of their target audiences.

It powers loyalty in crowded markets. 77% of consumers buy known brands.

Trust like

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Customer: NOR

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What Is Brand Identity?

Unique Elements

Visual and verbal cues define the brand's personality.

Design & Tone

Design fused with consistent tone supports distinctiveness.

Competitive Edge

Distinct identity sets brands apart from competitors.



Visual Elements: The Face of Your Brand

TM

Logo

Signature visual element for instant brand recognition.



Colors

Evokes emotions and differentiates visually in the market.

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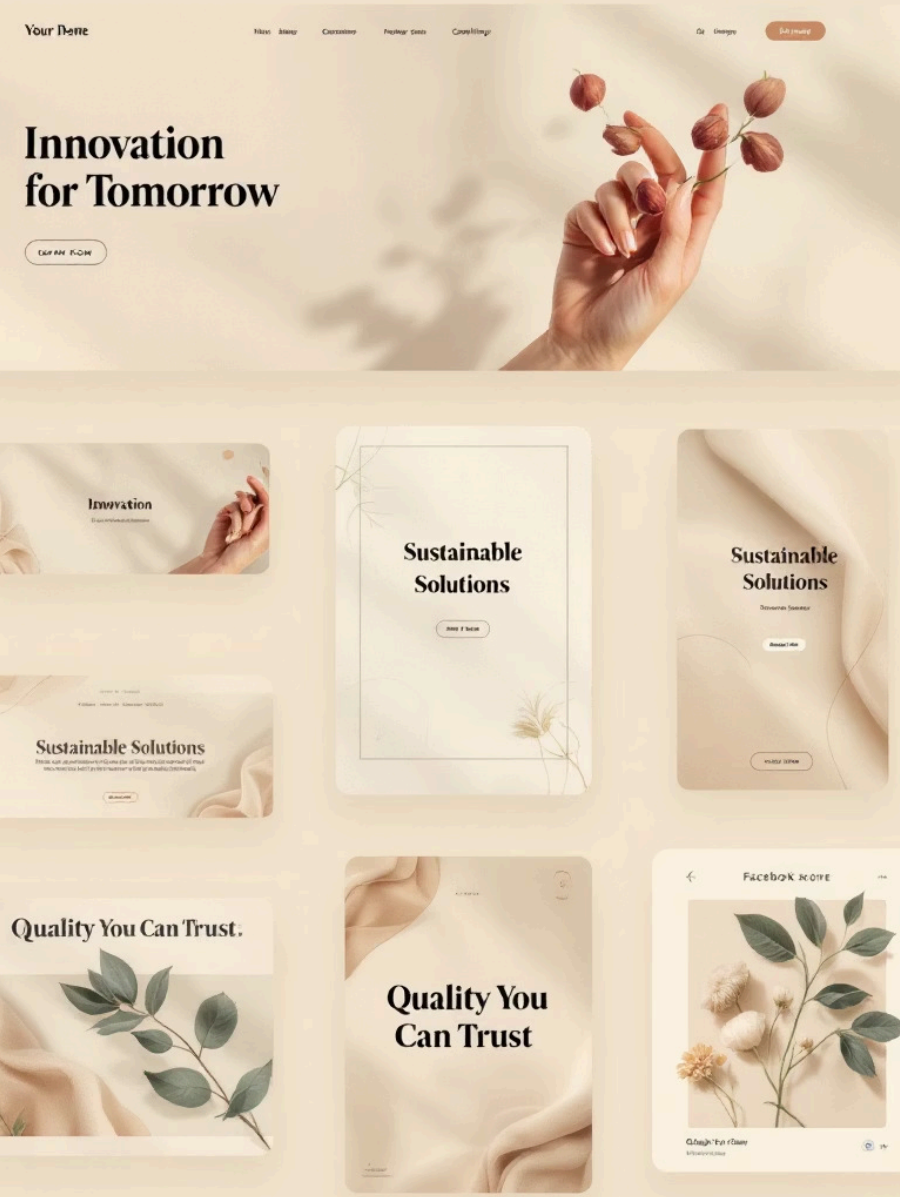
Typography

Fonts express mood and style supporting brand character.



Imagery & Shapes

Consistent visuals reinforce brand personality and feel.



Verbal Elements: The Brand's Voice

Name

Distinctive and easy to pronounce to ensure strong brand recall.

Slogan/Tagline

A brief, catchy phrase that clearly communicates the brand's unique value.

Tone & Voice

A consistent style and attitude maintained across all communication channels.

Messaging

Compelling stories that resonate and reinforce the brand's core mission.

Core Elements of Brand Identity

1

Brand Story

Origin narratives that build emotional connections.

2

Brand Personality

Human traits shaping audience relationships.

3

Communication Style

Expressing values through consistent, clear communication.



The Power of Consistency

23%

Revenue Growth

Consistent brand identity boosts revenue by up to 23%.

100%

Cross-Platform

Unified design and messaging reinforce brand recognition consistently.

1

Iconic Example

Nike's Swoosh and slogan create unmatched global brand power.

It's a stylized checkmark that represents motion, speed, and victory



Examples of Effective Brand Identity



Apple

Minimalist design and sleek typography express innovation.



Coca-Cola

Red palette with classic script and joyful messages.



Airbnb

Bélo symbol and storytelling focus on inclusivity.





Building and Evolving Your Brand Identity

1

Start with Core Values

Research audience and define clear brand elements.

2

Maintain Guidelines

Consistently apply logo, colors, typography, and voice.

3

Review & Adapt

Evolve identity with market trends to stay relevant.

Brand Identity Prism (Kapferer Model)

These facets work together to define how a brand is perceived and how it communicates with its audience.

Externalization (Brand's Outward Expression)

- **Physique:** The tangible, physical elements representing the brand.
- **Personality:** The brand's character expressed through tone and style.
- **Relationship:** The connection created between brand and customers.

Internalization (Brand's Inward Essence)

- **Reflection:** The ideal customer image portrayed by the brand.
- **Self-Image:** How customers see themselves when using the brand.
- **Culture:** Values and principles guiding the brand's behavior.

