

**Filament**

# Branding and Graphic Design

Megan Hayes & Brooke Wentland



# Filament



**Megan Hayes**

Vice President,  
Filament



**Brooke Wentland**

Design & Development Director,  
Filament

# Filament

Our passion is agriculture.  
Our business is marketing.  
Combined you get unlimited  
opportunity and impact.

- 50+ employees
- Main office is in Madison, WI



# Who Are We?

- Daredevils
- Strategists
- Nerds
- Animal lovers
- Coffee aficionados
- Storytellers
- Collaborators
- Foodies
- Farmers' biggest fans



***We lace up dirty work boots, reimagine agricultural marketing and deliver results every day.***

# We Live It

- We've cultivated a team to brings hands-on experiences across agriculture sectors
- We partner with businesses where we can put ourselves in the customers' shoes and understand the daily challenges they face.



***Like farming, it's not just a job for us, it's a life's work we're passionate about.***

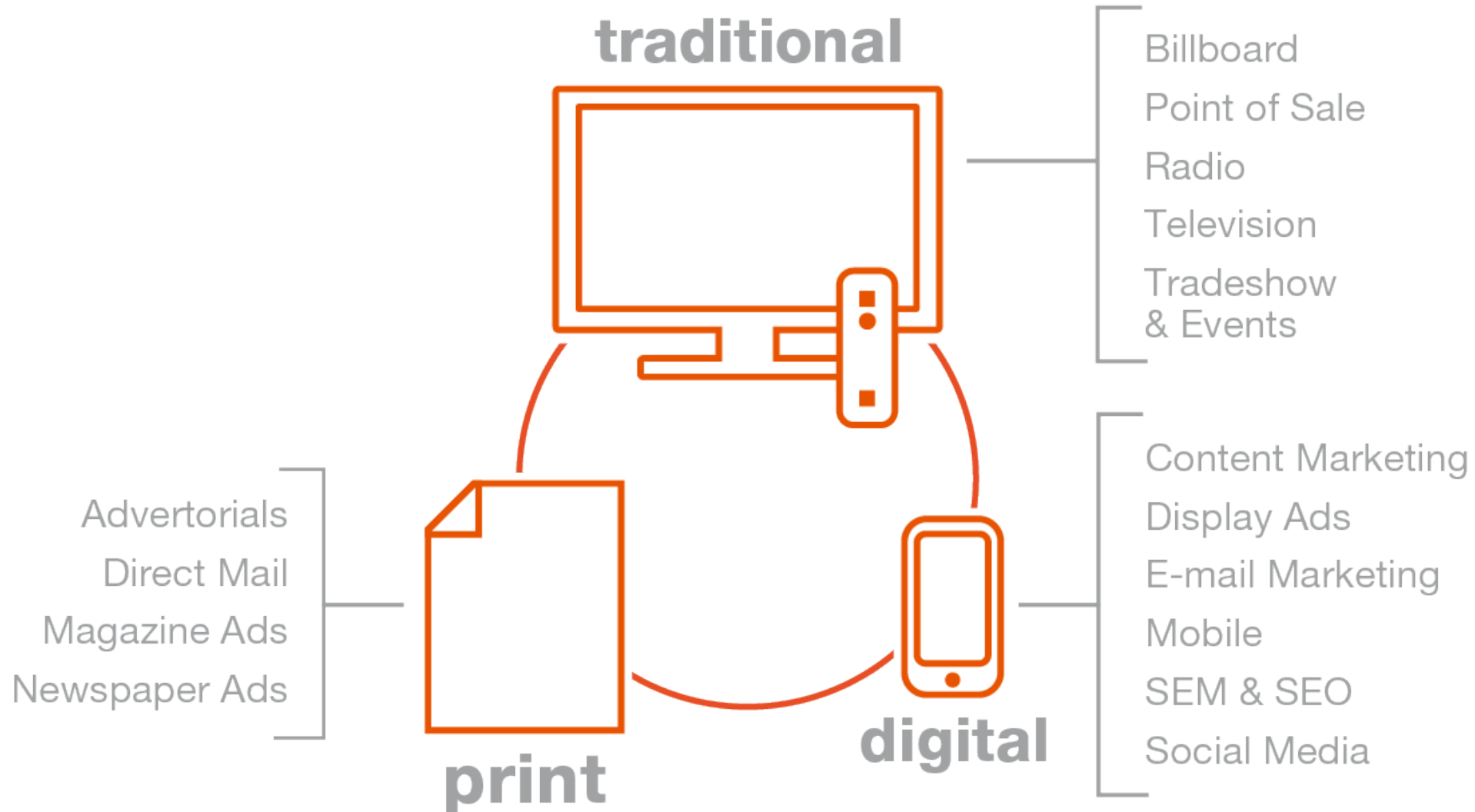
# Branding

# Branding: Why do it?

An effective brand strategy gives you a major edge in increasingly competitive markets.



# More Channels, More Opportunity







Evaluating  
Ringside  
Hilarious!  
**SOUL DOCTOR**  
A NEW BROADWAY MUSICAL  
COMING TO THE BROADWAY THEATRE

8 TONY AWARDS  
BEST MUSICAL  
*Once*  
ON MAY 10  
TO 12:10  
MOVIES  
NEWSIES

1-540 BROADWAY

EN

2013

TOSHIBA

TDK

SONY

SONY

**Hankook**  
driving emotion

**moto x**  
THOUSANDS OF WAYS TO  
CUSTOMIZE YOUR PHONE

**UFC**  
ST-PIERRE vs HENDRICKS  
SAT. NOV. 16  
LIVE ON PAY-PER-VIEW

215  
WEST CENTRAL

Helped injured  
opponent win.

**SPORTSMANSHIP**

Pass It On

VALU

Bank of America

DEPARTMENT OF THE ARMY  
RANCIS P. DUFFY  
MAY 2 1878-JUNE 24 1932  
CATHOLIC PRIEST  
CHAPLAIN  
1650E U.S. SANITARY  
CAMP WASH D.C.



# Branding: **What does it mean?**

A promise to your customer.

# Branding: **What does it mean?**

A promise to your customer.

A guarantee of what your business,  
products, or service is.

# Branding: **What does it do?**

Sets you apart from everyone else.

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Sets you apart from everyone else.

Gives identity to your business, products,  
or service.

# Branding: **What does it do?**

Sets you apart from everyone else.

Gives identity to your business, products,  
or service.

Tells your story.

# Branding: How to begin

## Develop a brand strategy



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A detailed plan that outlines exactly what you're trying to achieve and how you are going to achieve it.

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## Develop a brand identity

# Branding: How to begin

## Develop a brand strategy

A detailed plan that outlines exactly what you're trying to achieve and how you are going to achieve it.

## Develop a brand identity

A tool that will help you develop your brand strategy.

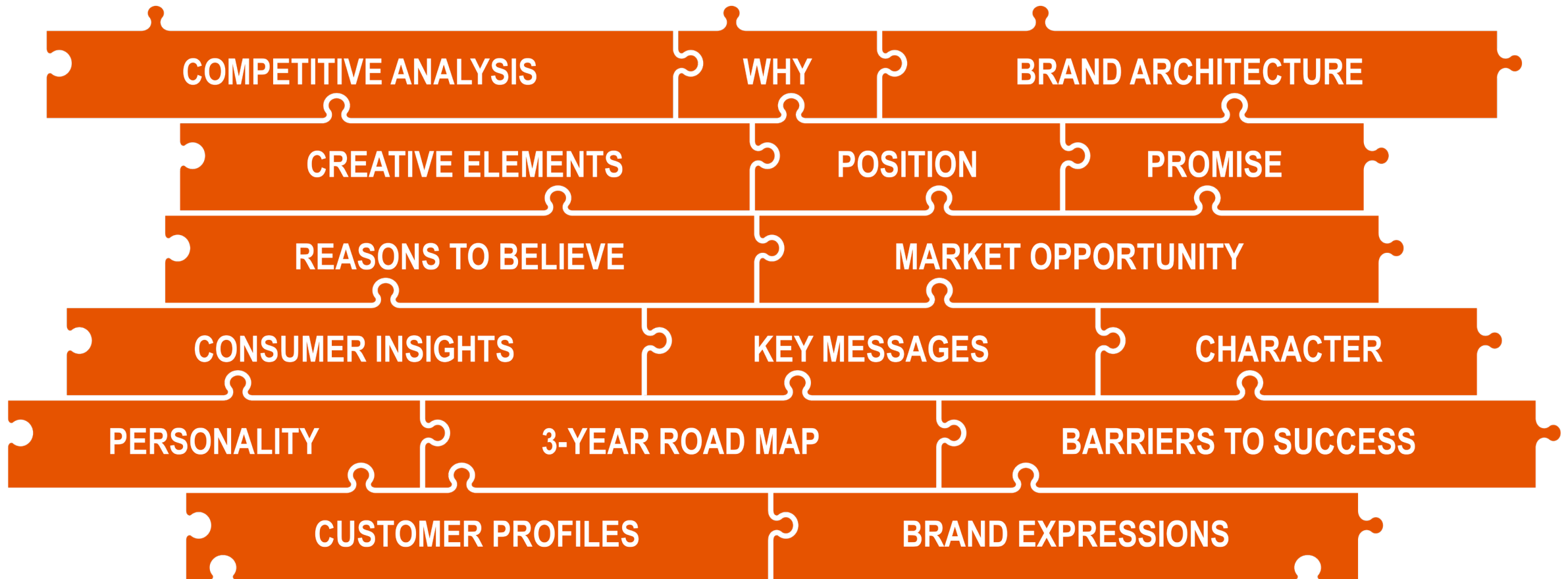
# Brand strategy

# Branding:

## Develop a brand strategy

A solid brand strategy informs, plans for, and guides a brand's development

# Brand strategy outline:



# Get the full picture, do the research.

Understand the full scope of what influences a brand.

Explore and analyze:

- **Unique value proposition**  
Benefit of a product or experience
- **Industry**  
Trends in customer service, technology, and media
- **Target audiences**  
Demographic research, personas, and customer surveys
- **Competitors and internal perceptions**  
Competitive analysis, self analysis, perceptual mapping, and employee surveys



# Do the research: **Understand your audience**

## Keep audience top of mind

How does the audience want to engage?

How is the audience prefer to interact?

# Do the research: **Understand your audience**

## Keep audience top of mind

How does the audience want to engage?

How is the audience used to interacting?

## Develop personas

Understand the audiences needs, wants, and values.

# Personas

- Understand the people you're trying to reach: the problems they're dealing with, the issues that affect them, their secret hopes and aspirations, and the things that drive them.
- Gain insights by exploring demographic and psychographic information of the various targeted audiences.
- Identify who the people truly are that make up an audience so to know what drives them.



**MARK, 22**

DEMOGRAPHICS

- Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.
- Currently an intern for a large sports management company and a bar tender at a high end cocktail bar on the weekends.
- Recently single and using dating apps. An only child and rescued a puppy 4 months ago.
- Graduated with a 3.8 in Health Sciences from UNCW. Owes \$28,000 in private loans.

BEHAVIORAL IDENTIFIERS

- Hobbies include eating out, lifting weights, playing club lacrosse, drinking draft beer, tailgating for UNC, and watching live music.
- Prefers chat systems for customer service and support. Values quick responses and 24 hour availability.
- Wants fast shipping. Values a low price. Prefers online marketing, light colors, and simple websites.
- Shops online between 7pm-3am. Buys during pay periods at the end of the month and often uses promo codes.
- Owns an Android and shops on mobile with referrals from social media such as Instagram and Facebook.
- Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.
- Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.
- Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.



**JUSTIN, 31**

DEMOGRAPHICS

- Rents a 1 bedroom apartment in uptown Atlanta with his partner. Saving to buy a home next year.
- Works 40 hours a week in a 5 star hotel as a superintendent with a net income of \$120,000.
- Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.
- Graduated from a community college with honors and held office in 3 on-campus clubs.

BEHAVIORAL IDENTIFIERS

- Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking cocktails and watching local plays.
- Prefers to call for customer service and support. Values follow up summary emails and easy to read directions.
- Wants free shipping on large orders. Values quality and privacy. Extremely brand loyal. Prefers email marketing.
- Shops online between 9am-3pm and makes multiple returns. Uses Paypal at checkout.
- Owns an iPhone and tablet. Shops on this tablet with referrals from email marketing and promotions.
- Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.
- Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.
- Cooks very healthy and with local products. Has great self care and is very active.



**MAGGIE, 52**

DEMOGRAPHICS

- Owns a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.
- Human Resource Director of a small media company for 5 years with a \$85,000 salary.
- Happily married for 12 years with 2 sons and a house hold income of above \$220,000.
- Well educated with an HR degree from a state university. Graduated without debt.

BEHAVIORAL IDENTIFIERS

- Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.
- Strong need for customer service and support. Values face to face communication and rewards systems.
- Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.
- Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.
- Owns an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.
- Well traveled in Europe. Prefers traveling in off-peak times in chain hotels and loves pre-planned travel like cruises.
- Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.
- In very good health but very busy and often stressed. Visits group exercise programs.

# Personas

## Ask the right questions:

- What things does the audience have in common?  
What do they desire or need help with?
- How do these things relate to your product or service?  
How can you fulfill these desires or help solve a problem?

Do the research:  
**Identify the competitors**

Do a competitive analysis

Understand the audiences needs, wants, and values.

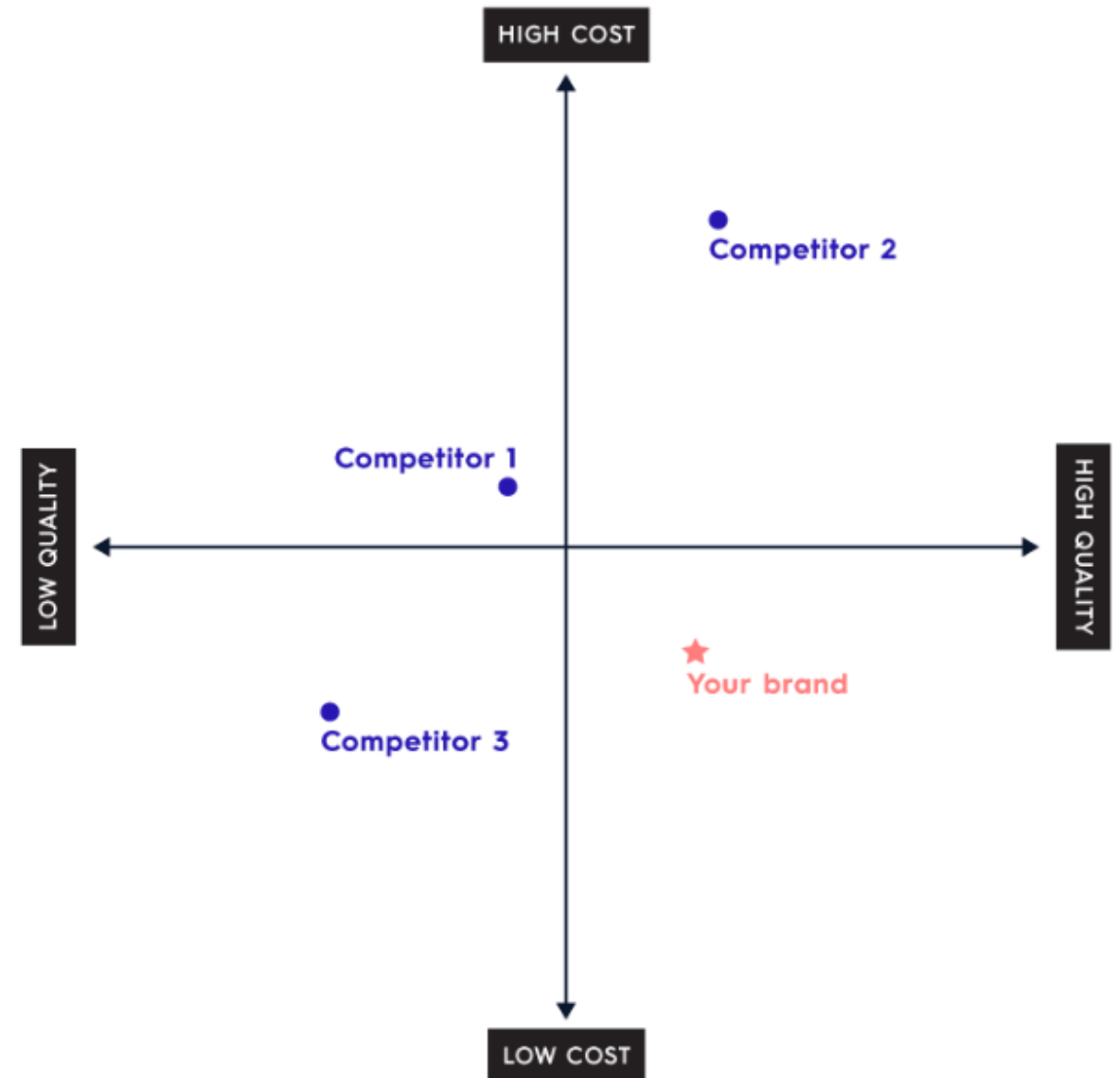
# Competitive analysis

- Identify the most pertinent information that helps you understand who the competitors are, how they communicate, and how your brand compares.
- Look at and analyze all parts of the competitor's branding: tagline, values, visual identity (logo, colors, typography, etc.)
- The goal is to identify similarities and differences, so find what is most meaningful to your analysis.
- Identify visual or messaging trends amongst the competitors. Use these as insights to better position your brand.



# Competitive analysis

- Identify your niche in compared to your competitors
- Chart out your position in the marketplace
  - Low cost vs. high cost
  - Low quality vs. high quality
  - Traditional vs. contemporary
  - People-focused vs. automated/scalable
  - Niche vs. comprehensive



# Do the research: **Identify the competitors**

## Do a competitive analysis

Understand the audiences needs, wants, and values.

## Do a self analysis

Understand how you related to your competitors.

# Self Analysis

## Who does your brand want to be?

Where do you fall in the marketplace in comparison to your competitors?

Are you a newcomer to the industry?

A tried and true business or product?

Is your business or product innovative?

Do you have a ton of experience or market share compared to your competitors?

# Self Analysis

## How does my brand relate to the competitors?

What's the current state of the brand identity?

How could the brand identity be developed or modified to align with determined goals?

How is the brand perceived (internally and externally)?

# Identify the brand

Once you understand the brand's position, the brand can begin to be developed visually and verbally.

## Visual language

Logos, icons,  
and identity

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## Verbal language

Content tone and voice

# Capture the brand's essence

Explore the brand to develop:

- **Core Offerings**  
Areas of focus, capabilities, and contributions
- **Core Values**  
Traits, personality, and narrative
- **Tone and Voice**  
Verbal communication style
- **Brand Messaging**  
Positioning, tagline, brand stories

# Tone & Voice: **What are they?**

They are not the same.

Tone and voice are different.



# Tone & Voice: What are they?

## Voice:

A collection of elements that leads to how a brand looks, feels, and speaks “It’s who we are. It’s how we do the work. If the label falls off, you know it’s ours.”

## Tone:

“It’s not what you said, it’s how you said it.”

# Tone & Voice: What are they?

Voice is the overall look and feel of your content – it's the expression of personality and point of view.

How words sound when they're read is the expression of the voice.

It's part of the overall experience customers have with clients.

# Tone & Voice:

## Explore your voice

Is your brand...

- Sophisticated?
- Accessible?
- Fun?
- Buttoned-up?
- Serious?
- Snarky?
- Reliable?
- Hipster?
- Helpful?

# Tone & Voice:

## Explore your voice

Is your brand...

- Sophisticated?
- Accessible?
- Fun?
- Buttoned-up?
- Serious?
- Snarky?
- Reliable?
- Hipster?
- Helpful?

A step further...

- Sophisticated but not pretentious
- Accessible but not needy
- Fun but not silly
- Buttoned-up but not too conservative
- Serious but not pompous
- Snarky but not spiteful
- Reliable but not righteous
- Hipster but not new age
- Helpful but not overbearing

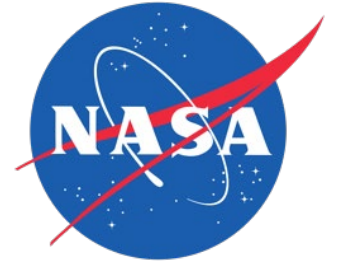
# So...why are we doing this?

- Consistency is memorable
  - Delivering great experiences can help build loyalty
  - You don't love brand because of their generic, impersonal text; they have a voice that connects consistently across all pieces and channels
- Death to corporate “blah”
  - Marketing message first, then user; needs to flip
  - User doesn't want mind-numbing professionalism

# Tone & Voice: Example

Characteristic	Description	How to achieve
Cheeky	We have a personality, and we're not afraid to show it.	Use humor, a casual way of writing, and remain personable.
Accessible	We want our customers and visitors to feel as though they can approach us about anything and everything content marketing.	Don't get too technical! If you think something isn't common knowledge, explain it.
Progressive	We want to stay ahead of the curve and implement new strategies and techniques to do so.	Present challenges and how to overcome them. Don't just continually rehash old topics (without providing action items!).

# Brand identity





# How do identify a brand?

## Think beyond the logo.

# Brand identity: **What is it?**

A collection of elements that leads to how a brand looks, feels, and speaks to people.

# Brand identity: **What does it include?**

Logo, typography, color palettes, photography and illustration style, iconography, and a design system for any collateral and marketing uses.

# A brand identity:

A way to communicate with the world, differentiate yourself from your competition, and create a brand experience that encourages people to engage with you.

# Develop an effective brand identity system

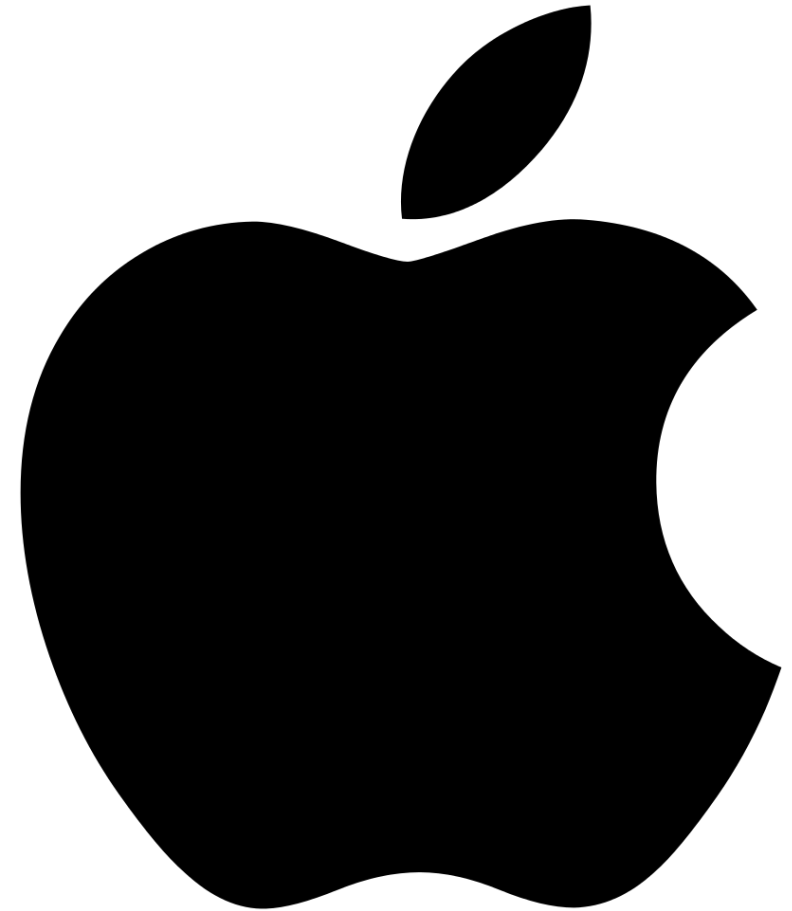
Make sure the brand identity system is:

- **Distinct**  
Stand out among competitors and catches your audience's attention
- **Memorable**  
Make a visual impact
- **Scalable and flexible**  
Design can grow and evolve with the brand
- **Cohesive**  
Each piece is visually part of the whole package
- **Easy to apply**  
A clear and intuitive system for a designer to follow

# Brand identity: Logo

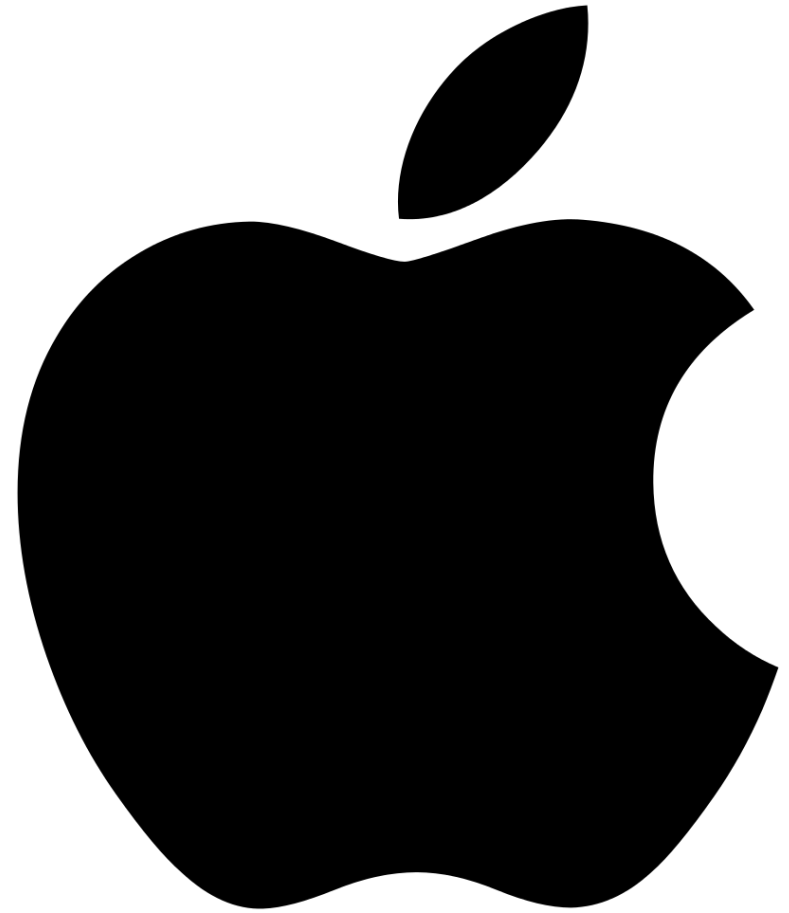
A visual stamp of a brand: the symbol, word, or both.

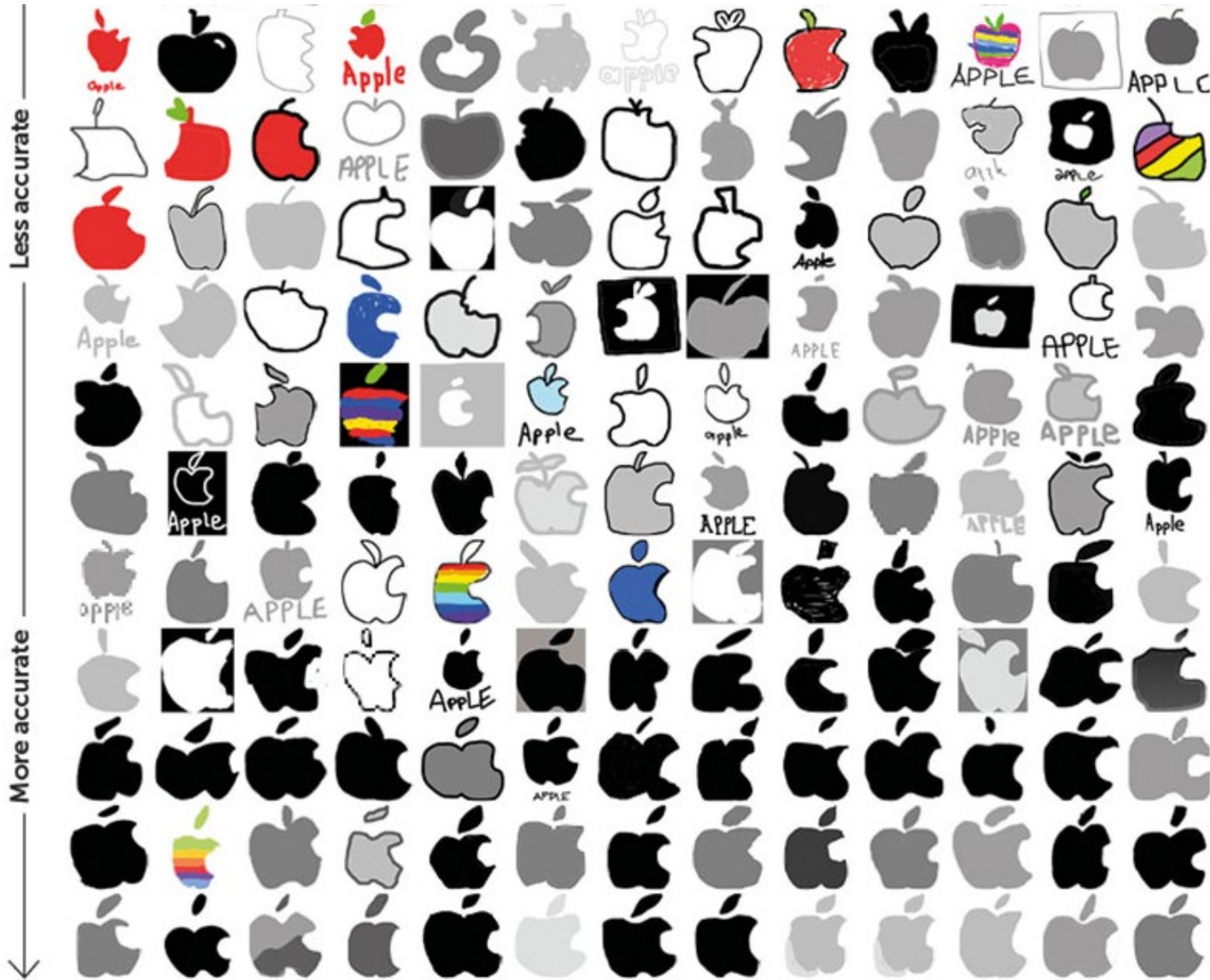
Likely the most recognizable element of the brand.



# Brand identity: Logo

Make the image powerful enough to deliver the message on its own, without the enhancement of color.





## Features

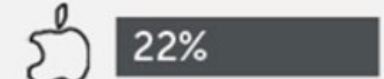
Near perfect drawing



Forgot the apple bite



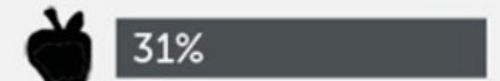
Drew apple bite on wrong side



Forgot the leaf



Drew a stalk



## Colors

Actual logo colors and ratio



Average remembered logo colors and ratio





# Brand identity: Logo

Logomark  
(brandmark)



Logotype  
(wordmark)



Logo  
(combined mark)



# Brand identity: Typography

Typography plays an important role in ensuring a lasting impression of a brand.

Certain typefaces are often used across all branding to ensure the brand identity has a cohesive language.

Font family: ITC Franklin Gothic

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ITC Franklin Gothic - Demi Condensed

**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 1 2 3 4 5 6 7 8 9 ! ? &**  
**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**

Samples:

ITC Franklin Gothic Book

ITC Franklin Gothic Book Condensed

ITC Franklin Gothic Book Compressed

ITC Franklin Gothic Medium Condensed

**ITC Franklin Gothic Demi**

**ITC Franklin Gothic Demi Condensed**

**ITC Franklin Gothic Demi Compressed**

**ITC Franklin Gothic Heavy**

# Brand identity: Typography

Limit the number of font families to 2-3.

This often includes a primary brand typeface (to be used as a headline), and a secondary typeface(s) (for use on body copy, etc.).

## Primary typeface

Avenir

Av  
Av

Light Storke Tower  
Harold Frank Hall  
Book Coral Tree Café  
Theater and Dance  
Medium The Club  
University House  
Heavy Pollock Theater  
Girvetz Hall  
Black UCSB Library  
Public Safety

Avenir Book  
We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Avenir Medium  
We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Avenir Heavy  
We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

## Secondary typeface

Produkt

Pr  
Pr

Thin Storke Tower  
Harold Frank Hall  
Embold Coral Tree Café  
Theater and Dance  
Light The Club  
University House  
Pollock Theater  
Regular Girvetz Hall  
UCSB Library  
Public Safety

Produkt Light  
We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Produkt Light  
Reducing Global Carbon Emissions.

Produkt Light  
Engaged

# Brand identity: Color palettes

Color is a way to tie in desired emotions for your brand.

A good color palette is clean and flexible, supplying designers enough choices to be creative but not enough to overwhelm.



## University Marks

Proper use of our university marks facilitates immediate recognition of UC Santa Barbara communications.



## Color

Color is a critical element of UC Santa Barbara's graphic identity. It can help to reinforce your connection to the university.

# Brand identity: Color palettes

Similar to typography, there can be primary and secondary established color palettes.

Various color palettes can be used to differentiate certain divisions of a brand or serve as a variety of cohesive color options for a designer to easily select and use.

## Primary Palettes



**Berkeley Blue**

Hex 003262

CMYK 100|71|10|47

Pantone 282

[Text color options](#)



**Founder's Rock**

Hex 3B7EA1

CMYK 76|34|21|0

Pantone 7697

[Text color options](#)



**California Gold**

Hex FDB515

CMYK 0|32|100|0

Pantone 123

[Text color options](#)



**Medalist**

Hex C4820E

CMYK 0|34|98|12

Pantone 7550

[Text color options](#)

## Secondary Palettes



**Wellman Tile**

Hex D9661F

CMYK 0|69|98|12

Pantone 7416

[Text color options](#)



**Rose Garden**

Hex EE1F60

CMYK 0|98|46|0

Pantone 1925

[Text color options](#)



**Golden Gate**

Hex ED4E33

CMYK 1|85|88|0

Pantone 7417

[Text color options](#)



**South Hall**

Hex 6C3302

CMYK 11|68|95|62

Pantone 7602

[Text color options](#)

# Brand identity: Photography

Photography can be a powerful visual tool to add to a brand's identity.

Photography communicates the personality and core values of the brand. All images should reflect the brand's core values and determined philosophy.



BOY SCOUTS OF AMERICA®

## Living Imagery

These photos capture the quiet moment before or after an activity. The images have a story to tell, one that may be obvious; but even better, they leave a little to the imagination, drawing the viewer into the story with questions about the subject and the setting.



BSA Brand Guidelines

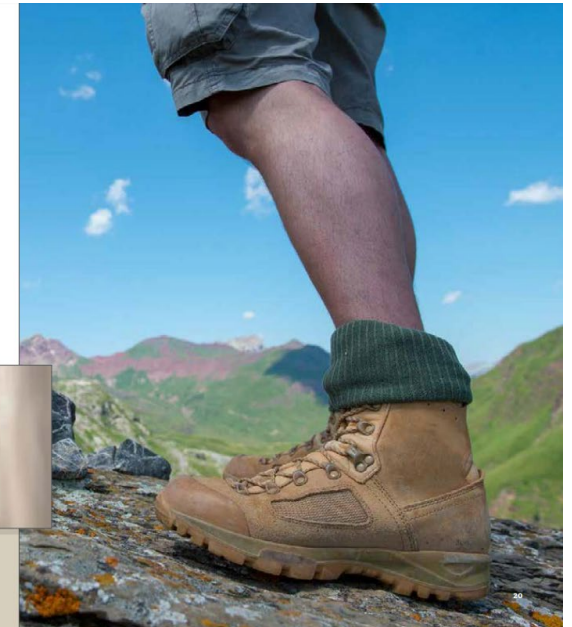
19



BOY SCOUTS OF AMERICA®

## Doing Imagery

Scouting is active, and it can be rare to catch a Scout standing still. These images freeze time, capturing a Scout in motion at just the right moment.



BSA Brand Guidelines

20

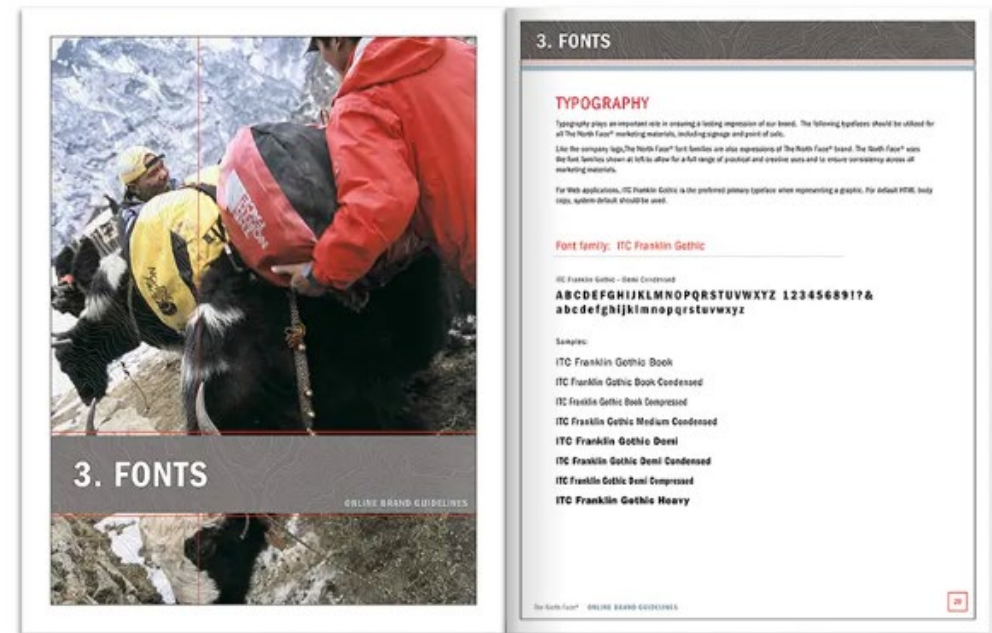
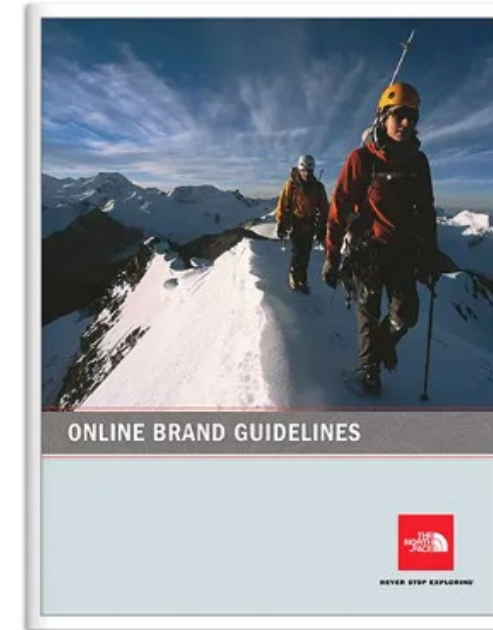




# Brand identity: Brand guidelines

Brand guidelines, sometimes called a style guide, are an essential part of an effective marketing strategy.

A brand guideline is a document that guides employees and designers how different elements of the brand identity should be used.



# Brand identity: Brand guidelines

Brand guidelines help  
create a strong brand identity.  
**Consistency is key.**

Consistency allow brands to  
be instantly recognizable to  
customers, without having to  
introduce who you are and  
what you do.





# Branding examples

# Warby Parker

WARBY PARKER EYEGLASSES SUNGLASSES LOCATIONS

## Welcome to Warby Parker

Now that we're buds, here's a little more about us.



WARBY PARKER EYEGLASSES SUNGLASSES LOCATIONS

Best of 2016 |  App Store

## App-y app-y joy joy

Quickest. Thing. Ever. Grab our app and access all our frames at your proverbial fingertips!

[Text me a download link](#)



“Do these frames fit me?”

101

Here's how to tell

Pupils are near the center of the lens


Lenses don't extend past the side of your face

Eyebrows are above the glasses

When you smile, your cheeks don't push the frames up


If you'd like some help, our team of personal stylists is ready with one-on-one advice, suggestions, and other tips. Email [ps@warbyparker.com](mailto:ps@warbyparker.com) or text 646.233.3483.

But above all, pick what makes you look and feel good. (Rules schmules.)



Find one you love but it doesn't fit quite

Thanks for returning your Home Try-On; the box is safe and sound with us. We're so glad you found a winner—now just sit back and relax. (We know, we know: Waiting is hard.)



### TUNE OUT, TUNE IN

We've got plenty of jams on [Spotify](#) to help you pass the time and discover some new earworms.

703 million people currently live without access to eyewear. Our work is cut out for us, our sleeves are rolled up, and we're excited to move forward together.



# Bombas

NEED NEW SOCKS? TAKE

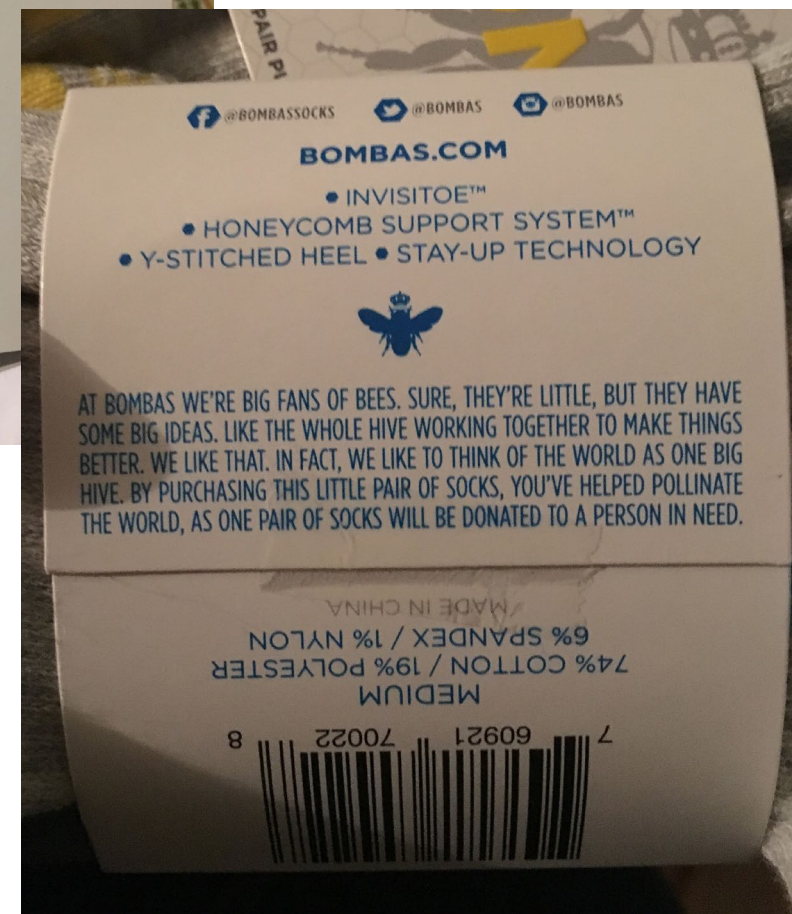
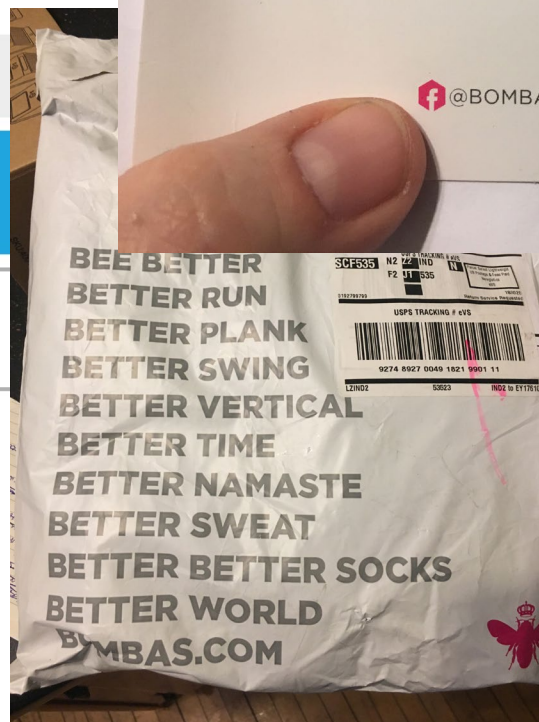
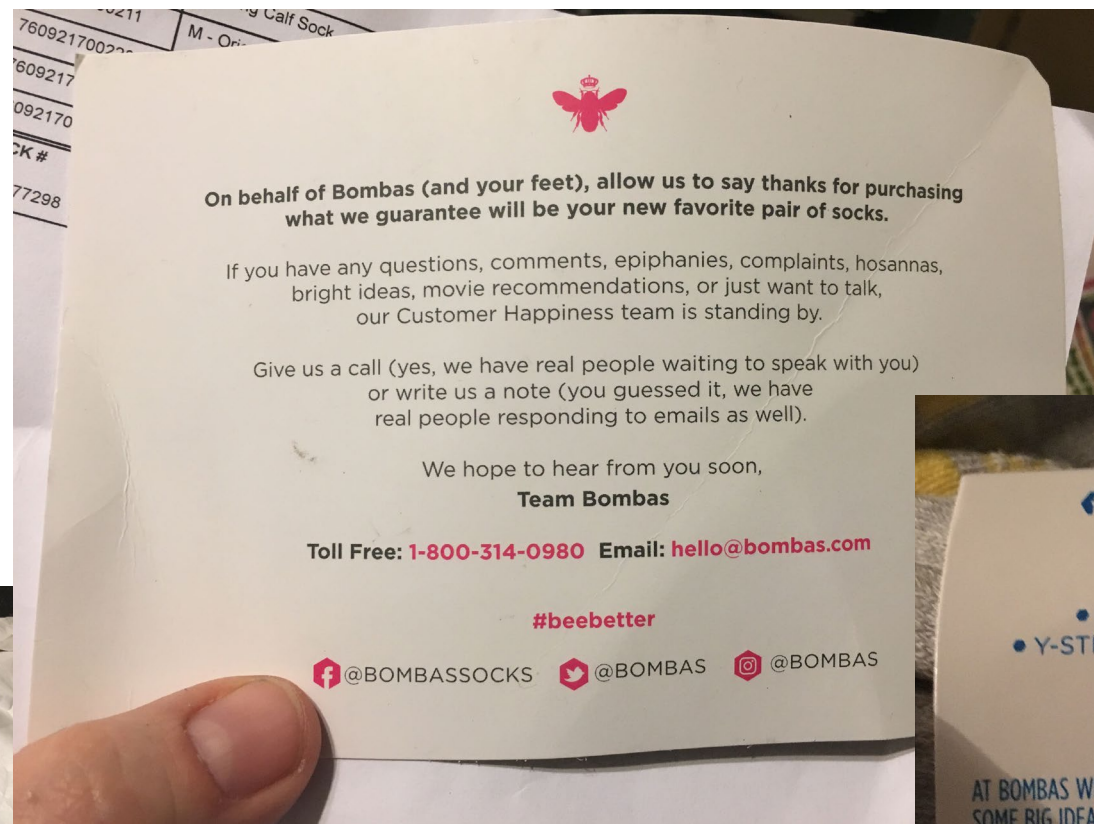
# 20% OFF

your first purchase

Email address

GET MY 20% OFF

I REJECT MY 20% OFF






# Book of the Month Club

*Book of the Month*

SELECTIONS OUR STORY BLOG [JOIN NOW](#)


The 5 Best Books of the Month

[SEE THE SELECTIONS](#)




**Read for *life*.**

No matter why you read, we help you celebrate and enjoy the reading life, one month at a time.




**Fewer, better books**

Five new choices each month makes it easy—and fun—to pick a favorite.



**You decide when**

We only send you books you've chosen, and you can skip a month anytime.




**Save \$\$ for coffee**

Pay less for brand-new hardcovers than you would anywhere else.


Referring data from [www.bookofthemonth.com](http://www.bookofthemonth.com)

Meet the Judges

Guest Judges




Abbi Jacobson  
Dec. 2016




Anthony Bourdain  
Nov. 2016



Constance Wu  
Oct. 2016




Andy Cohen  
Sept. 2016



Allison Williams  
Aug. 2016

3 books. Just \$10 each.



Shelbi thinks you'll love Book of the Month (and we think Shelbi has great taste). Get three books for just \$10 each—plus a free tote bag—when you join today.

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[bookofthemonth.com](http://bookofthemonth.com)

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BookoftheMonth @bookofthemonth · May 1

We crafted this koozie so your wine will stay chilled while you read. Log in to add one to your May box for only \$11 bit.ly/koozieBOTM



2 3 16

**All the Ugly and Wonderful Things**

by Bryn Greenwood



2016 BOOK OF THE YEAR WINNER

*"The ultimate noir fairy tale...if you fell for Beauty and the Beast (and who didn't?) you will fall for this very offbeat pair."*



Nina Sankovitch  
Judge

[facebook](#) [pinterest](#) [twitter](#)

[ADD FOR \\$9.99](#)

 **2016 Book of the Year Winner**

**A BEAUTIFUL, MAGICAL (AND EFFED UP) FAIRY TALE**

By Judge Nina Sankovitch

Prepare yourself for one of the strangest but also one of the most



# Stitch Fix

THAT MOMENT WHEN...

## YOUR FIX ARRIVES



WOW! Did your Stitch Fix Stylist send those?

YES!! ❤️ 📦

So you!!!

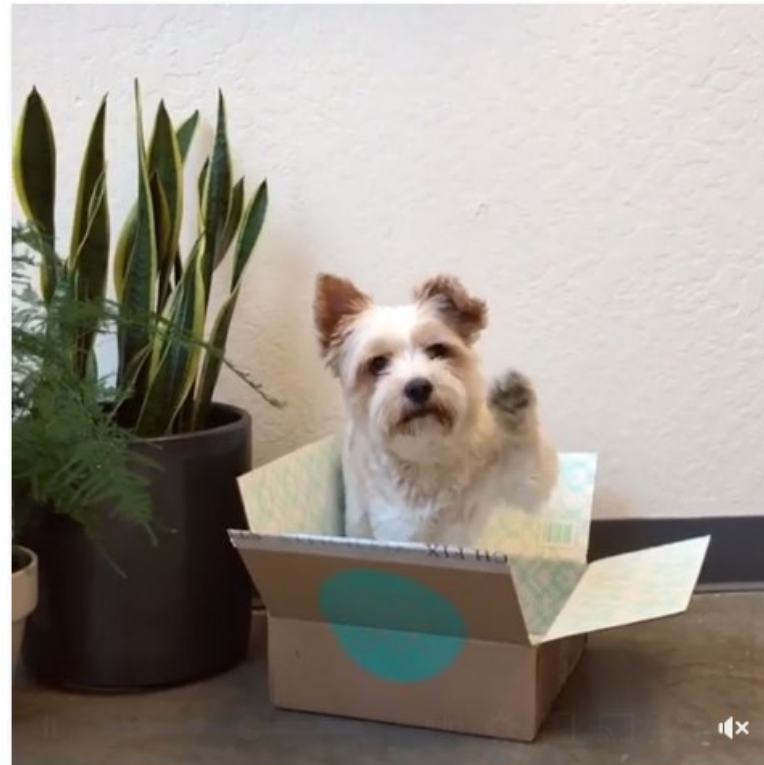
😍 😍 😍

Is there anything more fun than trying on a freshly-arrived Fix? Schedule your next one today!

[SCHEDULE A FIX →](#)

 **Stitch Fix**  
June 27 at 8:03pm · 🌐

Throw your paws up if you have a Fix on the way! Not you? Schedule yours today: <http://bit.ly/GetAFix>. 🐾 📷: @juicyjamesfranco



Get inspired by ladies in their Stitch Fix style!

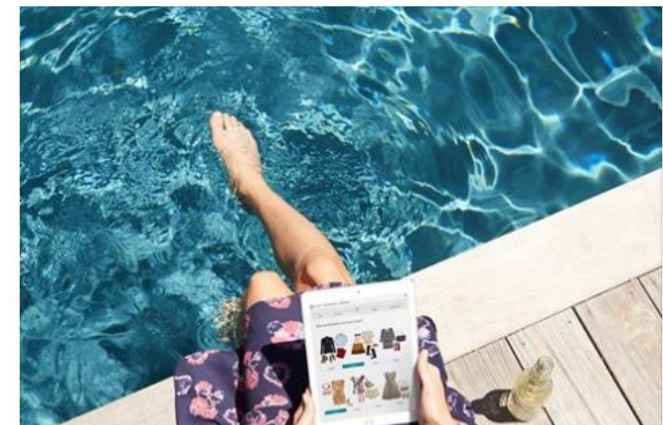
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 **Stitch Fix**  
June 20 at 7:10pm · 🌐

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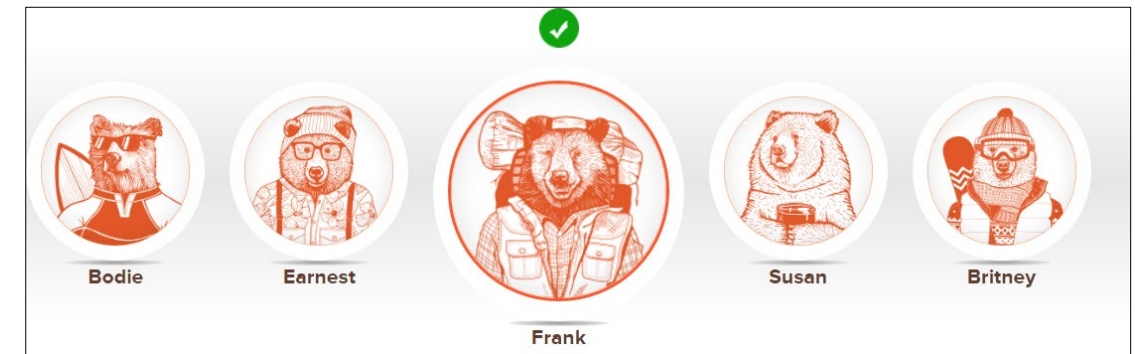
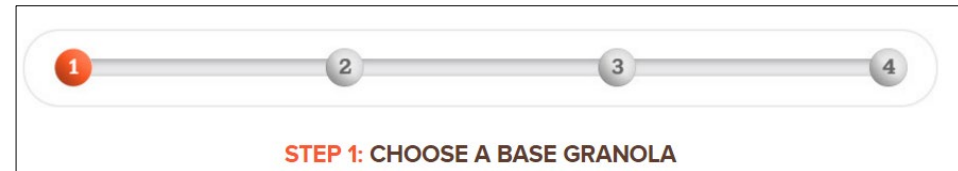
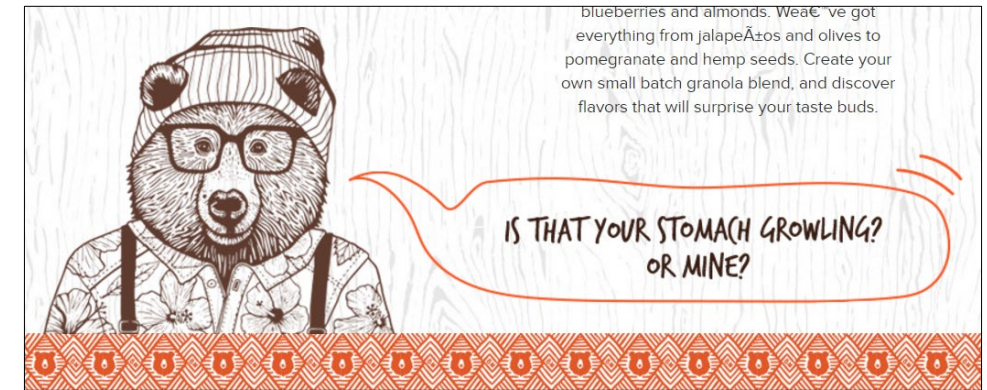




# Bear Naked Granola

- Highlights:
  - They found a niche and embraced the quirks; became a peer in the space
- Bring to life:
  - Find and highlight like qualities
  - Personify customer segments
  - Simple, logical directions and steps
  - Provide customized customer experience

“We’re huge granola nerds...”



**Frank**

Did you know that you can eat carnations? Frank learned this at an early age during bear high school prom. He found them so delicious that he decided to go live in the woods where he could scarf them down year-round. True Bear Story. As Frank is fond of saying, "All I need is a flimsy layer of canvas over

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“I’m totally obsessed.”

kitchn

# Takeaways

- Expand your brand. Yes, a logo is part of it, but it's also so much more.
- Be true to your brand. That's when success will happen.
- Don't be afraid to stand out.
- Test assumptions.
- Strategize then design. Both are important. Strong strategy leads to strong design.

# Questions?