

Kennesaw State University's

Standards and Style Guide

Presenters

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Creative Services





Standards and Style Guide

styleguide.kennesaw.edu

Applied Standards = A Consistent Brand

What is a brand?



What is the Brand

Put simply, the “brand” is what your prospect thinks of when he or she hears your brand name or see your brand logo. Be it factual or emotional. Your brand name exists objectively; people can see it. It’s fixed. But your brand exists only in someone’s mind. It’s an emotionally based connection to the brand.

THAT **“EMOTIONAL CONNECTION”** IS THE KEY
TO A SUCCESSFUL OR UNSUCCESSFUL BRAND

The Emotional Connection

Focusing on the components that establishes the emotional connection,
is branding at its highest level.

AT THE VERY TOP OF THAT COMPONENT LIST IS
“CONSISTENCY”

With the rise of packaged goods in the 19th century, producers began putting their mark on a widening array of products and services to indicate their specific origins.



Producers then began to realized that they needed a way to ensure that the audience recognized the brand.

This was accomplish by presenting a constant and “CONSISTANT BRAND”.

Why is a Consistent Brand so Important

Dependability

It Makes Your Brand Feel More Dependable

Recognition

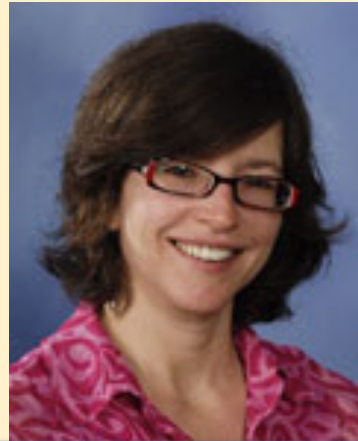
It establishes Brand Recognition

People Simply Trust Things That They Recognize

For example



A



B

Brand Consistency

In order to have a Successful Brand, “Brand Consistency” must exist across all channels, all platforms and above all an **EMOTIONAL CONNECTION TO THE BRAND MUST EXSIST** with the perspective audience.
This is true for print, audio, visual and digitally.

Questions