

{SURVEY *of* BRANDING}

Marty Neumeier, famous author of “The Brand Gap” and designer who has worked with top brands around the world. explains the brand as a person's gut reaction to the company or organization. Watch the following videos to expand your imagination on Branding. Then answer the questions below, per section.

- __ Beginning Graphic Design: Branding & Identity: <https://youtu.be/A-S2Y3SF3mM>
- __ What makes a truly great logo-Nike-Michael Beirut -dynamic identity https://youtu.be/RBTtTcHm_ac
- __ Identity Design: Branding <https://youtu.be/pR7MnKghDs>
- __ Debbie Millman | The Complete History of Branding in 20 Minutes <https://youtu.be/QdsB6phzVJI>
- __ “What is Branding? A deep dive with Marty Neumeier” <https://youtu.be/dpZNNWUZec>
- __ What Is The Difference Between Branding & Marketing? What's more important? <https://youtu.be/yK7Rk7Oe588>

___A. BELOW the SURFACE.

- __1. ___ How do brands affect your daily life?
- __2. ___ What are your favorite brands? List 5. Why are they your favorite?
- __3. ___ Do you feel like you belong to these brands? Why is belonging important?
- __4. ___ How do brands use narrative and the senses?
- __5. ___ If your favorite brands were involved in unethical behavior how would that affect your opinion of them?
- __6. ___ How are ethics connected to branding?
- __7. ___ What are examples of Social Responsibility and why is it important?
- __8. ___ Why is Social Responsibility important to many brands?

___B. DEFINE. Consider how the below terms are related.

- __1. ___ What is Belonging? How does one feel like they belong?
- __2. ___ What is a Brand?
- __3. ___ How is Belonging connected to Branding?
- __4. ___ What are the Elements of Branding?
- __5. ___ What is the purpose of Branding?
- __6. ___ What is the brand Mission Statement? Why is it important?
- __7. ___ What are brand touchpoints?
- __8. ___ What are Personas? Pick 3 possible brand personas.

C. RESEARCH.

Respond to the following sections based on the brand you are developing.

_1.	Who	Identify your audience. [target market]
_2.	What	Formulate your message. [brand message]
_3.	Where	Where will this design artifact be located? [brand touchpoints]
_4.	How	How do you communicate the message? [brand message]
_5.	When	In what period are you communicating this message?
_6.	Brand Overview:	___ Brand Objectives. ___ Target Audience. ___ Product Deliverables / Design Touchpoints ___ Audience Needs.
_7.	Brand Statement	What is the Project Statement or Brand Statement? [A brand statement is a concise summary of what your business does, how you do it, and what makes it unique. In just a few sentences (preferably one) people should be able to understand you or your company's mission, goals, values, and how you or your business is different from your competition.]
_8.	Unique Value Proposition	What can the brand offer the Target Audience that is unique to this brand?
_9.	Brand Promise.	What does the brand stand for?
_10.	Brand Characteristics	Qualities that best describe the brand.
_11.	Brand Archetypes.	What characters does the brand relate to? The Hero? The Creative? The Sage?

Identity (social science)

Identity is the qualities, beliefs, personality, looks and/or expressions that make a person (self-identity as emphasized in psychology[1]) or group (collective identity as pre-eminent in sociology).[citation needed][2] One can regard the awareness and the categorizing of identity as positive[3] or as destructive.[4][5][6]

A psychological identity relates to self-image (one's mental model of oneself), self-esteem, and individuality. Consequently, Peter Weinreich gives the definition:

"A person's identity is defined as the totality of one's self-construal, in which how one construes oneself in the present expresses the continuity between how one construes oneself as one was in the past and how one construes oneself as one aspires to be in the future"; this allows for definitions of aspects of identity, such as: "One's ethnic identity is defined as that part of the totality of one's self-construal made up of those dimensions that express the continuity between one's construal of past ancestry and one's future aspirations in relation to ethnicity".[7][page needed]

Gender identity forms an important part of identity in psychology, as it can dictate to a significant[quantify] degree how one views oneself both as a person and in relation to other people, ideas and nature.[citation needed] Other aspects of identity, such as racial, religious, ethnic, occupational... etc. may also be more or less significant – or significant in some situations but not in others.[8] In cognitive psychology, the term "identity" refers to the capacity for self-reflection and the awareness of self.[9]

Sociology places some explanatory weight on the concept of role-behavior. Identity negotiation may arise from the learning of social roles through personal experience. Identity negotiation is a process in which a person negotiates with society at large regarding the meaning of their identity.

Psychologists most commonly use the term "identity" to describe personal identity, or the idiosyncratic things that make a person unique. Sociologists, however, often use the term to

describe social identity, or the collection of group memberships that define the individual. However, these uses are not proprietary, and each discipline may use either concept and each discipline may combine both concepts when considering a person's identity. It is what it is. Social psychologists may speak of "psycho-social identity".[10] Neuroscientists draw upon these fields to study the neurobiological basis of personal and social identity.[11][12]

The description or representation of individual and group identity is a central task for psychologists, sociologists, anthropologists and those of other disciplines which see a requirement to map and define "identity".[circular definition] How should one describe the identity of another, in ways which encompass both their idiosyncratic qualities and their group memberships or identifications, both of which can shift according to circumstance? Following on from the work of Kelly, Erikson (1902–1994), Tajfel (1919–1982) and others, Weinreich's Identity Structure Analysis (ISA), is "a structural representation of the individual's existential experience, in which the relationships between self and other agents are organised in relatively stable structures over time ... with the emphasis on the socio-cultural milieu in which self relates to other agents and institutions".[13] Using constructs drawn from the salient discourses of the individual, the group and cultural norms, the practical operationalisation of ISA provides a methodology that maps how these are used by the individual, applied across time and milieus by the "situated self" to appraise self and other agents and institutions (for example, resulting in the individual's evaluation of self and significant others and institutions).[citation needed] Individuals' identities are situated, but also contextual, situationally adaptive and changing. Despite their fluid character, identities often feel as if they are stable ubiquitous categories defining an individual, because of their grounding in the sense of personal identity (the sense of being a continuous and persistent self).[14]

source: [https://en.wikipedia.org/wiki/Identity_\(social_science\)](https://en.wikipedia.org/wiki/Identity_(social_science))

