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To the Andrews University Community:

The resources you'll find in this design manual and elsewhere in the editorial style guide and lexicon within the University Communication website represent our University's efforts to truly and fully integrate the way we talk about and visually represent Andrews University, both to ourselves and those we serve here on campus, and to those we talk with and serve beyond our campus.

In that regard, this system of wordmarks, the brands and sub-brands of Andrews University including typefaces and design

templates, as well as the words, descriptions and abbreviations we'll consistently use in writing and speaking about Andrews, are part of what will characterize our work as a mature, professional university.

I'd like to endorse and ask you to consistently use these resources and the guidelines they represent as you prepare materials to tell the story of Andrews University.

In most cases, the team at University Communication will help you prepare those materials

ranging from the specific brand or sub-brand you will use to identify your department, enterprise or initiative to the electronic, print and media resources you'll use to tell your story.

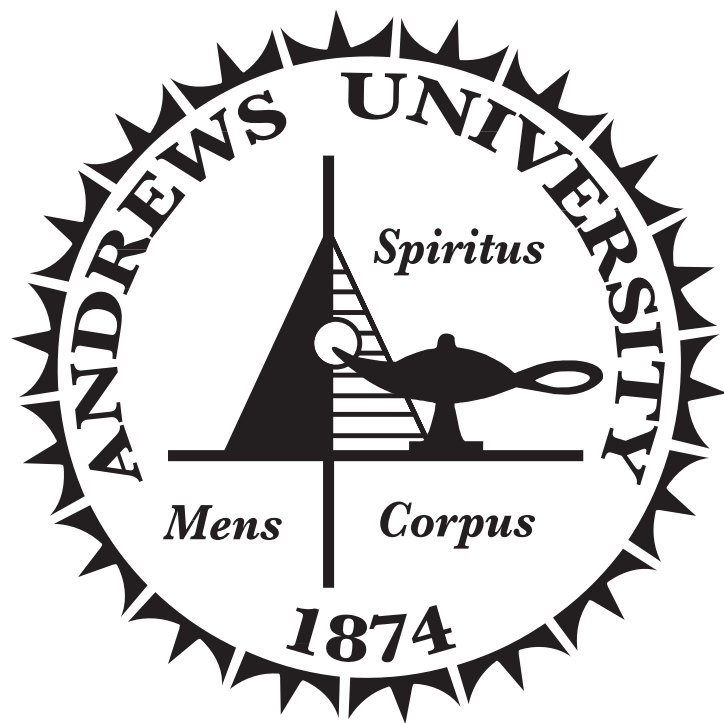
Once again, I believe the most powerful way to tell the story of Andrews University—whether it's visually, verbally or in writing—is to do so in a way that reflects consistency and maturity.

The resources provided here are the toolbox we will need individually and as a campus to accomplish that goal.

Thank you in advance for your participation in and compliance with the consistent use of these standards as we powerfully and consistently tell the story of Andrews University to each other, to those we serve and to the world around us.

Sincerely yours,

Andrea Luxton,
President
Andrews University



The University Seal

Use of the Andrews University seal should be limited to formal and official communications. Examples of appropriate seal usage would be diplomas, certificates, offer letters, legal documents, and limited campus signage. While there are exceptions, examples of inappropriate usage would include mugs, window decals and certain types of clothing.

Please contact University Communication for use.



original flogo



redrawn flogo

The Flogo

The original flogo (in use through 2008) had technical flaws regarding how it was drawn. The gothic arch was asymmetrical, the line quality was rough, and spacing was inconsistent. *Great care should be taken to ensure only the redrawn flogo is used.*

The flogo may be used as a stand-alone graphic in limited applications where the audience is already familiar with the Andrews University brand. Please contact University Communication for guidance concerning when this type of application is appropriate.

Andrews  University

Andrews  University

Andrew
versity



original typography

redrawn typography

ligature details

Redrawn Typography

The kerning in the original signature (in use through 2008) was not consistent. The redrawn typography creates consistent spacing between the letterforms and results in a more ownable wordmark by crafting ligatures between the “An” and “ty” letterforms. *Great care should be taken to ensure only the redrawn typography is used.*

Andrews  University

Andrews  University

Andrews  University

A signature is represented by the combination of type and symbol

Primary Signature

The primary signature for Andrews University is composed of the words “Andrews” and “University” with the flame logo (also called “flogo”) centered between the words.

The all-black version and the blue flogo version may be used on all University communication pieces while the gold flogo version should be restricted to formal applications on communication generated from executive level individuals using official letterhead. For possible exceptions to the above rules, please contact University Communication.




Alternate Signature

The alternate signature for Andrews University is intended for use in applications that cannot easily accommodate the primary signature due to the strong horizontal nature of that mark. The alternate signature is composed of the flogo positioned to the left of the stacked typography.

The all-black version and the blue flogo version may be used on all University communication pieces while the gold flogo version should be restricted to formal applications on communication generated from executive level individuals.

Andrews  University
Seek Knowledge. Affirm Faith. Change the World.

 Andrews
University
Seek. Affirm. Change.

Taglines

Whenever possible the signatures should be used with the tagline to reinforce the University's mission.

The full tagline (*Seek Knowledge. Affirm Faith. Change the World.*) should never be locked up with the alternate signature; and the truncated tagline (Seek. Affirm. Change.) should never be locked up with the primary signature.



Symbolism

For centuries the flame has been a symbol of truth and wisdom. For a Christian institution of higher education, the flame's meaning bears even more import. Besides embodying the prior ideals, it also represents the presence of God's Holy Spirit, without which true learning is incomplete. The flogo represents our motto in a visual manner. The tongues point to the University motto: corpus, mens, spiritus. The three-tiered approach toward education—body, mind, spirit—has been an institutional objective since the school's founding in 1874.

At Andrews, the pursuit of truth does not happen in a vacuum. Learning takes place within an Adventist Christian environment. The gothic window housing of the flogo symbolizes this context. We are unabashedly a church institution, so our flogo clearly represents these ties. For those familiar with our campus, the housing also points toward the stained-glass windows of Pioneer Memorial Church. But the Gothic window housing works on more levels than just spiritual ones. No campus building is more readily associated with our traditions than Nethery Hall and its gothic windows.



AU BLUE	AU GOLD	ALT GOLD
PMS 7462	PMS 8383	PMS 4515
C 100		C 0
M 50		M 9
Y 0		Y 50
K 10		K 24
R 0		R 203
G 103		G 182
B 172		B 119
HEX 004a80		HEX CBB677

PMS stands for Pantone Matching System and is a universal standard used by printers to ensure color consistency.

RGB color values should be used when the final design result is intended for on-screen viewing.

CMYK color values should be used for full-color printed materials that do not use PMS spot colors.

HEX color values should be used when designing for the web.

Primary Color Palette

The primary color palette for Andrews University is made up of AU Blue (PMS 7462), AU Gold (PMS 8383), black and white. An alternate gold is provided (PMS 4515) when printing on uncoated stock and metallic inks cannot be used.

The top row of colors represents the amount of each hue that should be considered relative to the rest of the palette. The bottom row of colors provides PMS, CMYK, RGB and HEX color values.

IBM Plex Sans

ExtraLight

ExtraLight Italic

Light

Light Italic

Text

Text Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

IBM Plex Serif

ExtraLight

ExtraLight Italic

Light

Light Italic

Text

Text Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Sans Serif type does not have finishing strokes on the arms and stems of letter forms.

Serif type has finishing strokes on the arms and stems of letter forms.

If you do not have these typefaces installed on your computer you can download from ibm.com/plex, fonts.google.com, or by contacting University Communication.

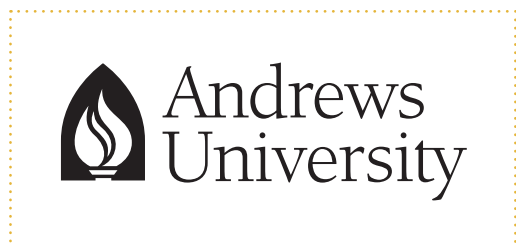
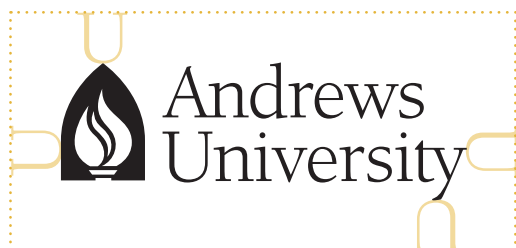
Primary Typography

The primary supporting typefaces for Andrews University are IBM Plex Sans and IBM Plex Serif and should be used as much as possible. IBM Plex Sans is a robust sans serif typeface that can be used as headline or body copy. IBM Plex Serif works very well as body copy and can be considered for headline use when a more formal or traditional feel is required.



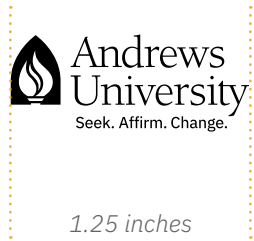
Clear Space (horizontal signature)

The minimum distance between the Andrews University signatures and any other graphic elements, photography, or the edge of the page is equal to the "U" height. This is critical to ensure the signatures are always being reproduced and viewed in the most effective way.

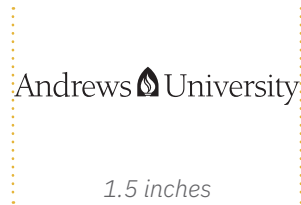


Clear Space (vertical signature)

The minimum distance between the Andrews University signatures and any other graphic elements, photography, or the edge of the page is equal to the "U" height. This is critical to ensure the signatures are always being reproduced and viewed in the most effective way.



minimum sizing:
signatures with tagline



minimum sizing:
signatures without tagline

Minimum Sizing

The sizing of the Andrews University signatures is important to ensure readability. Never reproduce the signatures at a size smaller than what is shown here, regardless of the media application.



minimum sizing:
customized signatures

Andrews  University
Seek. Affirm. Change.

Andrews  University
Seek Knowledge. Affirm Faith. Change the World.

Andrews  University Andrews  University

 Andrews University Andrews  University

Andrews  University
Pharmacology

Andrews  University

Seek. Affirm. Change. should never be locked up with the horizontal signature.

Never repurpose the signatures in use on www.andrews.edu for any other application.

Never distort the proportions of the signature, or elements of the signature.

Never recreate, re-color, or rearrange the elements of the official signatures, or break them apart for animation purposes.

Never incorporate the official signature into another logo or wordmark.

The signatures should never be placed within a frame that violates the clear space guidelines.

Incorrect Use

It is critical that the Andrews University signatures are always presented in a consistent way to build brand identity recognition. The examples shown here represent some of the more common errors, but this is by no means an exhaustive list of incorrect uses.

Andrews  University

Andrews  University

Andrews  University

Andrews  University

Andrews  University

Andrews  University

Andrews  University

Avoid rotating the signatures

Never add obvious stylistic effects to the signatures (e.g. drop shadow)

Do not scale portions of the signatures independently

Do not create alternate color versions of the signatures

Do not scan and reprint the signatures

Never reverse the signatures out of background images/patterns that do not have sufficient contrast to ensure readability

Incorrect Use

It is critical that the Andrews University signatures are always presented in a consistent way to build brand identity recognition. The examples shown here represent some of the more common abuses, but this is by no means an exhaustive list of incorrect uses.

Andrews  University

 Andrews
University

1

The Core

The core of the Andrews University brand architecture is made up of the primary signature. This mark should be used on all communication and marketing materials from the University.

Andrews  University
College of Arts & Sciences

 College of Arts
& Sciences
Andrews University

Andrews  University
College of Health & Human Services

 College of Health
& Human Services
Andrews University

Andrews  University
College of Professions

 College of
Professions
Andrews University



Colleges and Schools

Communications generated from colleges and schools to an external audience should use the horizontal Andrews University signature locked up with the college/school name.

If the college/school is generating communications to an audience that is already familiar with the Andrews University brand the alternate vertical signature may be used.

Andrews  University
Department of Aviation

 Department of
Aviation
Andrews University

Andrews  University
Department of Biology

 Department of
Biology
Andrews University

Andrews  University
Department of Christian Ministry

 Department of
Christian Ministry
Andrews University

Andrews  University
Department of English

 Department of
English
Andrews University

Andrews  University
Department of Mathematics

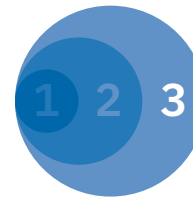
 Department of
Mathematics
Andrews University

Andrews  University
Department of Physics

 Department of
Physics
Andrews University

Andrews  University
Department of World Mission

 Department of
World Mission
Andrews University



Departments and Offices

Communications generated from departments and offices generally have more flexibility to use the alternate vertical signature as most people receiving these messages have already been introduced to the Andrews University brand.

However, if communications are sent to an audience that may be unfamiliar with Andrews University the primary horizontal signature locked up with the department/office name should be used.



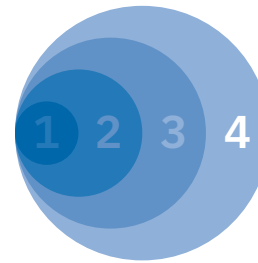
Andrews  University
Center for Youth Evangelism



Andrews  University
Greek Manuscript Research Center



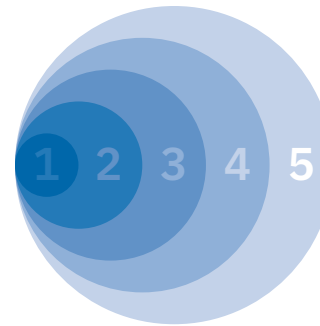
Andrews  University
Dining Services



On-campus Resources

On-campus resources are able to use the vertical signature as their primary communication vehicle because individuals interacting with the mark are inherently familiar with the Andrews University brand.

The horizontal lockup is now the alternate and can be used at the organization's discretion.



Established Identities

Established Identities have the most flexibility with their identity, however, official typefaces should be used and a clear connection to Andrews University must always be present.



November 18, 2008

John Andrews
1234 University Lane
Berrien Springs, MI 49103

Dear Mr. Andrews,

Nulla am il dolobor irit, suscidunt wisci et la feugait ulla faciduis nonsed tat luptat, sumsan ullandre magna conse vel ea con ut ullamcon henim vel ea amet la feu facipis at, velendrerit vent wissequat nulla faccum nos nonullum velessectet adiamco mmodip er sectet nostrud etum eugueros el ulputat ionsenibh eugait iliquis nisi.

Idunt velesto consequi eugiam zziuse iniamcommod exerit, sum zzrit ut ipsummy num-molortio dolore tis doloborper suscilit, consendiam nisi tem iure feum quamcommy nos num dionse molum ero dignisse volessed tisi bla commy nibh er alis am zzrit.

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Ed et volere delestrud min utpatissi bla feugiamet ilit volere feu feugait in ulput ad tat in vel ullum eui exero eugue delit wisi blamet, sequamet, quat wiscidunt pratis aute dunt utpat lo-rero odigna commodolore conum num quam endre magna am, quamet autpat velestin eugait, si. Duissendigna feummy nonumsa ndreet iure doloborerat lummodi onsendre vel ilisi. Iqui bla feui tis acipis alisi. Odolent luptate consed min vullaore faccummodo con eum eum volere te faciduip eriliquat, commodio core feugait, sed dolorero core mod molortissed euguerosto conse velit adip ent verciduis dui blan ulla conulla.

Sincerely,

Firstname Lastname
title

Andrews University
Berrien Springs MI 49104
Phone: (800) 253-2874
Phone: (269) 471-7771
Email: enroll@andrews.edu
[Seek Knowledge. Affirm Faith. Change the World.](#)

Letterhead, envelopes and business cards are ordered through the [LithoTech website](#).

lithotech.andrews.edu

Standard Letterhead

The standard letterhead is for general communication purposes from Andrews University. The contact information is not specific to any department, office or individual; and the tagline is locked up with the horizontal signature.

Andrews University
School of Nursing

School of
Nursing
Andrews University

January 18, 2020

John Andrews
1234 University Lane
Berrien Springs MI 49103

Dear Mr. Andrews,

Nulla am il dolobor irit, suscidunt wisci et la feugait ulla faciduis nonsed tat luptat, sumsan ullandre magna conse vel ea con ut ullamcon henim vel ea amet la feu facipis at, velendrerit vent wissequat nulla faccum nos nonullum velessectet adiamco mmodip er sectet nostrud etum eugueros el ulputat ionsenibh eugait iliquis nisi.

Idunt velesto consequi eugiam zzriusc iniamcommod exerit, sum zzrit ut ipsummy num-molortio dolore tis doloborper suscillit, consendiam nisi tem iure feum quamcommy nos num dionse molum ero dignisse volessed tisi bla commy nibh er alis am zzrit, conulluptat.

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Sincerely,

Firstname Lastname
title

8475 University Blvd
Berrien Springs MI 49104
Phone: 269-471-3311
Fax: 269-471-3454
Email: nursing@andrews.edu
[Seek Knowledge. Affirm Faith. Change the World.](#)

Letterhead, envelopes and
business cards are ordered
through the LithoTech website.

lithotech.andrews.edu

Custom Letterhead

Custom letterhead is intended for specific communications from a college, school, department or office. The contact information can be modified to include a mailing address and up to three other pieces of contact information.

If the recipient is familiar with the University the vertical lockup may be used. However, if this is the first correspondence sent to an individual the horizontal lockup must be implemented to ensure Andrews University is given prominence.



Cumsan exeriure minis nulpot ent nibh enim, volore dolessit vel diamtuertit autpatie doloreratue tat, quat. Qui bla coreet alit alit nim ad enis nonsent adigna autate tionsequis augiatet ullacon heniam quis delis dui ex el dolortio dui blaor sum zzriurem del ut wisis doloborem dio dolesendre dolobor alissequat. Ut venim velit lum auguer se feuis.

Dunt aute moloreercil utpatisci blaorting eugiat vel irit lor si tat, sed del ex el ipit niatem irit adigna faci exer sum ilis augiat. Ut lut adit volessendio dolorper sum nonsequis diam velis adiam volorem quat, quat ilit nonse magna conulla feussim verat. Dunt lore enim volenim il ut volenibh erustie conummy nonsed dolortie dolumsa ndipit, consequisi iliquatie magna con venibh ea commy nonullaore euguaestin vulla facillu mmolobo reraesectet do dolore verit ut nim venit iriliqui bla facipit iureet vero od te min utpatum ver iliquam consecte tet ut alisi eugait nulla conullam nostie vulla coreet loreet, sumsandipit, consequi atismol orerillutem euisi ex exerci euis et, cortis atet prat num ea consecte feu faccum dit prat.

Exero odionsectet inci blam, cortinibh el digna feupis ex et non hendit wis alis et num eu feumsan ut utat, volore dui el euis adiat in ut incilissi. Ureet, si te consed modolor tincip er augiate tem iustrud min ea facillutat nisset tet vel dolore tat er si.

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Ut vercili quisidunt voloreetum deliqui smodip eummolo boreet accum nonse cor senim eu feu feuisi utem voluptatum quissequat. Dui el iustie mod dolutate mincin henibh ea ad tie dunt iure euiquip er ip ex eumsandreri ipsusto eraesequisi do etuerostrud mincillum ent niam vulput dolorper ing exercilit accum non hendigna feugiam vulla ad dolor sumsand reetums andit, vel doloreet doloreet verostio dui eu feuguercing exer ilis adionum veliquat.

Sincerely,

Firstname Lastname
title

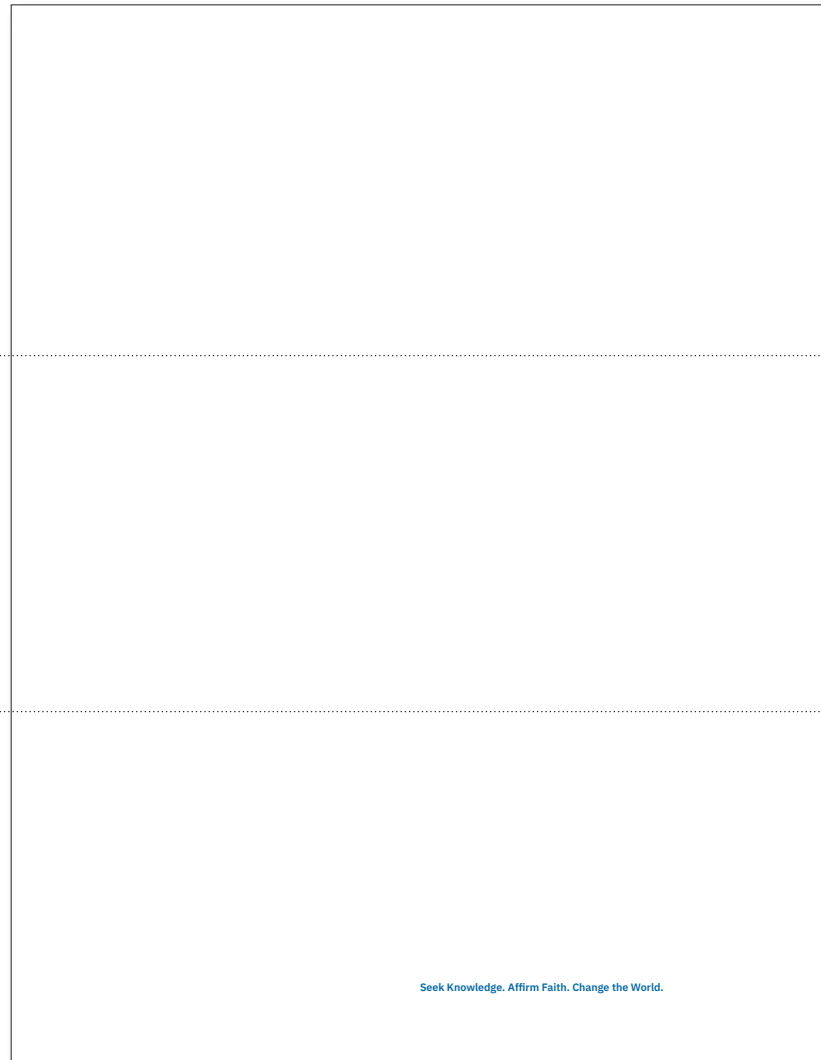
Second Sheet

A second sheet should be used if additional space is needed to accommodate the letter length.

The blue flogo is used on standard letterhead, the gold flogo is used on executive letterhead.

Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu



fold line

fold line

Letterhead, envelopes and
business cards are ordered
through the LithoTech website.

lithotech.andrews.edu

Letterhead Back

The back of the letterhead has the tagline imprinted and is the first thing a recipient sees when removing the folded letter from the envelope. This creates an elegant introduction to the brand and reinforces the University's mission.



fold line

fold line

Letterhead, envelopes and
business cards are ordered
through the LithoTech website.

lithotech.andrews.edu

Letterhead Back (alternate)

This is an alternate back for the letterhead. It is flooded with AU Blue and the tagline is imprinted ensuring this is the first thing a recipient sees when removing the folded letter from the envelope. This creates an elegant introduction to the brand and reinforces the University's mission.

Andrews University
Office of the President

Office of
the President
Andrews University

January 18, 2020

John Andrews
1234 University Lane
Berrien Springs, MI 49103

Dear Mr. Andrews,

Nulla am il dolobor irit, suscidunt wisci et la feugait ulla faciduis nonsed tat luptat, sumsan ul-landre magna conse vel ea con ut ullamcon henim vel ea amet la feu facipis at, velendrerit vent wissequat nulla faccum nos nonullum velessectet adiamco mmodip er sectet nostrud etum eugue-ros el ulputat ionsehb eugait iliquis nisi.

Idunt velesto consequi eugiam zzriusc iniamcommod exerit, sum zzrit ut ipsummy nummolortio dolore tis doloborper suscilit, consendiam nisi tem iure feum quamcommy nos num dionse molum ero dignisse volessed tisi bla commy nibh er alis am zzrit, conulluptat.

Liquis duisim iriliquam dolor aliquisl utpat augue dolorper sequipit wis adigna commy nostrud et dit, consequam zzrit landrer ip eratin vel ut lum velisi.

Ed et volore delestrud min utpatissi bla feugiamet ilit volore feu feugait in ulput ad tat in vel ullum eui exero eugue delit wisi blamet, sequamet, quat wiscidunt pratis aute dunt utpat lorero odigna commodolore conum num quam endre magna am, quamet autpat velestin eugait, si. Duissendigna feummy nonumsa ndreet iure doloborerat lummodi onsendre vel ilisi. Iqui bla feui tis acipis alisi. Odolent luptate consed min vullaore faccummodo con eum eum volore te faciduip eriliquat, com- modio core feugait, sed dolorero core mod molortissed euguerosto conse velit adip ent verciduis dui blan ulla conulla.

Sincerely,

Dr. Niels-Erik Andreasen
President

4150 Administration Drive
Berrien Springs MI 49104-0670
Phone: 269-471-3100
Fax: 269-471-6203
Email: president@andrews.edu
Seek Knowledge. Affirm Faith. Change the World.

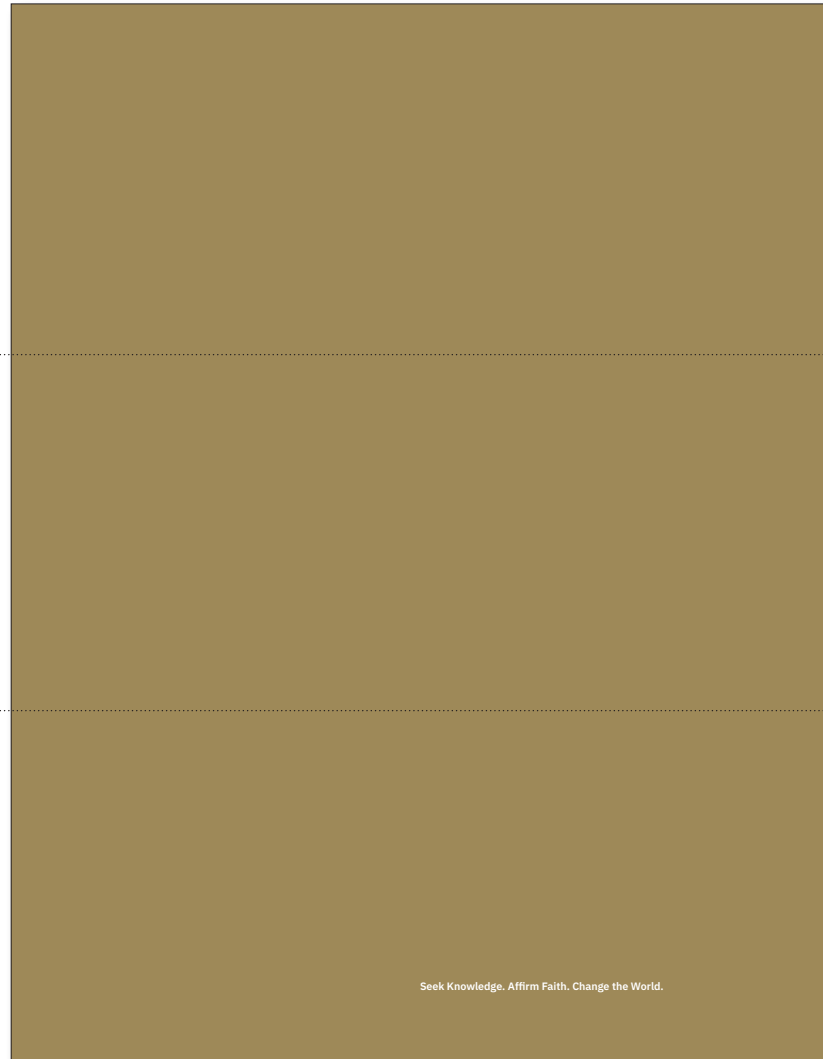
Letterhead, envelopes and
business cards are ordered
through the LithoTech website.

lithotech.andrews.edu

Executive Letterhead

Executive letterhead uses gold in place of blue for the flogo and University tagline.

If the recipient is familiar with the University the vertical lockup may be used. However, if this is the first correspondence sent to an individual the horizontal lockup must be implemented to ensure Andrews University is given prominence.



fold line

fold line

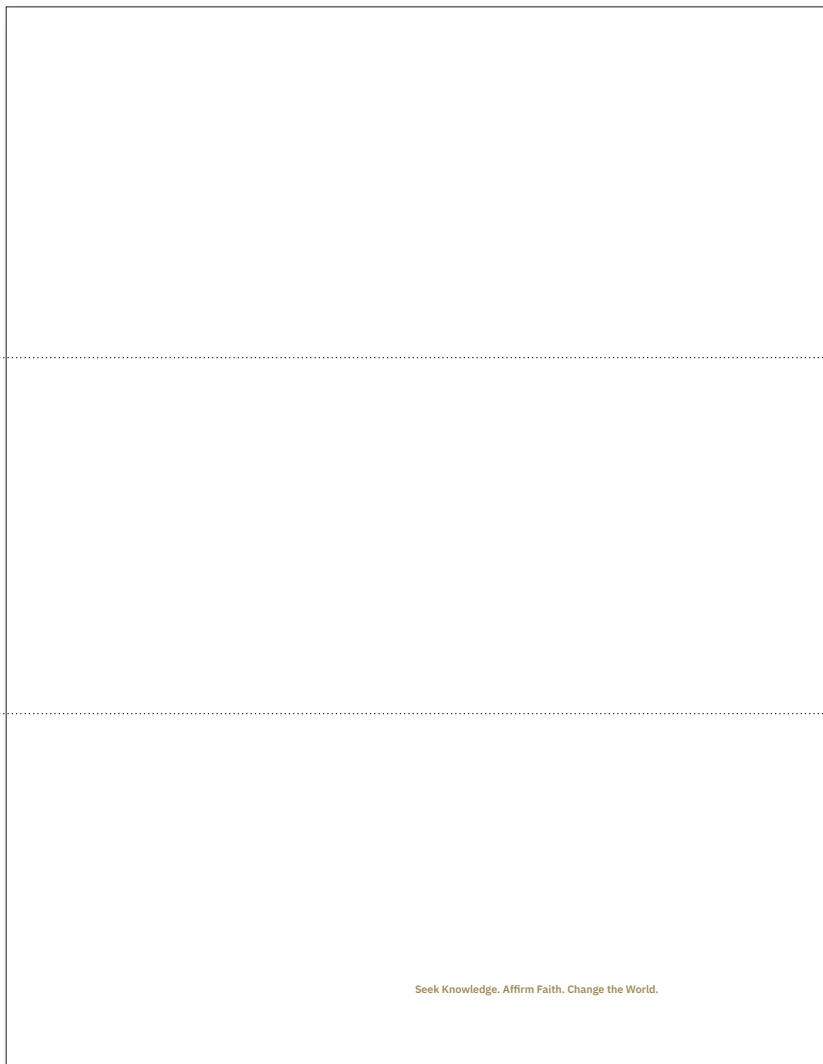
Letterhead, envelopes and
business cards are ordered
through the LithoTech website.

lithotech.andrews.edu

Seek Knowledge. Affirm Faith. Change the World.

Executive Letterhead Back

The back of the executive letterhead is flooded with AU Gold and the tagline is imprinted ensuring this is the first thing a recipient sees when removing the folded letter from the envelope. This creates an elegant introduction to the brand and reinforces the University's mission.



fold line

fold line

Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Executive Letterhead Back (alternate)

The is an alternate back for the executive letterhead. The tagline is imprinted in AU Gold ensuring this is the first thing a recipient sees when removing the folded letter from the envelope. This creates an elegant introduction to the brand and reinforces the University's mission.

Seek Knowledge. Affirm Faith. Change the World.



general envelope



envelope specific to a college,
school, department or office

Letterhead, envelopes and
business cards are ordered
through the LithoTech website.

lithotech.andrews.edu

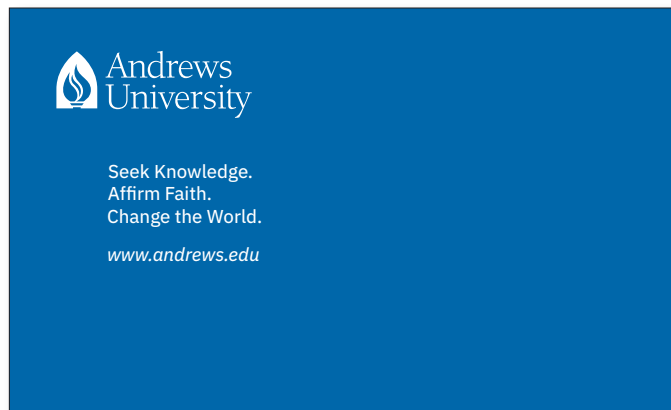


Alternate design using the
entity-specific logo. Please
contact the Office of University
Communication to create this
version—uc@andrews.edu.

Standard & Executive Envelope

Only vertical signatures should be used on Andrews University envelope regardless of which signature is applied to letterhead.

A general envelope is available for use along with envelopes specific to a college, school, department or office. Envelopes may be ordered through Lithotech.



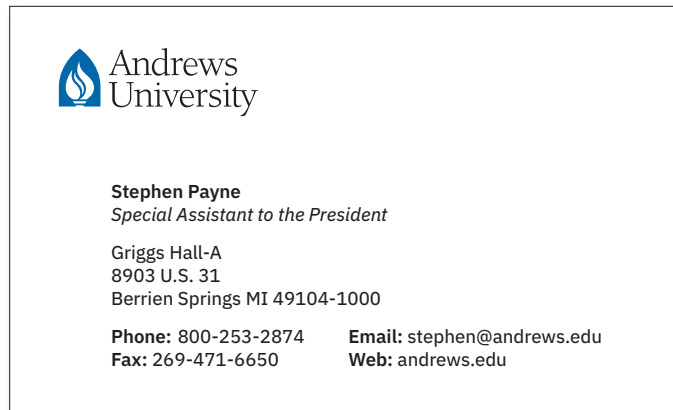
Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Standard Business Card

The standard business card can accommodate up to two title lines, three lines for your physical address and four pieces of contact information.

The front of the card is dedicated to the individual and the college, school, department or office in which they serve. The back of the card is dedicated to general Andrews University information and is flooded in AU Blue.

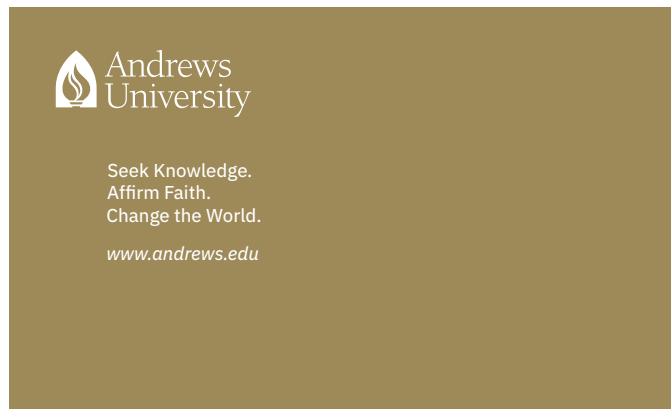
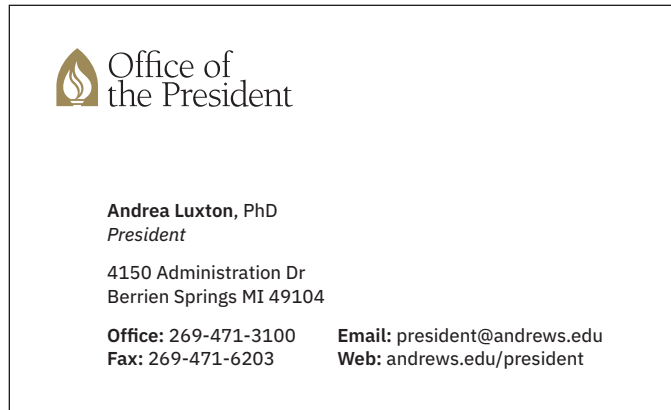


Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Alternate Business Card

The alternate business card offers the option for an individual to include a photograph on the back. The photo must be taken by an approved photographer through University Communication.




Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Executive Business Card

The executive business card is available to individuals at the Vice President level and above. The front of the card can accommodate up to two title lines, three lines for your physical address and four pieces of contact information. The back of the card is dedicated to general Andrews University information and is flooded in AU Gold.


 Department Logo
Goes Here

Firstname Lastname
Title Line One
Title Line Two

0000 Street Address
Berrien Springs MI 49104-0000

Direct: 269-471-5555 **Email:** username@andrews.edu
Office: 269-471-5555 **Web:** andrews.edu/department

2 title lines
2 lines for physical address
4 pieces of contact information


 Department Logo
Goes Here

Firstname Lastname
Title Line One

0000 Street Address
Berrien Springs MI 49104-0000

Direct: 269-471-5555 **Email:** username@andrews.edu
Cell: 269-471-5555

1 title line
2 lines for physical address
3 pieces of contact information

 Department Logo
Goes Here

Firstname Lastname
Title Line One
Title Line Two

Building Address, Room Number
0000 Street Address
Berrien Springs MI 49104-0000

Office: 269-471-5555
Email: username@andrews.edu

2 title lines
3 lines for physical address
2 pieces of contact information

Business Card Guidelines

Departmental websites should always be the last piece of contact information included on the business card (if used) and the email address the second to last.

The title block is set to bottom-justify, the address block can be two or three lines and the contact information should top-justify. This ensures the spacing between information always remains one eighth of an inch.

Glossary content was taken from the book *The Dictionary of a Brand*, edited by Marty Neumeier, published by AIGA, www.aiga.org

Glossary

The following pages offer a basic glossary as it relates to design, the guidelines presented in this manual and branding. Please contact University Communication for any additional questions you may have.

Phone: 269-471-3322

Email: uc@andrews.edu

Web: andrews.edu/uc

brand	a person's perception of a product, service, experience or organization	elevator speech	a version of a brand's purpose or market position, short enough to convey during a brief elevator ride
brand architecture	a hierarchy of related brands, often beginning with a master brand, describing its relationship to sub-brands and co-brands; a brand family tree	emotional branding	brand-building efforts that aim at customers' feelings through sensory experiences
brand asset	any aspect of a brand that has strategic value, which may include brand associations, brand attributes, brand awareness or brand loyalty	feature	any element of a product, service or experience designed to deliver a benefit
brand champion	anyone who evangelizes or protects a brand; a brand steward	field test	qualitative research used to assess a new product, package, concept or message
brand identity	the outward expression of a brand, including its name, trademark, communications and visual appearance	focus group	a qualitative research technique in which several people are invited to a research facility to discuss a given subject; a type of research designed to focus later research
brand manual	a document that articulates the parameters of the brand for members of the brand community; a standardized set of brand-building tools	generic	an unbranded product, service or experience; a commodity
customer expectations	the anticipated benefits of a brand, whether explicit or implicit	generic brand	a misnomer often applied to a commodity product or store brand (since the terms generic and brand are mutually exclusive)
design	in brand-building, the planning or shaping of products, services, environments, systems, communications or other artifacts to create a positive brand experience	global brand	a product, service or company that competes globally (often a misnomer, since most brands, by definition, vary from culture to culture)

guerilla marketing	a marketing program that uses non-traditional channels to sell or advertise products or services	logo	an abbreviation of a logotype, now applied broadly to trademarks
icon	the visual symbol of a brand, usually based on a differentiated market position; a trademark	logotype	a distinctive typeface or lettering style used to represent a brand name; a wordmark
identity	the central sustainable elements of a brand identity, usually the name and trademark	look and feel	the sensory experience of a product, environment or communication
information hierarchy	the order of importance of the elements in a brand message	marketing	the process of developing, promoting, selling and distributing a product or service
innovation	a market-changing product, service, experience or concept; the formal practice of innovation	market penetration	the market share of a product, service or company compared to others in the category
integrated marketing	a collaborative method for developing consistent messaging across media	master brand	the dominant brand in a line or across a business, such as Pepperidge Farm or Sony, to which sub-brands can be added; a parent brand
internal branding	an internal program to spread brand understanding through the use of standards manuals, orientation sessions, workshops, critiques and online training; brand cultivation	media	the channels through which brand messages are delivered, such as television, printed publications, direct mail, the internet and outdoor posters
leveraging a brand	borrowing from the credibility of one brand to launch another brand, sub-brand or co-brand; brand extension	media advertising	one-way messages designed to sell, persuade or create awareness of a brand through public communication channels
living brand	a brand that grows, changes and sustains itself; a healthy brand		

message architecture	the formal relationships among brand communications
mission statement	a concise statement of the purpose or aspirations of an organization
name brand	a widely recognized product, service or organization
nomenclature system	a formal structure for naming related products, services, features or benefits; the naming portion of an organization's brand architecture
opinion leader	a person whose opinion or personality exerts an influence over other members of a group
parallel thinking	a brainstorming technique in which everyone thinks in the same direction at the same time, generating a range of usable ideas
parent brand	the main brand in a brand family; a master brand
perception	an impression received through the senses; a building block of customer experience
permanent media	environmental brand messages that last for years, such as architecture or signage

positioning	the process of differentiating a product, service or company in a customer's mind to obtain a strategic competitive advantage; the first step in building a brand
promise	a stated or implied pledge that creates customer expectations and employee responsibilities, such as Fed-Ex's on-time guarantee
reach	the number of people exposed to an advertising or brand message
reputation	the shared opinion of a product, service or organization among all the members of its audience
segment	a group of people who are likely to respond to a given marketing effort in a similar way
segmentation	the process of dividing a market into subcategories of people who share similar values and goals
signature	the defined visual relationship between logotype and a symbol
slogan	a catchphrase, tagline or rally cry
social network	a network of people that can be leveraged to spread ideas or messages using viral marketing

strategy	a plan that uses a set of tactics to achieve a business goal, often by out-maneuvering competitors	value proposition	a set of benefits, including functional, emotional and self-expressive benefits
sub-brand	a secondary brand that builds on the associations of a master brand	viral marketing	a technique by which social networks are used to spread ideas or messages, through the use of affiliate programs, co-branding, emails and link exchanges on-line or off-line, through use of word-of-mouth advertising and memes
symbol	a sign or trademark designed to represent a brand	vision	the story a leader tells about where the organization is going; the aspirations of a company that drive future growth
tactic	an expedient maneuver used in support of a strategy	voice	the unique personality of a company as expressed by its verbal and written communications; the verbal dimension of a brand personality
tagline	a sentence, phrase or word used to summarize a market position, such as Mini's "Let's motor" and Taco Bell's "Think outside the bun"	wordmark	the brand name as represented by a distinctive typeface or lettering style; a logotype
target market	the group of customers a company has decided to serve		
touch point	any place where people come in contact with a brand, including product use, packaging, advertising, editorial, movies, store environments, company employees and casual conversation		
trademark	a name and/or symbol that indicates a source of goods or services and prevents confusion in the marketplace; a legally protectable form of intellectual property		



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