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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 standards 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
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.
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.
Brand Identity Elements

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.

Redrawn Typography

original typography

redrawn typography

ligature details
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.
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.
Whenever possible the signatures should be used with the tagline to reinforce the University’s mission.

The full tagline (World Changers Made Here.) should never be moved or shortened.
Symbolism

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 unapologetically 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.

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.
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.
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.

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 on the University Communication website at andrews.edu/uc.
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 (horizontal signature)**
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

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.
Brand Identity Standards

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.

**Incorrect Use**

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 standards.

Never repurpose the signatures in use anywhere on the Andrews University website for any other application.
Brand Identity Standards

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.

Incorrect Use

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.
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.
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.
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.
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 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 uilla faciduis nonam sed et buptat, suman ullandre magna conse vel ea con ut ullamcon herun vel eu utam la fea facipia et, velonderesit venti nussequat nulla facciam nos nonullum velossect adiasmus Imodip er sectit nostrud etium eugueres el ulputat ionsembih eugait iiquia nisi.

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Sincerely,

Firstname Lastname
Title

Phone: (800) 253-2874
Phone: (269) 471-7771
Email: enroll@andrews.edu
World Changers Made Here.

Andrews University
Berrien Springs MI 49104
Phone: (866) 253-2874
Phone: (269) 471-7771
Email: enroll@andrews.edu
World Changers Made Here.

---

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.

Letterhead, envelopes and business cards are ordered through the LithoTech website.
lithotech.andrews.edu
January 18, 2020
John Andrews
1234 University Lane
Berrien Springs MI 49103

Dear Mr. Andrews,

Nulla am il dolobor irit, suscidunt wisci et la feu fugiat ulla faciduis nonamet tut luptat, sumsan ullandre magna conos vol sa con ut ullamcon hemen vol ea amet la feu facipis et, volendo cret vent waeque null faciam non nolium velamret adiamco m conoc ep er sectet nonra

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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

World Changers Made Here.

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.
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Sincerely,

Firstname Lastname

title

Second Sheet

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

lithotech.andrews.edu

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 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.

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.

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

lithotech.andrews.edu
January 18, 2020
John Andrews
1234 University Lane
Berrien Springs, MI 49103

Dear Mr. Andrews,

Nulla am il dolobor arit, exaucunt wesci et la feuqat uilla facibas nonessei tue luptat, numun ul-
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ous biau uilla corolia.

Sincerely,

Dr. Niels-Erik Andreasen
President

Executive Letterhead

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

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

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.
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.

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.

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

lithotech.andrews.edu
Only vertical signatures should be used on Andrews University envelopes 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](http://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 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.
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

Alternate 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.
Business Card Standards

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.
To ensure consistency in visual presentation and brand messaging, please format your email signature as below.

Please note: for general email communication, it’s best to use fonts that are found on most computer platforms. For that reason, we recommend using Verdana, sized at 9pt, with bold emphasis as detailed to the left.

---

### Email Signature Template

To ensure consistency in visual presentation and brand messaging, please format your email signature as below.

**Please note:** for general email communication, it’s best to use fonts that are found on most computer platforms. For that reason, we recommend using Verdana, sized at 9pt, with bold emphasis as detailed to the left.

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---

**Email Signature Template**

To ensure consistency in visual presentation and brand messaging, please format your email signature as below.

**Please note:** for general email communication, it’s best to use fonts that are found on most computer platforms. For that reason, we recommend using Verdana, sized at 9pt, with bold emphasis as detailed to the left.
The following pages offer a basic glossary as it relates to design, the standards 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

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

icon: the visual symbol of a brand, usually based on a differentiated market position; a trademark.

identity: the central sustainable elements of a brand identity, usually the name and trademark.

information hierarchy: the order of importance of the elements in a brand message.

innovation: a market-changing product, service, experience or concept; the formal practice of innovation.

integrated marketing: a collaborative method for developing consistent messaging across media.

internal branding: an internal program to spread brand understanding through the use of standards manuals, orientation sessions, workshops, critiques and online training; brand cultivation.

leveraging a brand: borrowing from the credibility of one brand to launch another brand, sub-brand or co-brand; brand extension.

living brand: a brand that grows, changes and sustains itself; a healthy brand.

logo: an abbreviation of a logotype, now applied broadly to trademarks.

logotype: a distinctive typeface or lettering style used to represent a brand name; a wordmark.

look and feel: the sensory experience of a product, environment or communication.

marketing: the process of developing, promoting, selling and distributing a product or service.

market penetration: the market share of a product, service or company compared to others in the category.

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.

media: the channels through which brand messages are delivered, such as television, printed publications, direct mail, the internet and outdoor posters.

media advertising: one-way messages designed to sell, persuade or create awareness of a brand through public communication channels.
<table>
<thead>
<tr>
<th><strong>message architecture</strong></th>
<th>the formal relationships among brand communications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>mission statement</strong></td>
<td>a concise statement of the purpose or aspirations of an organization</td>
</tr>
<tr>
<td><strong>name brand</strong></td>
<td>a widely recognized product, service or organization</td>
</tr>
<tr>
<td><strong>nomenclature system</strong></td>
<td>a formal structure for naming related products, services, features or benefits; the naming portion of an organization’s brand architecture</td>
</tr>
<tr>
<td><strong>opinion leader</strong></td>
<td>a person whose opinion or personality exerts an influence over other members of a group</td>
</tr>
<tr>
<td><strong>parallel thinking</strong></td>
<td>a brainstorming technique in which everyone thinks in the same direction at the same time, generating a range of usable ideas</td>
</tr>
<tr>
<td><strong>parent brand</strong></td>
<td>the main brand in a brand family; a master brand</td>
</tr>
<tr>
<td><strong>perception</strong></td>
<td>an impression received through the senses; a building block of customer experience</td>
</tr>
<tr>
<td><strong>permanent media</strong></td>
<td>environmental brand messages that last for years, such as architecture or signage</td>
</tr>
<tr>
<td><strong>positioning</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>promise</strong></td>
<td>a stated or implied pledge that creates customer expectations and employee responsibilities, such as Fed-Ex’s on-time guarantee</td>
</tr>
<tr>
<td><strong>reach</strong></td>
<td>the number of people exposed to an advertising or brand message</td>
</tr>
<tr>
<td><strong>reputation</strong></td>
<td>the shared opinion of a product, service or organization among all the members of its audience</td>
</tr>
<tr>
<td><strong>segment</strong></td>
<td>a group of people who are likely to respond to a given marketing effort in a similar way</td>
</tr>
<tr>
<td><strong>segmentation</strong></td>
<td>the process of dividing a market into subcategories of people who share similar values and goals</td>
</tr>
<tr>
<td><strong>signature</strong></td>
<td>the defined visual relationship between logotype and a symbol</td>
</tr>
<tr>
<td><strong>slogan</strong></td>
<td>a catchphrase, tagline or rally cry</td>
</tr>
<tr>
<td><strong>social network</strong></td>
<td>a network of people that can be leveraged to spread ideas or messages using viral marketing</td>
</tr>
<tr>
<td>term</td>
<td>definition</td>
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<tr>
<td>strategy</td>
<td>a plan that uses a set of tactics to achieve a business goal, often by out-maneuvering competitors</td>
</tr>
<tr>
<td>sub-brand</td>
<td>a secondary brand that builds on the associations of a master brand</td>
</tr>
<tr>
<td>symbol</td>
<td>a sign or trademark designed to represent a brand</td>
</tr>
<tr>
<td>tactic</td>
<td>an expedient maneuver used in support of a strategy</td>
</tr>
<tr>
<td>tagline</td>
<td>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”</td>
</tr>
<tr>
<td>target market</td>
<td>the group of customers a company has decided to serve</td>
</tr>
<tr>
<td>touch point</td>
<td>any place where people come in contact with a brand, including product use, packaging, advertising, editorial, movies, store environments, company employees and casual conversation</td>
</tr>
<tr>
<td>trademark</td>
<td>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</td>
</tr>
<tr>
<td>value proposition</td>
<td>a set of benefits, including functional, emotional and self-expressive benefits</td>
</tr>
<tr>
<td>viral marketing</td>
<td>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</td>
</tr>
<tr>
<td>vision</td>
<td>the story a leader tells about where the organization is going; the aspirations of a company that drive future growth</td>
</tr>
<tr>
<td>voice</td>
<td>the unique personality of a company as expressed by its verbal and written communications; the verbal dimension of a brand personality</td>
</tr>
<tr>
<td>wordmark</td>
<td>the brand name as represented by a distinctive typeface or lettering style; a logotype</td>
</tr>
</tbody>
</table>