

BRAND IDENTITY



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1



When a company or a product achieves 'brand' status, it normally means that it has been extremely successful. Also the logo / symbol / image built up by a successful company, can become a brand in its own right. Meanings, feelings and values are usually associated with a brand (sometimes called 'brand identity'), making the branding of products an effective form of marketing.

Courtesy of www.technologystudent.com

BRAND IDENTITY

2



Brand - associated with:

Looks (aesthetics),
style,
Colour scheme,
Company name,
Product functions,
Symbol / logo,
customers feelings about the
product,
Trusted by the general public.

Courtesy of www.technologystudent.com

MARKETING PRODUCTS - What is Brand Identity? Use examples of products in your answer. 4 marks

