

Continuum



Branding: Beyond the Logo

There are many well-known and trusted brands, many with very recognizable logos. Organizations put a good deal of time, effort and money into developing logos and marketing campaigns. However, brand identity goes much deeper.

A distinct brand begins with an organization that has a well-defined mission and vision. The people in that organization know their role and have identified ways that they can best communicate and deliver the brand. Then, the organization's customers have a passionate connection with the brand...the logo is merely a symbol that represents that organization's brand.

In this seminar participants will explore different approaches to developing and maintaining brand, discuss how the different approaches can be applied to their organization and begin to identify items within their own culture that can be used to communicate brand.

Participants will also leave with resources to help them pursue the issue of brand identity further.