What is branding?

ཉིལེབ་པར་རོལ་གྱིས་
In Marketing a „brand“ is the unique identity or personality of your company. It gives shape to your message.

A brand is a set of ideas and images that reflect your company, product or experience.

A brand is usually represented by a logo and a recognizable and consistent graphic design and photography.
SHARE LIFE WITH THE MONGOL NOMADS

Interested?

Find yourself at the source of the Amazon! Interested?

Behold, the palace of a living Buddha

Interested?
Why is branding important?

- To make it easy for people to recognize you

- To build trust

- To create emotional attachments (this brand knows what I need)

- To bring up images, ideas and feelings beyond the product or service you sell
Key ingredients of effective branding

1. Your unique brand values: what makes your company unique. Think of what you want your clients to associate your brand with.

2. Your message: your values in a clear message to your potential customers.

3. Your visual identity: your message in logo, colours, images, fonts, etc. Develop a clear and distinct visual branding guidelines and don’t change it.

4. Live up to your brand identity: be what you say you are.
1. Brand values

What makes your company unique:
your product, your personality & story, your purpose

Memorable  ཡིད་ཆེན་པོ་
Unique  སྒྲིང་གྲམ་
Actionable  དེ་འོས་པ།
Clear  རྩ་བསྐོལ་
Nike brand value is to bring inspiration and innovation to every athlete in the world. However, the Nike brand values further identify that anyone who has a body is an athlete in their eyes. In other words, Nike is about encouraging success, motivating athletes, and reminding everyone (no matter their fitness level) that they can achieve their goals.
2. Message

Slogan

A simple and catchy phrase that goes together with a logo.
A slogan tells what makes a product special or the brand values of a company.
A slogan helps people remember a product.

A slogan is a short, memorable phrase that is associated with a company or product.
2. Message

Brand story

It is important to have a story that people can understand and connect with

While it had been many years since Baima Dorji had last set foot in his native land, fond memories came pouring back. He remembered the excitement of climbing local mountains as a young boy, the intimate solitude of his town’s temples, and the people who helped define him as a person.

Finally, Baima was home. The rush of emotions made him wonder: How could he give back? What more could he do? Soon it all became clear. He thought about the region’s rich culture and how he could create a way for travelers to come and experience a new way of life; a place that was more than the usual hotel and gift shops, a place where guests could immerse themselves in living history.

So Baima turned his family’s small guesthouse into the first Songtsam lodge. Inspired by the rich Tibetan culture, he worked with local artisans and members of the community to help produce and run Songtsam Green Valley. Many years later, Baima’s vision continues to grow, and so does the Songtsam experience.
2. Message

Your core communication using the marketing mix

Be consistent in your message - same message every time
Ask your designer to make branding guidelines for you which should at least include:

- Logo design, colours and use
- Company colours
- Company letter font and sizes
- Do’s and don’ts
- Style and theme of photography and how to use it
Our logo is a very valuable asset. We must treat it nicely. Never abuse our logo, it doesn’t have arms so it can’t fight back (our lawyers however, are another story).

1) Print logo
This logo is to be used for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

2) Screen logo
This logo is to be used for all screen work, including websites, brochures and presentations. Please make sure you are using the latest version as we have made it slimmer than the earlier version.

Both these logos are available in a negative version.
Logo dos and donts.

You wouldn’t wear one blue sock and one orange sock. Take a moment to think about how you apply the Skype logo.

We’re not a rules and regulations kind of company, nonetheless here are some examples of what we think is cool and what should be punishable by red-hot Skype poker to the buttocks.

Always leave the logo some space to breathe. Use white or neutral backgrounds.

Don’t sit the logo on yucky colours.
Our colours.

SKYPE BLUE
Pantone Process Cyan C
CMYK 100/0/0/0
RGB 0/175/240
HEX 00AFF0

You can only reproduce the Skype logo in this colour.

SKYPE GREEN
Pantone 376 C
CMYK 55/5/100/0
RGB 135/200/10
HEX 87C80A
Our typeface. Print.

Chaleibook
The Chaleibook type family is our corporate font.
Not that any of us wear suits too often.

Chaleibook is a nice, simple font, good for anything from headlines to text. Use Chaleibook wherever possible.

Chaleibook Bold
Chaleibook also comes in bold. It's called Chaleibook Bold.
You will need to adjust the kerning a bit. The larger Chaleibook gets, the more tightly it needs to be kerned.
OPULENTIA ORGANICS BRAND GUIDELINES

LOGO

This is the Opulentia Organics logo. It should be used in full on all corporate literature to maintain brand consistency. The dashed grey lines represent the minimum space that should ideally be left clear around the logo at all times.

Colour On White

Colour On Grey

Colour On Turquoise

COLOURS

Turquoise
Pantone 3265C
C:70 M:0 Y:35 K:0
R:10+ G:204 B:204
HTML: #68CCCC

Dark Grey
Pantone 447C
C:30 M:0 Y:35 K:0
R:48 G:56 B:60
HTML: #303B3C

Advice for printed items
The above Pantone colour specifications should be used wherever possible. If Pantone colours are not available the CMYK values should be used, although it will not be possible to achieve an exact match.

Advice for web items
The RGB and HTML values should be used for web-based items.

TYPEFACES

Primary Typeface - MrsEaves Bold

MrsEaves Bold
1234567890 !@#$%^&*()'+-
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Typeface - MrsEaves Italic

MrsEaves Italic
1234567890 !@#$%^&*()'+-
abcdefghijklmnopqrstuvwxyz

Advice for use
• The logo should only be reproduced from the source files supplied
• It should not be stretched, squashed or altered in any way
• Where possible it should be used in colour on a white or grey background
• If necessary it can also be used on a turquoise background or in black/white only

Opulentia Organics visual identity designed and developed by Edgeways
The logo quiz

མཚན་རོགས་ཐོབ་ཐོན་ལ་
3. Your visual identity

- See if you can be consistent with the style of photography you use
- At least always use good quality photographs to show the quality of your services
- One good quality large image is often better than many small images
Our Slogan

Another Kind of Luxury

Our Values

At Norlha, we believe in the exceptional qualities of a rare fiber, in the skill of our dedicated artisans, and the creation of superior products. We honor each of these guiding principles equally and without compromise.

Our Message

In a world where fast fashion dominates, we offer a product that will last a lifetime, to the shared with generations to come.

Our Logo

The Meaning of "Norlha"

In Tibetan, the word Norlha translates to the "Wealth of the Gods." Tibetan nomads appropriately call their yak "Nor" as they are the source of all their wealth and provide for all their needs year round.
**Our Vision**
To be the first choice for guests, colleagues, shareholders and business partners.

**Our Mission**
To delight our guests every time by creating engaging experiences straight from our heart.

**Our Message**
"To treat a stranger as one of our own"

"འོང་ཤེས་ལ་ཟུང་བུ་ནི་ཐེན་ཆོས་ཀྱི་མིང་དུ་བོད་ལ་རོགས་པར་བོད་དུ་དུས་པའི་ཚོགས་ཀྱི་མིང་དུ་བོད་ལ་རོགས་པར་བོད་དུ་དུས་པའི་ཚོགས་

**Branding values**
- Humility
-Courtesy
- Respect
- Helpfulness
- Sincerity

The Shangri-La 'S'

Our 'S' logo, which resembles uniquely Asian architectural forms, suggests majestic mountains reflected in the waters of a tranquil lake.

World-class service amidst tranquil surroundings, coupled with inspirational architecture and design.
We welcome you to The Last Resort, the perfect place for exciting adventures and complete relaxation.
4. Live up to your brand identity
Be honest and create the right expectations!