

Building Your Brand



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Business Branding

- Your promise to your customers
- What they can expect from your products or services
- Who you are
- Who you want to be
- Who people perceive you to be
- Foundation of your brand is your logo



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Business Branding



What is Branding?

“Branding is more than a memorable logo. A strong brand represents peoples’ perceptions of your company. It’s important to spend time investing and researching, defining and building your brand.”

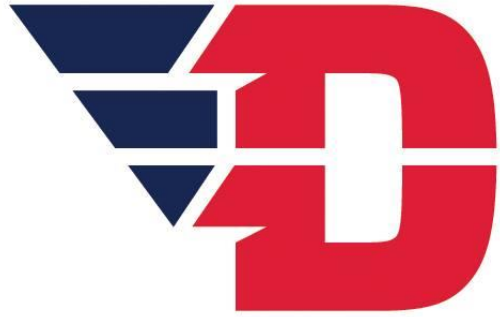
-Brand It Marketing Communications



Logos



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OSGOOD STATE BANK



1.



2.



3.



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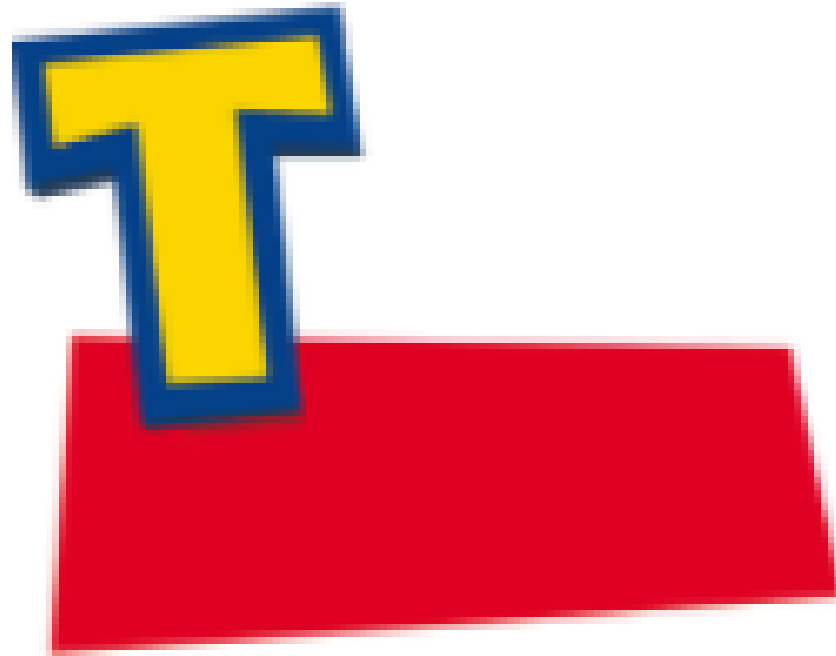
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4.



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8.



9.



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10.



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11.



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Slogans



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- Melts in your mouth, not in your hands
- **M&Ms**
- Snap Crackle Pop
- **Rice Krispies**
- The quicker picker upper
- **Bounty**
- They're grrrreat!
- **Frosted Flakes**
- Don't leave home without it
- **American Express**



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- Nothing runs like a deer
- **John Deere**
- Can you hear me now?
- **Verizon**
- Just do it
- **Nike**
- Have it your way
- **Burger King**



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- Mmm, mmm good!
- **Campbells Soup**
- Finger lickin' good
- **Kentucky Fried Chicken**
- America runs on Dunkin'
- **Dunkin Donuts**
- Think different
- **Apple**
- The breakfast of champions
- **Wheaties**



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- Every kiss begins with K
- **Kay Jewelers**
- Open happiness
- **Coca-Cola**
- I'm lovin' it
- **McDonalds**
- It keeps going... and going... and going
- **Energizer**
- Taste the rainbow
- **Skittles**



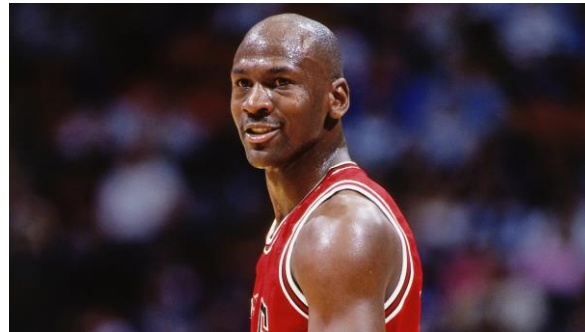
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What is Your Brand?

- Reputation
 - Real life
 - Online
- Employers, college admissions, & scholarship committees develop an image of who you are by how you interact online and offline.



Personal Branding



- Your personal brand
 - Who you are
 - What you want to be known for
 - What you have to offer



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Elevator Pitch

- Know yourself
 - Strongest skills
 - Strengths and passions, career-wise
 - What sets you apart from other candidates
- Craft your pitch
 - Who are you?
 - What are your major accomplishments
 - What do you want/where are you going?



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Elevator Pitch

- Posture
- Eye contact
- Volume
- Tone
- Facial expression (smile!)
- Clothing
- Handshake



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