

Glossary of branding terms

Brand attributes

Help define the tone, manner, personality and style of a brand; often the differentiating factor between similar products and services.

Brand identity

The visible elements that can be used to identify a company, product or service (name, logotype, symbol, product configuration, service offering and packaging).

Brand image

The complete bundle of perceptions about an organization, product or service offering developed through communications and experience, including the distinguishing “human” characteristics of a brand personality (e.g., warm and friendly, strong and reliable).

Brand personality

The attribution of human personality traits to a brand. These traits inform brand behavior through both communications materials and the people who represent the brand.

Brand positioning

Provides the underlying platform for communications, reflecting the brand’s value proposition. It includes:

- Definition—how the brand is defined
- Differentiation—what makes the brand special
- Deliverable—benefit delivered to customers

Brand strategy

Long-term plan for the brand, including a determination of key audiences and an understanding of what those audiences need to know about the brand and the experience.

Logotype

A unique group of letter forms that represent the brand.

Messages

The information that is most relevant to priority audiences, serving as the content for communications in support of the brand positioning.

Signature

Any symbol and/or logotype that officially represents a brand.

Symbol

A non-typographic element of an abstract or representational nature.

Trademark

A distinguishing name, sign, symbol, design, or a combination of them, intended to identify the source of the goods or services, or one seller or group of sellers, and to differentiate them from those of competitors.

Visual identity or core design elements

The visible elements that are used to identify a company, product or service (name, logotype, symbol, color palette, typography, product configuration, service offering and packaging).

Visual system

A planned method of identification, including the use of the brand name, logotype, color palette and secondary typography; the graphic “look and feel” of the brand, applied to a wide cross section of media to create a cohesive brand presentation.