

# Brand Standards Workshop

# Presenters



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**Does anyone have specific questions?**

# What Is Branding?

- any business/marketing concept that helps people identify a particular company, product, or individual
- Anything that helps shape an individuals' or teams' **perception** of YOU and YOUR TEAM
- Helps not only others, but your team members identify with your specific team
- “People often confuse brands with things like logos, slogans, or other recognizable marks, which are marketing tools that help promote goods and services”
  - These are used to create a **brand identity**

# Why Is Branding Important?

- Brand Standards individualizes a business/ team
- It makes any business more recognizable
  - Ex. Coca Cola, Pepsi, Walmart, Lays
- Everything is kept consistent
- Helps audience know who they're engaging with
- It also saves time when producing content



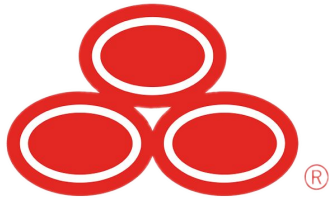


**Does Your Team Have  
Brand Standards?**

# How to build YOUR team's branding?

- Stay consistent
- Have a motto or short statement that resonates with your team

***State Farm***



“Like a good neighbor,  
State Farm is there.”

# Building Brand Standards

- Use a logo that would will represent your team for years to come
- Select a color palette that blends well together
- Choose 2-3 font types to use consistently across all media
- Create a master document with all of this information and what NOT to do





The background features several overlapping geometric shapes. A large, light gray circle is partially visible on the right side. Overlapping it are a red triangle and a blue triangle, both rendered with thick, semi-transparent outlines. The text 'Any Questions?' is centered in the middle of the slide.

**Any Questions?**



**Thank You for  
Coming!!!!**