



# Brand Management & Media Planning

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LM in Marketing & Digital Communication



**LUMSA**  
UNIVERSITÀ  
1939 **80**TANTESIMO 2019




[https://www.stellaromagnolilezioni.com/BMMP\\_2023\\_24/index.php](https://www.stellaromagnolilezioni.com/BMMP_2023_24/index.php)

Please fill in the **Google form** that you'll find on the website, so that I can match your names and nicknames for the Kahoot games

BMMP course | Name and nickname match

kindly fill this module, so that I can match the nickname with your identity

s.romagnoli2@lumsa.it [Cambia account](#) 

\* Indica una domanda obbligatoria

Email \*

Il tuo indirizzo email

Your first name \*

La tua risposta



# Expressing the Brand: Brand Identification System

*Lesson 2 part 1*  
*Thursday October, 12*

**Where were we?**



# Brand Building Process

1. Define and position the Brand (Brand Vision, Mission, Values, Personality & Brand Drivers: Brand Value Proposition)
2. Express the brand
3. Build awareness and reputation for the brand
4. Measure the brand



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## 2. Express the Brand





# Express the brand

1'07''





# Express the brand

Express the brand means:  
creating a **name, visual look and feel** for the brand,  
and a **total customer experience** for the target  
audience for when they encounter the brand



# The look & feel of the brand

3'45''



Branding Foundation – Drew Boyd – Lynda.com



# Brand Identification System



# Brand Identification System

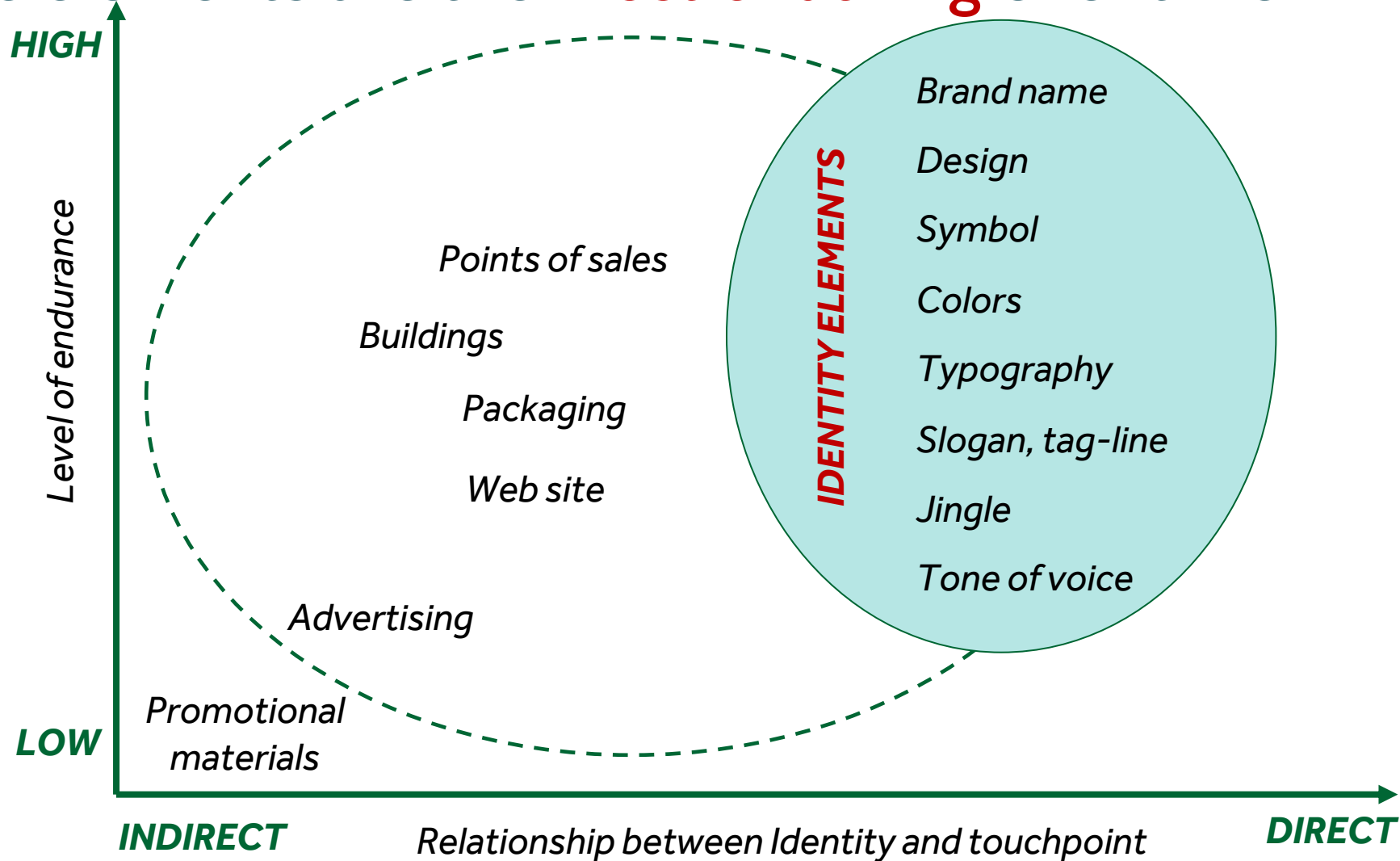
- A **Brand Identity System** is a collection of elements that work together to create unified, consistent and flexible brand assets that effectively communicate the brand value to the target audience
- It is a **set of verbal and iconic signs** that express the identity of a brand, as well as the guidelines for its effective management

<https://www.spellbrand.com/brand-identity-system>

Alberto Pastore, Maria Vernuccio - Impresa e Comunicazione - 2008



# These elements are the **most enduring** over time





# Brand Identification System

The permanent communication elements:

1. **Brand name**
2. **Design** (visual identity: colors, graphics, visual image, etc.)
3. **Symbols** (logo, favicon)
4. **Typography** (font)
5. **Slogan** (payoff or tag-line)
6. **Sound branding**, jingle
7. **Tone of voice**



# Identity elements

The brand **identity elements** should be:

- **Distinctive**
- **Easy to remember**
- **Meaningful**
- **Consistent with the brand personality and the value proposition**
- **Flexible / adaptable (over time, other markets, etc.)**
- **Legally protectable**





# The brand name



## The brand name

The brand **name** is the **necessary condition of existence** of the brand (in particular the **sound component of the name**)



# The naming process

Stages of the **naming process**:

1. Set the **positioning goals** (brand promise, personality, values...)
2. **brainstorming**
3. Screening based on a **legal verification** (original name)
4. Selection of a **list of names**
5. **Check the web domain name** availability
6. Choice of the name



# 1. Set the positioning goals

We need to create a list of **positioning keywords** starting from the Corporate Personality (how we want to be perceived):

- Brand Mission
- Values
- Distinctive features of the product / service
- Distinctive brand drivers

## 2. Starting from the keywords we brainstorm to find the names



Or we could choose...

**Suggestive names or evocative names:** They do not have a real connection with the product or service. They “suggest” the meaning, the values or the benefits (e.g. using onomatopoeia, like Ziploc, TicTac...)





# Another trick (very much used) is making a combination of 2 names



The name is a combination of words. The “**Net**” is derived from the word **Internet** and “**Flix**” is a shortened version of the word **flicks** – a synonym for movie.

Put them together and you get why Netflix is called...Netflix.

**FedEx**

Federal Express

**airbnb**

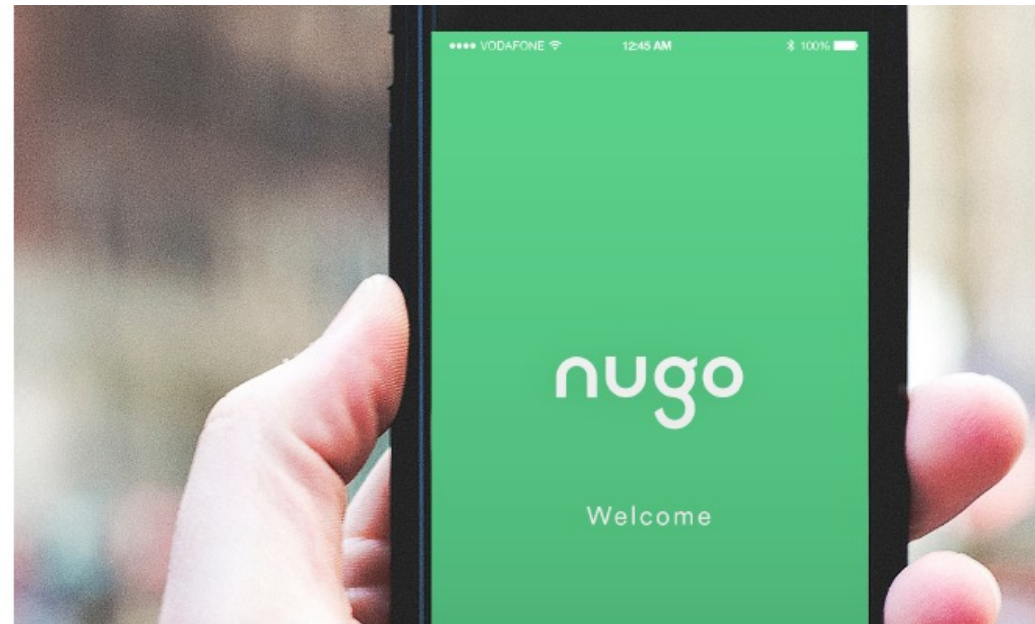
Air Bed & Breakfast

**nu + go**

new  
(Nuovo, inglese)

To go, went, gone  
(Andare, inglese)

- ✓ .it
- ✓ .com (in vendita)



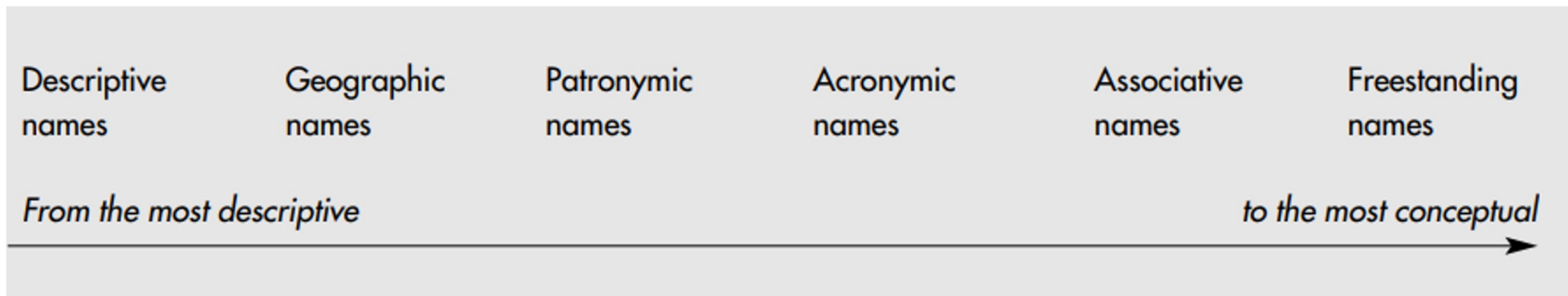




From the positioning keywords to brand names.  
We can choose

**Descriptive names:** the meaning is clear to the target.  
They describe what the company/product does).  
*E.g. General Motors, Cartoon Network, Band-Aid,  
Facebook.*

The problem with descriptive names is that **it is difficult to differentiate** and sell different products (with the same name).



**Figura 12. Tipi di nomi dei brand (Muzellec, Doogan, Lambkin, 2003).**



# What makes a good name?

## Alliteration

The repetition of initial consonant sounds in neighboring words

*PayPal, Kinko's, Lincoln Logs*

## Rhyme

The similarity between syllable sounds at the end of two or more words

*Nutter Butter, Smart Start*

## Onomatopoeia

A word that imitates the sound it represents

*Ziploc, Pop-tarts, Roomba*

## Morphemes

The smallest meaningful unit in the grammar of a Language

*FedEx, Acura, Unisys*

**Landor**  
www.landor.com

Once we have a list of names, we start **excluding** those that are not usable




# Trademark view

TM view

English (en) ▾

Search **107,251,862** trade marks  
across the European Union and beyond

Contains ▾ Type trade mark name  **SEARCH** **ADVANCED SEARCH**

 **Drag and drop an image or upload it from your computer < 2MB.**      
Supported by these offices: BX, DK, PT, CZ, EM, IT, ES, SI, EE, BG, FR, RO, AT, CY, DE, FI, GR, HU, IE, LT, LV, MT, PL, SE, HR, SK

 **CONFIGURE YOUR SEARCH**

Territories  ▾ ⓘ

Offices  ▾ ⓘ

Goods and Services  ▾ ⓘ

<https://www.tmdn.org/tmview/#/tmview>



## 4. Selection of a list of names

Selection of a **list of names** that should be...:

- **Easy to pronounce**
- **Understandable / easy to remember**
- **Consistent** with **mission, brand personality, target and value proposition**, and reflect the **brand values and purpose**
- **Flexible** (extension of the brand architecture, other countries, etc.)
- **Unique**



# Case-study



# Looking for a mobile operators alliance brand name







# The Alliance was created to provide high quality roaming services

Presentation:

We are coming together to forge a new vision for a mobile **communications alliance...**

one that is dedicated to ensuring that all our clients **feel totally at ease** when they **seek to stay in touch with what matters most to them** as they **travel throughout the world.**

We will be the definitive source for communications services, preferred for its **ease-of use, familiarity, reliability and value**



# Positioning statements (Brand Value Proposition)

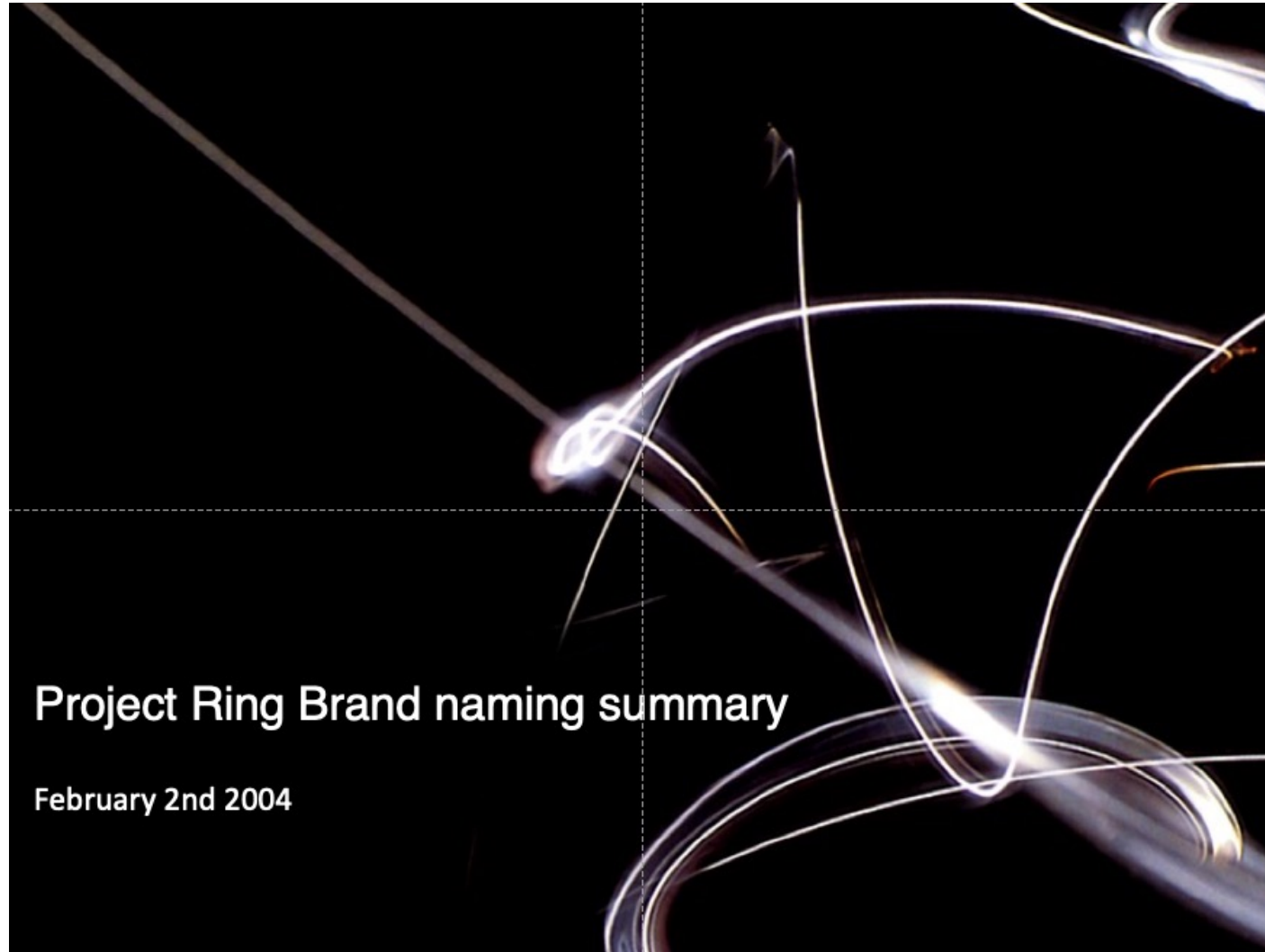
A. Simple. Everywhere

B. In touch with the world at home.

In touch with home throughout the world



# Brand name process: Mobile Alliance case-study (FutureBrand)



TIM, Orange, T-Mobile, Telefonica



# What was the chosen name?





## A little suggestion...

Tell a friend the name  
that you want to choose



And ask a day later if she/he remembers it...



# The naming process

Stages of the **naming process**:

1. Set the **positioning goals** (brand promise, personality, values...)
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6. Choice of the name



# Web domain name

- The **web domain name** is very important for the digital strategy
- **The domain name** should be:
  - Easy to remember
  - Hard to misspell
  - Not too long
  - **Keyword driven** (it is better to use simple words that people might search for on Google)
- It is also useful to buy similar names (and different extensions) to avoid competitors using them.





# Top level domain

- **.com** is for company (and it is the most difficult to find it available)
- **.org** is for government
- **.edu** is for education
- **.it** is for Italy (and there are all the Countries extensions, .eu for Europe, etc.)

But there are also new different extensions, like:

- .guru
- .rocks
- .law
- .shop
- ...



# Brandmanagement.com is not available, but...

brandmanagement

Saremo lieti di aiutarti

Ecco alcune ottime alternative

**Estensioni**

- .shop
- .live
- .store
- .me
- .cc
- .org
- .io

**Lunghezza in caratteri**

- 25 +

brandmanagement4u.com	€ 23,34 € 1,38 <sup>?</sup>	<input type="button" value="Aggiungi al carrello"/>
per il primo anno con una registrazione di 2 anni		
brandmanagements.com	€ 23,34 € 1,38 <sup>?</sup>	<input type="button" value="Aggiungi al carrello"/>
per il primo anno con una registrazione di 2 anni		
brandmanagementadvisors.com	€ 23,34 € 1,38 <sup>?</sup>	<input type="button" value="Aggiungi al carrello"/>
per il primo anno con una registrazione di 2 anni		
brandmanagement.cc	€ 17,68 € 6,62 <sup>?</sup>	<input type="button" value="Aggiungi al carrello"/>
per il 1° anno		
<small>Publicità</small> brandmanagement.live	€ 35,53 € 4,58 <sup>?</sup>	<input type="button" value="Aggiungi al carrello"/>
per il 1° anno		



BustAName is a tool to help find domain names. Watch the [Video Tutorial](#) to learn how to use it.

**Note:** Get .com's for \$2.95 through Godaddy with BustAName

## #1. Start Here - Word Combiner

Type a few words then press enter

Words entered above will be combined to find available domains.

## Quick Domain Check

Type below, and it will tell you what is available.

.com, .net, and .org availability will be shown here after you type at least 2 characters

## #2. List of Words

- brand
- strategy
- media
- planning
- value
- study

Have words that you don't want to be combined? Drag them both under the same group.

## #3. Available Domains

- planningbrand.com
- planningvalue.com

Sort Domains By:

Insert Order

## #4. Save Domains for Review

Keep track of domains you like by hitting the  button on the left

Buy Domain Through:

GoDaddy (\$2.95 .com's at check



- [Domain Search](#)
- [Domain Maker](#)
- [Video Tutorial](#)
- [Hosting Search](#)
- [F.A.Q.](#)

Welcome to the new Domain Maker tool. Enter a start word and the domain maker will generate domains based on the start word that sound natural.

**Note:** Get .com's for \$2.95 through Godaddy with BustAName

### Domain Maker

Make domains that  with the word

Make domains that look

Limit domains to  characters

- or -

### Options

**Settings**  
 show taken

**Extensions:**  
 .com  
 .net  
 .org  
 .info  
 .biz

Click on the domains in the Results box to save or purchase them

### Results

<a href="#">brandard.com</a>	<a href="#">brandoah.com</a>	<a href="#">brandedred.com</a>
<a href="#">brandpared.com</a>	<a href="#">brandoming.com</a>	<a href="#">brandelay.com</a>
<a href="#">brandoles.com</a>	<a href="#">brandvejen.com</a>	<a href="#">brandelaid.com</a>
<a href="#">brandfil.com</a>	<a href="#">brandother.com</a>	<a href="#">brandyas.com</a>
<a href="#">brandfuls.com</a>	<a href="#">branduring.com</a>	<a href="#">brandments.com</a>
<a href="#">brandemned.com</a>	<a href="#">brandpare.com</a>	<a href="#">brandaries.com</a>
<a href="#">brandfille.com</a>	<a href="#">branddaugh.com</a>	<a href="#">brandelays.com</a>
<a href="#">brandcrabs.com</a>	<a href="#">brandudno.com</a>	<a href="#">brandonial.com</a>
<a href="#">brandomine.com</a>	<a href="#">brandonese.com</a>	<a href="#">brandomes.com</a>
<a href="#">brandously.com</a>	<a href="#">brandulum.com</a>	<a href="#">brandorses.com</a>
<a href="#">branderway.com</a>	<a href="#">brandures.com</a>	<a href="#">brandidacy.com</a>
<a href="#">brandents.com</a>	<a href="#">branddros.com</a>	<a href="#">brandmaide.com</a>
<a href="#">brandalus.com</a>	<a href="#">brandfills.com</a>	<a href="#">brandelas.com</a>

Next »

### Save Domains

You can save domains here by clicking on the domain then clicking **Save Domain**.

**Similar Words to Try**

- variety
- trademark
- label
- make
- type
- sort
- smirch
- blemish
- blot
- stain
- spot
- stigma
- firebrand
- stigmatize



**( )register.it**  
A DADA BRAND

Offerte WebMail Rivenditori Rinnovi Assistenza Area clienti

DOMINI SERVER EMAIL PEC & SPID HOSTING WORDPRESS SITI WEB SSL WEB MARKETING GRATIS

Creare un sito web non è mai stato così facile!  
Scopri il nuovo Simply Site.

Registra il tuo **dominio .it** a solo **1 €**

*Inizia la ricerca!*

PROCEDEI

Domini .it a 1 €

Cerca

.it 1,00 €\* .com 6,90 €\* .onli

**aruba.it**  
THE WEB COMPANY

HOSTING PEC SERVER CLOUD PRATICHE RIVENDITORI Italiano rinnovi pagamenti

PRODOTTI e SERVIZI AZIENDA DATA CENTER RACING TEAM

webmail area clienti

**Prestazioni elevate,  
prezzo ridotto**

- ✓ VPS SSD 20 GB
- ✓ Hypervisor VMware

da oggi e per sempre a **2,79 €** /mese

ATTIVA ORA

www.  .it CERCA Sei già cliente? Rinnova subito!

SCEGLI DOMINIO NUOVI DOMINI DOMINI GEOGRAFICI TRASFERISCI DOMINIO SCEGLI DOMINIO .cloud



GoDaddy Italia IT 800-790178 Aiuto Entra

Domini Siti web Hosting Sicurezza web Marketing online Email e Office Promozioni Pro

Trova il nome di dominio perfetto **Cerca dominio**

**.com** € 1,13 **.it** € 4,99 **.CLUB** € 0,94 **.store** € 4,12 **.eu** € 0,01

GoDaddy Italia IT 800-790178 Aiuto Entra

Domini Siti web Hosting Sicurezza web Marketing online Email e Office Promozioni Pro

stella.it **Vai al carrello**

**stella.it non è disponibile.** Vuoi comunque il dominio? [Ecco cosa devi fare.](#)

**Selezionati per te:**

**Estensioni**

- Tutte le estensioni
- .xxx
- .guru
- .online
- .website
- .video
- .tips

[Cancella](#)

<b>stella.xxx</b>	<b>€ 105,77</b>	<b>Aggiungi al carrello</b>
<b>stella.guru</b>	<del>€ 32,64</del> <b>€ 8,26</b>	<b>Aggiungi al carrello</b>
<b>stella.online</b> premium	<del>€ 2.681,75</del> <b>€ 1.340,94</b> € 2.681,75/anno al rinnovo	<b>Aggiungi al carrello</b>
<b>stella.website</b> premium	<del>€ 284,55</del> <b>€ 138,28</b> € 284,55/anno al rinnovo	<b>Aggiungi al carrello</b>
<b>stella.video</b> premium	<b>€ 65,14</b> € 65,14/anno al rinnovo	<b>Aggiungi al carrello</b>

**What about the  
email address?**

Your email address is part of your personal branding





**Try and get your full name address**  
**NO nicknames or fancy names if you want**  
**to be perceived as a professional**



**(Also) your email address must be:**  
**Easy to remember**  
**Reflect your personality and your purpose**



**Fist name . last name @...**  
**Outlook**  
**Gmail**  
**Yahoo**



# Brand logo



## Brand logo

The logo is the most important **visual representation of the brand**

- A **logo** (abbreviation of logotype) is a combination of **graphic marks, text, emblems or symbols** that, together with the name, are used to **aid and promote public identification and recognition**.
- It may be an **abstract or figurative design** or **include the text of the name**.



# What makes a good logo

3'48''

## The Purpose of a Logo



LinkedIn LEARNING



# The rules of logos design

- **Good logos identify** (they don't describe)
- Logos must be **visually engaging**
- Logos must be **memorable**
- Logos must be able to exist in a **variety of media**
- **A logo is the foundation of the visual system**



# Wordmarks

2'30''



Branding for Designer – Sean Adams – Lynda.com





# Wordmark

A good wordmark isn't simply a typeset. It should be a **proprietary set of letter forms**, easy to read and memorable. It's an icon of a name.



Coca-Cola



Vespa®



Google



Disney



# Monogram

2'04''





# Monogram





# Icons

2'32''



Branding for Designer – Sean Adams – Lynda.com



## Figurative design: icons

Icons are symbols used as a logo. Usually they need to be **linked with the brand name** for a few years before they can be recognized.





# Jingle: the sound logo



# Sound branding is important also for the products



# Slogan, tag-line, payoff





# Sometimes it is the Brand Value Proposition



# Slogan, tag-line, payoff, key message

Many logos may be combined with a tag-line: a **short statement** that describes the company or product, or explains its philosophy.

It provides **support** for the **brand value proposition**





# Freemove: Mobility, globally



[About Us](#) [Products & Services](#) [Your Business Needs](#) [News](#) [References](#) [Support](#)



## LATEST NEWS



FreeMove ensures energetic future for Danfoss through global mobility Danfoss engineers the technologies that enable the world of tomorrow to do more with less. Danfoss meets the growing need for infrastructure, food supply, energy efficiency, [...]

**Brand identity must be refreshed  
to stay updated**

# Toward simplicity and iconicity





# Figurative design more simple and flat



1985



1992-1994



1995-2000



2001-2005



2006-2008



2009-2012



current



# Simpler wordmark with no shadows or 3d effects

<http://www.google.com/doodles/googles-25th-birthday>

**Google**  
1998

**Google!**  
1998-1999

**Google**  
1999-2010

**Google**  
2013-2015

**Google**  
2013-2015

**Google**  
Today

# Less words or slogans



1940



1948



1953



1960



1968



1975



2003

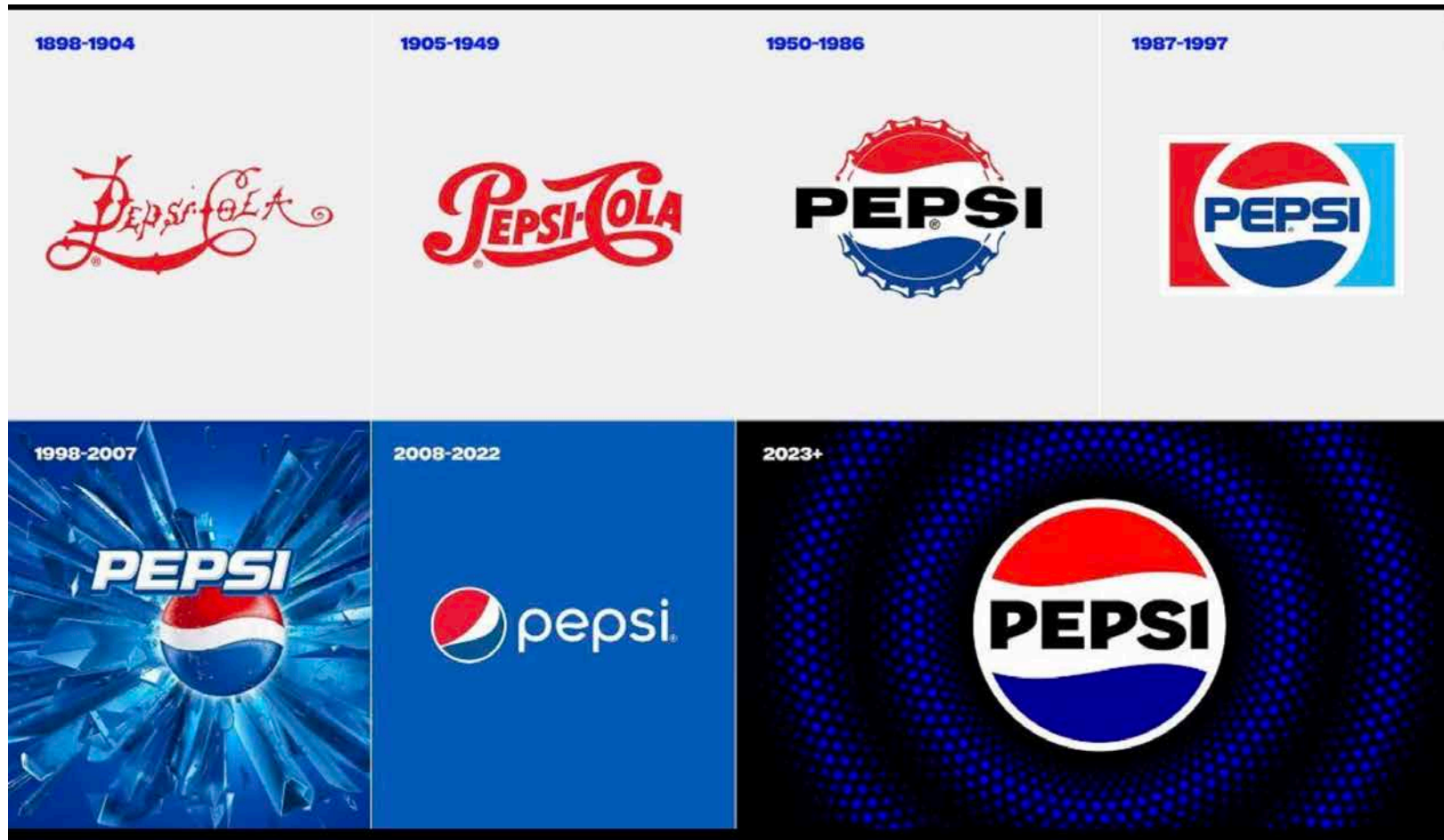


2006-Present





# From wordmark to icon and back





# But does this simplification make all logos the same?

<i>Revolut</i>	»	<b>Revolut</b>	BALENCIAGA	»	<b>BALENCIAGA</b>
<b>facebook.</b>	»	FACEBOOK		»	<b>BURBERRY</b> LONDON ENGLAND
Google	»	Google	YVES SAINT LAURENT	»	<b>SAINT LAURENT</b>
<b>Microsoft</b>	»	Microsoft	Berluti	»	<b>BERLUTI</b>
<i>airbnb</i>	»	airbnb	BALMAIN PARIS	»	<b>BALMAIN</b> PARIS
<i>Spotify</i>	»	Spotify		»	RIMOWA
<i>Pinterest</i>	»	<b>Pinterest</b>		»	DIANE VON FURSTENBERG
<b>ebay</b>	»	ebay			

velvetshark.com

# Burger King rebranding in 2021







# Merchandising, menu boards, restaurant signage and marketing assets will also include the font and revised colour palette.





# When you change your visual identity there is ALWAYS someone who complains...

4'19''

Fox



Fire



Free





# Deloitte. The new identity



# Format applications

**One  
Some  
Many  
All  
Together**

Siamo orgogliosi di essere al fianco di Fondazione Milano Cortina 2026 nel percorso verso i Giochi Olimpici e Paralimpici Invernali 2026.

Uniti dai valori universali che i Giochi incarnano, abbiamo deciso di supportare questo grande appuntamento sportivo che costituirà una grande occasione per l'Italia e che consegnerà un'eredità importante alle nuove generazioni.

Ognuno di noi compie piccole e grandi imprese ogni giorno.

**Solo insieme possiamo fare la differenza.**

[www.deloitte.com/milancortina2026](http://www.deloitte.com/milancortina2026)

**Deloitte.**

Grazie a competenze multidisciplinari e a un network globale, Deloitte si pone al fianco di imprese e istituzioni nella definizione di progetti strategici essenziali alla transizione digitale ed ecologica, dando un concreto e innovativo supporto all'attuazione dei piani e alla generazione dei benefici diretti e indiretti per il nostro Sistema Paese del **Next Generation EU**.

Per essere sempre più attori del cambiamento e motore di crescita per l'Italia.

[www.deloitte.it](http://www.deloitte.it)

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# Kyocera new visual identity

1'42''





# The Corporate Identity guidelines



# Corporate Identity Manual

The **Corporate Identity Manual**, or **Brand Book**, or **Brand Identity Style Guide** or **Brand Guidelines** is a document that contains a set of **rules on how the brand is presented** to the world.



# What is a Style Guide?

2'14''

- instruction manual
- helps achieve consistency
- explains values
- provides guidelines for usage of brand materials and design elements





# Corporate Identity Manual

- This document outlines the **components**, their **structure** and **their relationships** to help people **apply the brand consistently across all the touchpoints**
- It contains both **strategic and operational guidelines** for the brand management to help **keeping the brand promise** (not only with the consistent visual but mostly with the respects of the values – the total customer experience)



# What to include in a Style Guide

1'54''

what to include





# The Brand Book **components**

1. **Overview of brand values** (mission, vision, core promise, drivers and persona)
2. **Logo** specifications and examples
3. Logo lockups (variations for different uses)
4. **Color** palette
5. **Font** styles
6. **Typography**
7. **Image** and photography guidelines
8. **Writing style**
9. **Tone of voice**



# Other components of the Style Guidelines

- Design **layouts**
- **Business card** and letterhead design
- **Brochure** guidelines
- Signage/**outdoor** specifications
- **Store** design
- **Social media** guidelines



# Brand Books examples



# LinkedIn. Very essential

LinkedIn <sup>®</sup> Brand Resources

Overview Visual Identity Downloads Policies ↗

2x 2x

1x 1x

1x 1x

2x 2x

## LinkedIn Brand Resources

Find guides and downloads to help you get started with the LinkedIn brand, from logos and color to type and icons.

[Download brand package](#)

Use of all logos and materials available on this portal is subject to our [brand guidelines](#).

**Our mission: Connect the world's professionals to make them more productive and successful**

Only LinkedIn connects the world's professionals and gives them an authentic means to establish their own professional profile online, connect with trusted contacts and extend their professional network, and exchange information, ideas, and insights to make better, faster decisions.



### Visual identity

When working with our brand, consistency is key. Learn all about the LinkedIn logo and visual identity guidelines.

[Go ▶](#)



### Downloads

Looking for the LinkedIn logo? Our color palette? Find all the brand resources you need in one convenient location.

[Go ▶](#)



### Color

Just what is LinkedIn Blue? Learn that and more as you explore our official color palette.

[Go ▶](#)



### LinkedIn Typography

Get the latest info and guidelines on creating beautiful typography that meets the LinkedIn brand standard.

[Go ▶](#)











# International Advertising Association








# Ready to play?



    **3\_Brand Identification System**

    stellaromagnoli 

# Fonti

- Alberto Pastore, Maria Vernuccio – *Impresa e Comunicazione* – 2008
- Branding Foundation – Drew Boyd – Lynda.com
- Logo Design Techniques – Nigel French – LinkedIn Learning
- Branding for Designer – Sean Adams – Lynda.com
- *Developing a Style Guide* – Nigel French – LinkedIn Learning