

**THE POWER  
OF YOUR BRAND**



DESIGN FOR GOOD

A **BRAND** IS...



An illustration of an iceberg floating in a dark red sea. The visible tip of the iceberg is labeled 'LOGO' in red text. The much larger, submerged part of the iceberg is labeled 'BRAND' in red text. The background shows a light blue sky and white, stylized waves.

**LOGO**

**BRAND**

IT'S NOT WHAT  
**YOU SAY**

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IT'S WHAT  
**THEY SAY**

IT IS AN  
**EMOTIONAL  
INTUITIVE  
CONNECTION POINT**

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A gut feeling about a product, service or organisation

# IT'S EVERY AUDIENCE TOUCHPOINT

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from how you answer a phone call to your website

because it's the space you occupy in someone's mind and it can be...



or





MUSEUM OF  
NEW ZEALAND  
TE PAPA  
TONGAREWA



*Whittaker's*  
SINCE 1896



**VOGEL'S**



michael hill



**ALL BLACKS**



meridian



**CookieTime**  
Limited

A taste for every occasion,  
a smile on every face®



icebreaker®  
MERINO

*rnzb*

ROYAL NEW ZEALAND BALLET

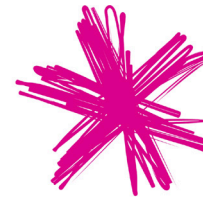


**Dairy for life**



AIR NEW ZEALAND

**trademe**  
Where Kiwis Buy and Sell



**Spark**



**kiwi** bank

**MOXIE**



your brand is your way to...

**DIFFERENTIATE**

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**BUILD  
CONSISTENCY**

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**TELL YOUR STORY**

Brand is a multi-headed complex beast...

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TOUCHPOINTS

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IDENTITY

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VALUES

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PERCEPTION

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**BRAND**

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PERSONALITY

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POSITION

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PROMISE

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EQUITY

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# BRAND PERCEPTION

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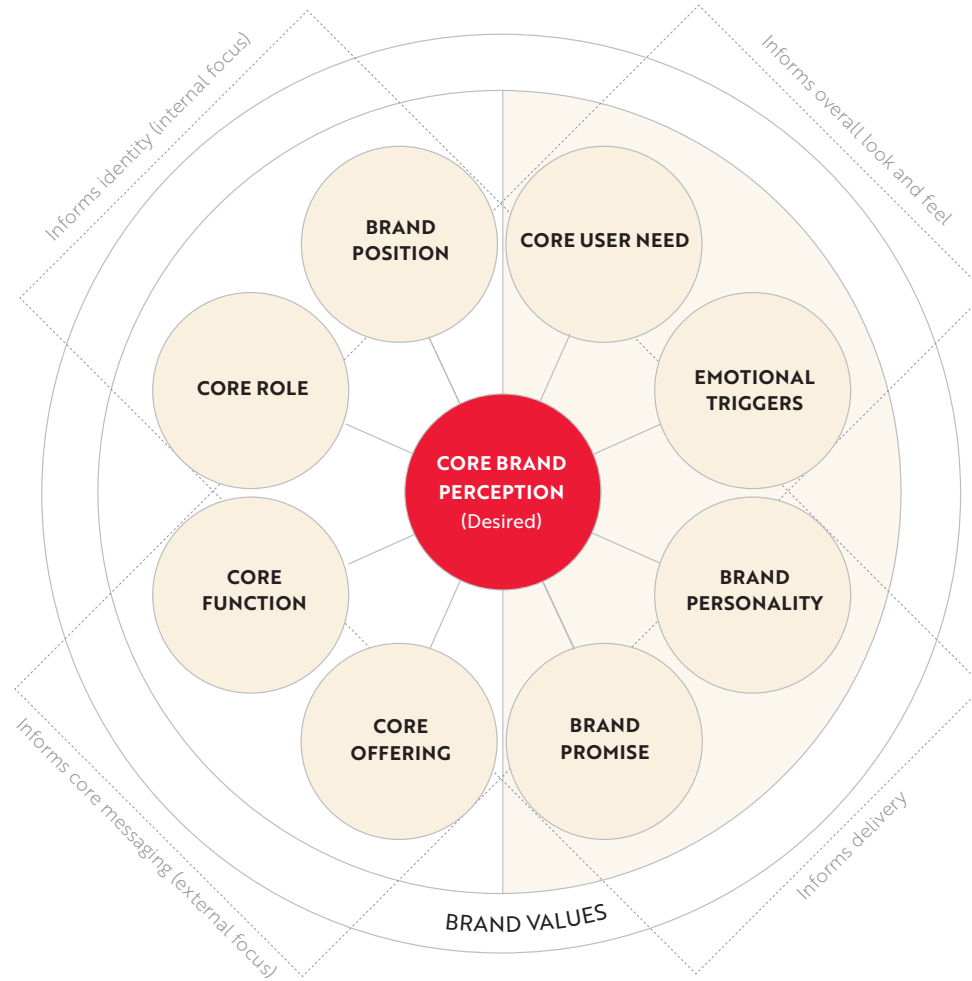
How do we want to be perceived?

What space do we want to occupy in our audience's minds?





**RATIONAL**



**EMOTIONAL**



*Te Papa's vision for the future is to change hearts, minds, and lives. Our role is to be a forum for the nation to present, explore, and preserve the heritage of its cultures and knowledge of the natural environment.*

managing your brand is critical,  
because for success you want



not

