

Brand architecture

Before you start

Successful brand architecture solutions require a strong **masterbrand**. A brand model will ensure your business strategy is aligned with your brand. **Define your brand**; vision, mission, offer, values, position and 'core idea' (what you want to be famous for).

Where to focus

What (offer)

Products and services a business sells

How (differentiation)

Unique approach a business makes

Why (purpose)

Difference you make, the big vision

What is brand architecture?

Brand architecture **links** your business strategy and the communication required to **reach** your audience. It provides rules that sets-out how to express the relationship between **all** the different parts that make up an organisation.

Why does it matter?

Organises the basic relationship of your portfolio; brands, names, companies, divisions, products, services.

Rationalises the offer so there is less confusion, making it easier for your customer to find what they need.

Clarifies everything through a consistent and meaningful approach to names, labels and messages that inform the audience.

Different approaches

The right approach will depend on a number of factors, specifically the audience and the offer. There are several types; **Monolithic**; Everything the same **Endorsed**; Stick on anything **Branded**; Own it all **Hybrid**; A bit of everything

Design tips

Personality and **flexibility** will produce engaging communications and **longevity** will provide memorability. With a stronger masterbrand more **variety** can be achieved.

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