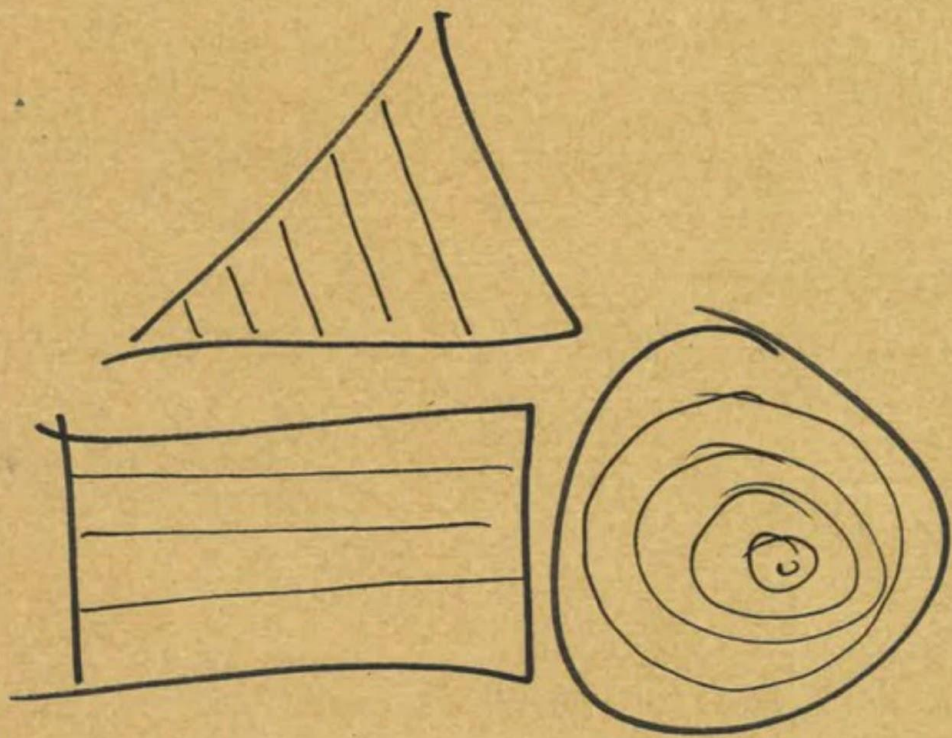


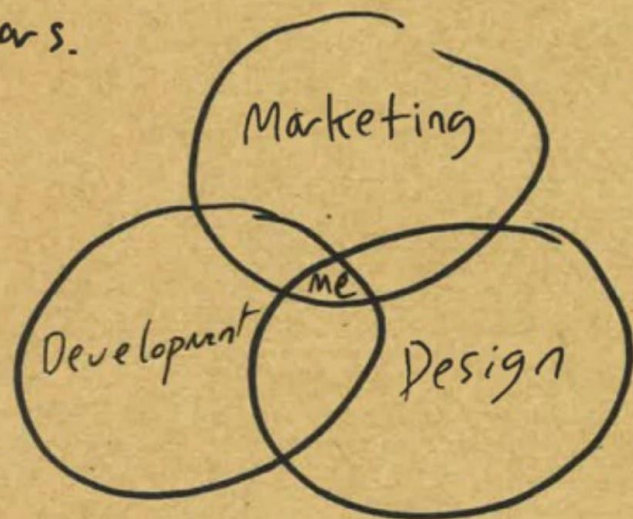
Building
Better
Brands



by Jacob Jacquet

About Me

- Jacob Jacquet, CEO of Rezi
- University of Wisconsin-Madison. Math/Econ
- From Wisconsin, USA. Korea = 2 years.
- Marketing, development, design



What is branding?

Branding is...

a Company's

identity....



what do you mean?

Logo

Font
colors

Icons

Message

Images

UX/UI

- Together, these elements
Shape one's perception of
your company.

Positive Emotions = Desire = Positive Out comes

What is the Purpose of this talk?

For startups —

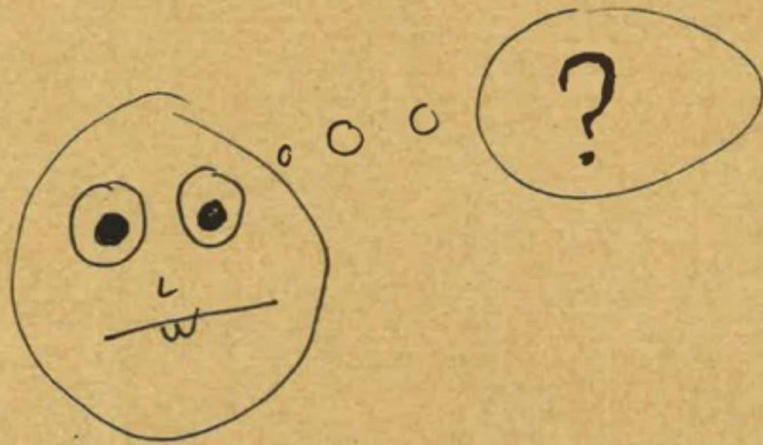
- Quickly learn tips to increase your brand's value
- Be inspired to try new strategies
- Reevaluate current branding decisions.
- Ask Questions!!

For everyone ~~else~~ —

- Learn the basics, so when it's time for you to do it, you won't make as many mistakes
- Ask Questions!!

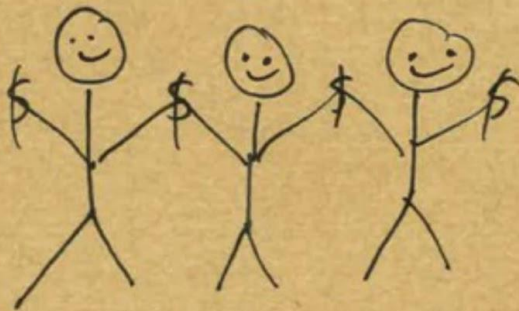
What are the consequences of poor branding?

- Poor Consumer Awareness = people will not remember your company
- Limits Expansion = lack of consistency will make scaling impossible
- Understanding your Product or Services becomes extremely difficult.
- Creates a gap between customer's expectations and reality.



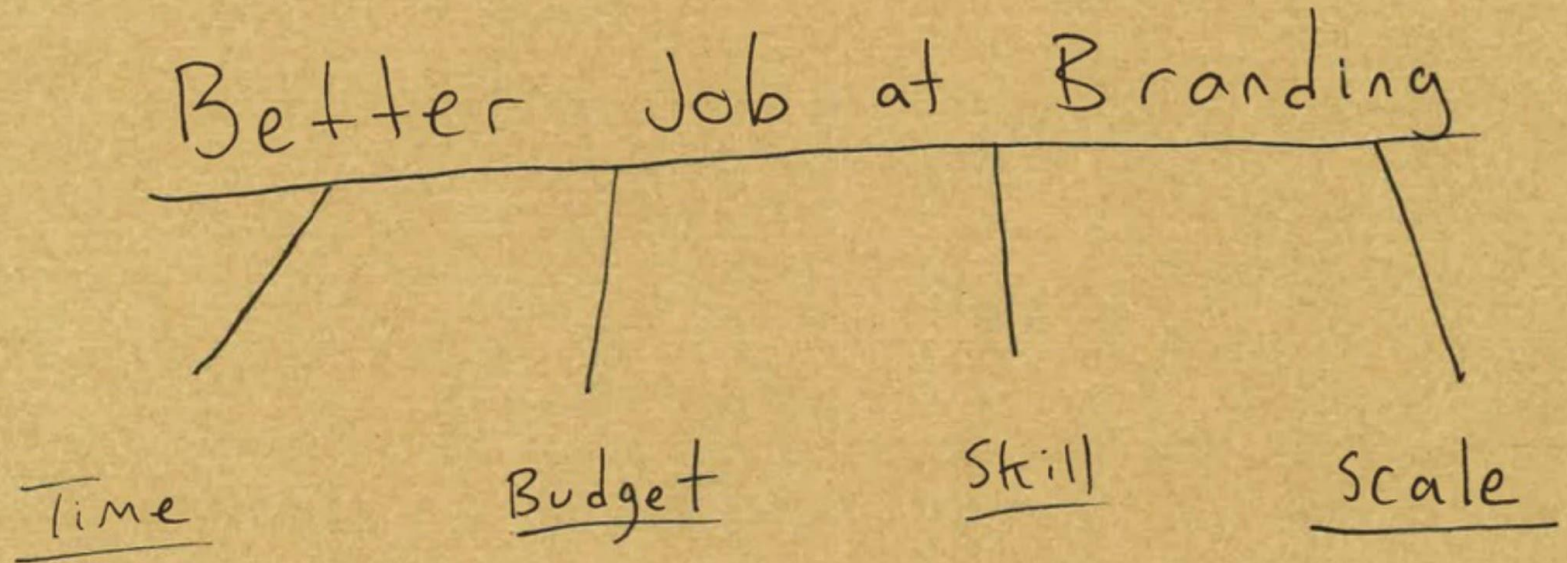
What are the consequences of good branding?

- Differentiate your business. stand out in crowded markets
- Creates a personality and identity that people can relate to (or love!)
- Effectively delivers and reinforces your key messaging.
- Drives authority and trust
- Drives customer loyalty and brand evangelism



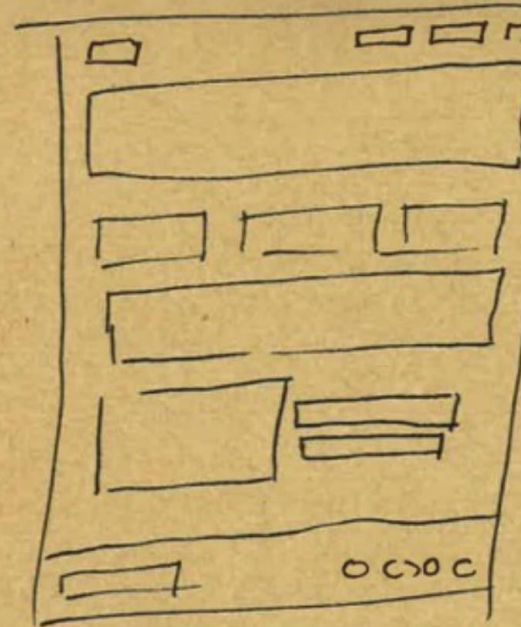
How can we improve?

Let's see how to do a...



Step 1: Which front-end web framework is best for me?

- What is my objective?
- What is my skill level?
- Who is my audience?
- How much time do I want to spend?

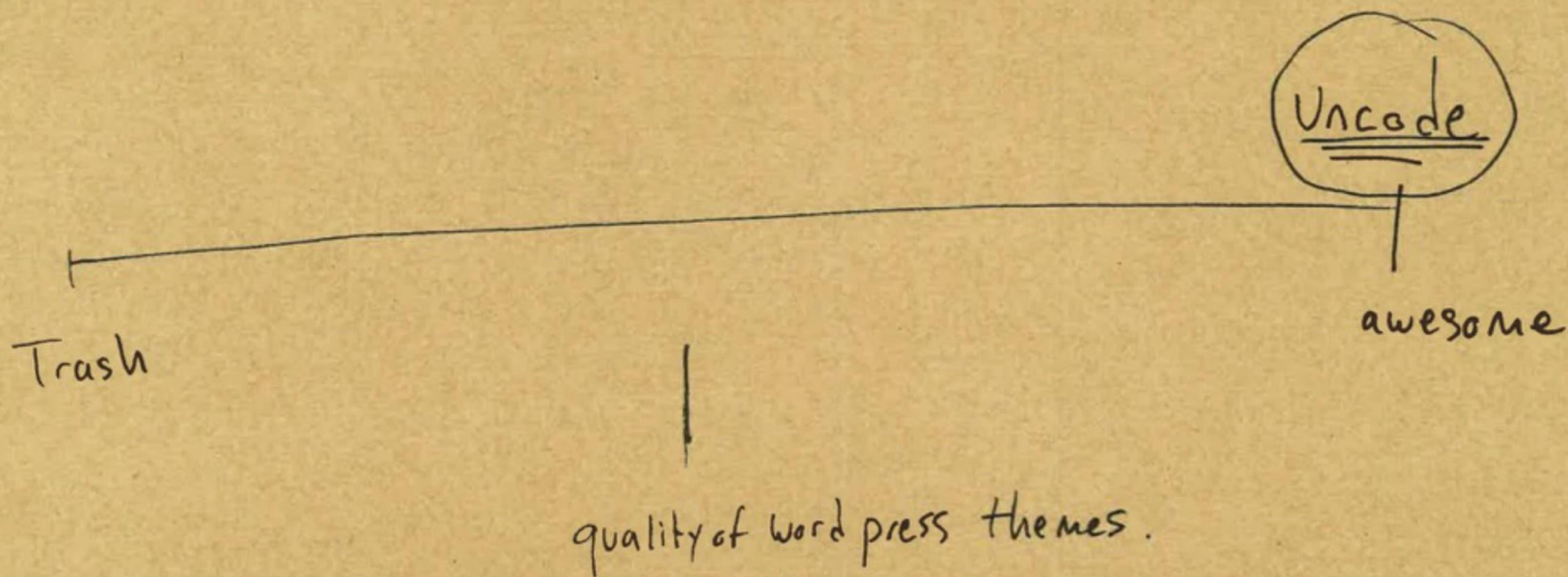


Framework	Word Press	Wix
- Pre-defined defined - Well-tested code - customization	- Fast + Easy to build - Beautiful themes - Easy to maintain	• Google hates Wix • Expensive • Limited control over design. • No ownership

A closer look at Word Press

The most powerful solution to creating a website

Wordpress + Theme = your website



- A closer Look at Frameworks
- Leveraging other people's knowledge to create static websites.
 - ↳ Online properties.

Other people's code + your time = your website.

* Twitter: Bootstrap
Google: Materialize

> The most popular frameworks are created by large tech companies.

Examples of Bad Branding

English (UK) | Español

HOMEABOUT USSERVICESCONTACT



Our Company

MLK Partners started its business in 2010.

Located in South Korea, Seoul, **MLK Partners** provides specialized consulting services to SMEs in industries such as F&B, Pharma/Chemicals, Fashion/Apparel and education/cross cultural business. [Read more about the business in Korea.](#)

Services

MLK Partners offer a wide range of services, just to accomodate to any need that have through this journey.

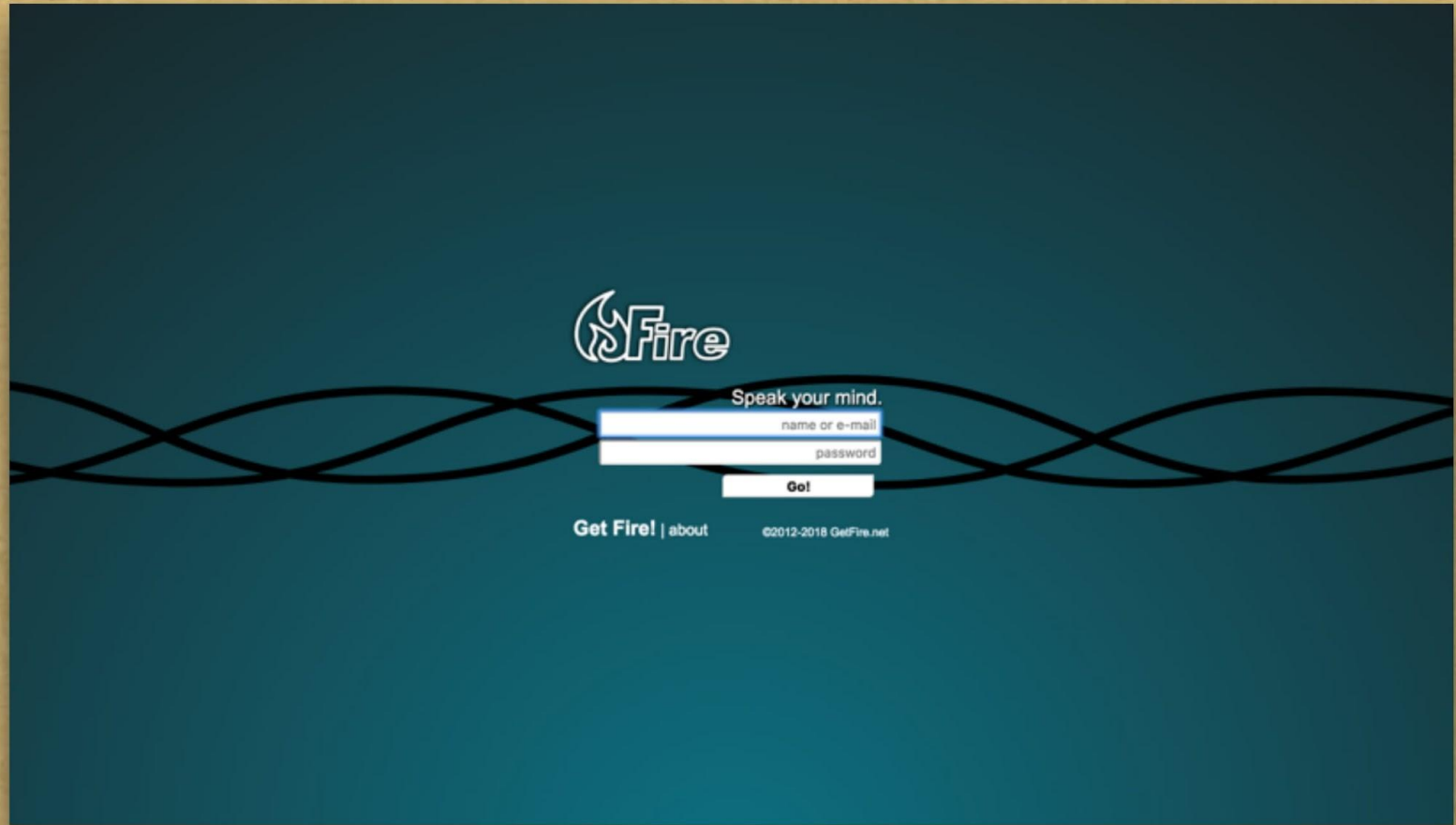
Of course, we also offer tailored services which are the best business solutions for your business.

Connect With Us

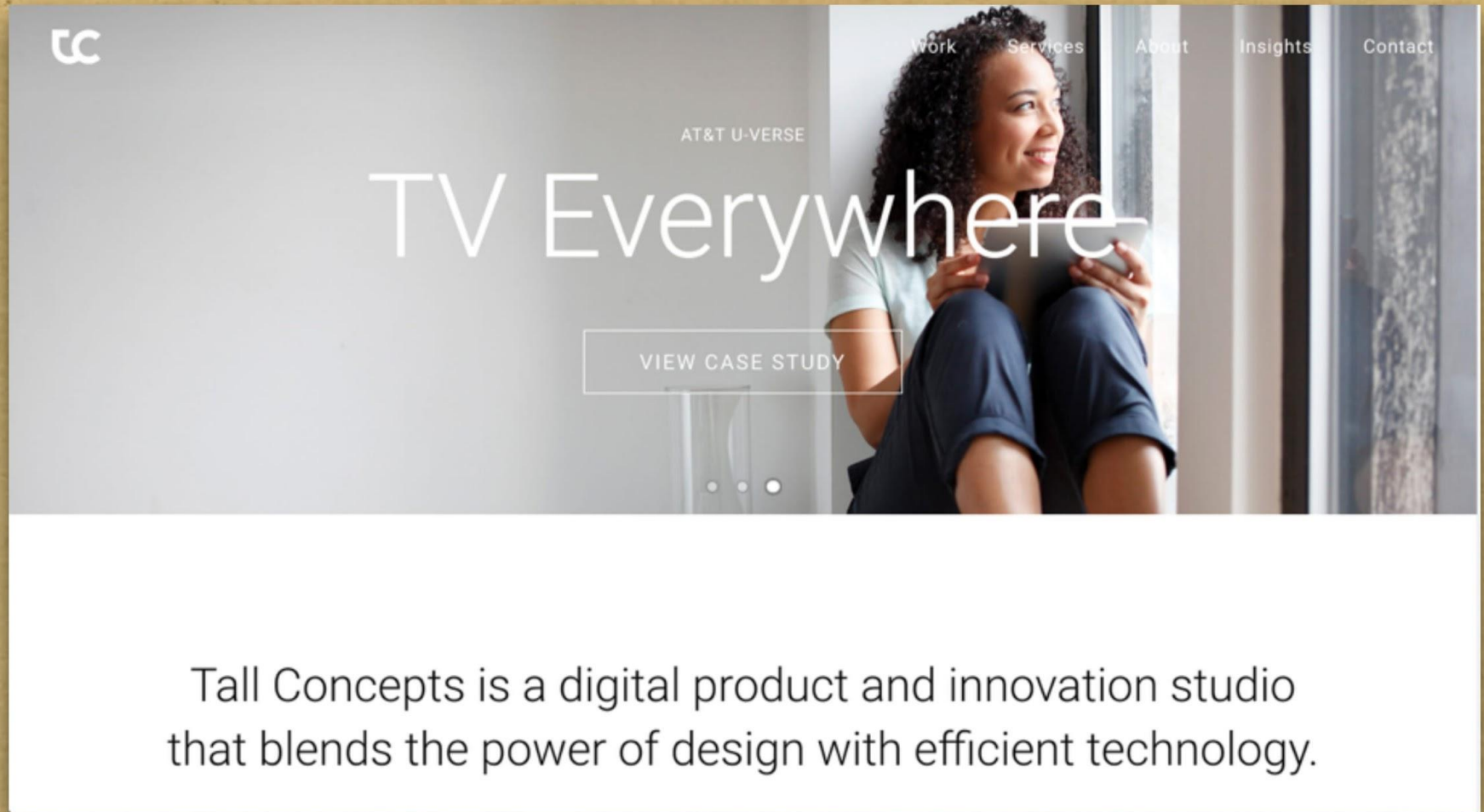
TOGETHER WE WILL SHAPE THE SUCCESS OF YOUR COMPANY IN A NEW MARKET

TEL:
+ 82 (0) 70 7769 2797

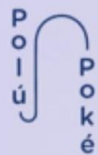
Examples of Bad Branding



Examples of Good Branding



Examples of Good Branding

[Lunch](#)[Breakfast](#)[Story](#)[Polu to you](#)[Contact](#)[Sign up](#)[Order now](#)

Bowls & Rolls

Poké bowls, Pokerito rolls,
hot breakfast pots and more.
To eat in or to go.

Open 7.30am – 6.30pm
Monday – Friday

[Click & Collect](#)

Logo!

- I think a Logo is your brand's cornerstone brand Element
- Clear divide between a "good" Logo and a "bad" Logo.
- Look at what well-funded or established companies are doing

A bad Logo is...

- Over-designed
- Complicated
- Unclear
- Not scalable

A good logo is...

- Simple
- Scalable
- Icon + text
- Memorable.

SVG

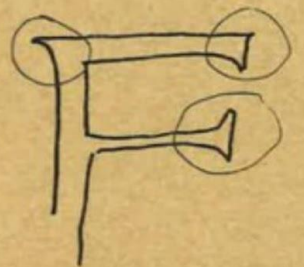
A scalable Logo

- Retain central elements of brand at all sizes.
 - ↳ web
 - ↳ mobile
 - ↳ Print, etc.

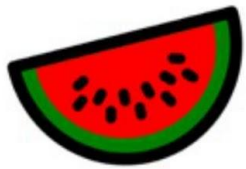
Google



* Most logos these days are san serif =



Examples of Bad Branding



Melon Tech
Surprisingly Refreshing IT

HUBSV

Examples of Good Branding



The most over looked aspect of branding; Fonts

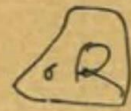
- Different fonts spark different Emotions.
- Defines Message ~~hierarchy~~ hierarchy
- Tie offline and online together to drive consistency.

- h1 - Heading. main Message
- h2 - Sub heading. Less important
- p - body text. really nice for Reading a lot of information.

Iconography

- convey simple thoughts with graphics.
- Avoid Making them yourself!!!
- Always use SVG icons when possible.
 - ↳ Scalable Vector Graphic
 - ↳ Tiny file size
 - ↳ Maximum quality → infinitely resizable
 - ↳ Editable.

undraw.com



Fontawesome.com

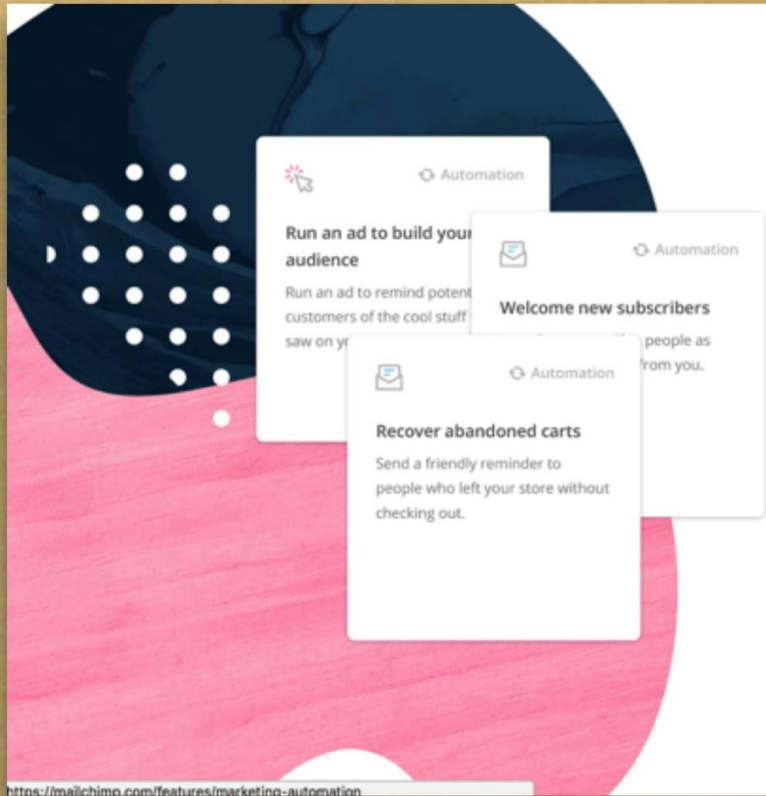
Examples of Bad Branding



Examples of Good Branding



Examples of Good Branding

The image shows a screenshot of the Mailchimp marketing automation interface. On the left, there's a dark blue abstract shape with a grid of white dots. Below it is a large pink abstract shape. Overlaid on these are three white cards, each representing a different automation workflow. The top card is titled 'Run an ad to build your audience' and includes a sub-header 'Run an ad to remind potential customers of the cool stuff they saw on your website'. The middle card is titled 'Welcome new subscribers' and includes a sub-header 'Send a friendly reminder to people who left your store without checking out.' The bottom card is titled 'Recover abandoned carts' and includes a sub-header 'Send a friendly reminder to people who left your store without checking out.' Each card has a small 'Automation' icon in the top right corner. The background of the interface is white.

Automate your marketing

Keep a personal touch while removing manual tasks from your to-do list. Pre-built [marketing automation](#) creates room to focus on strategy. Welcome, re-engage, and follow up with the people who matter to you. If you're new to marketing automation, get up to speed with one of our nifty guides: [What is Marketing Automation?](#)

<https://mailchimp.com/features/marketing-automation>

Color

- colors tell people how to feel
- colors guide people on how to use your site

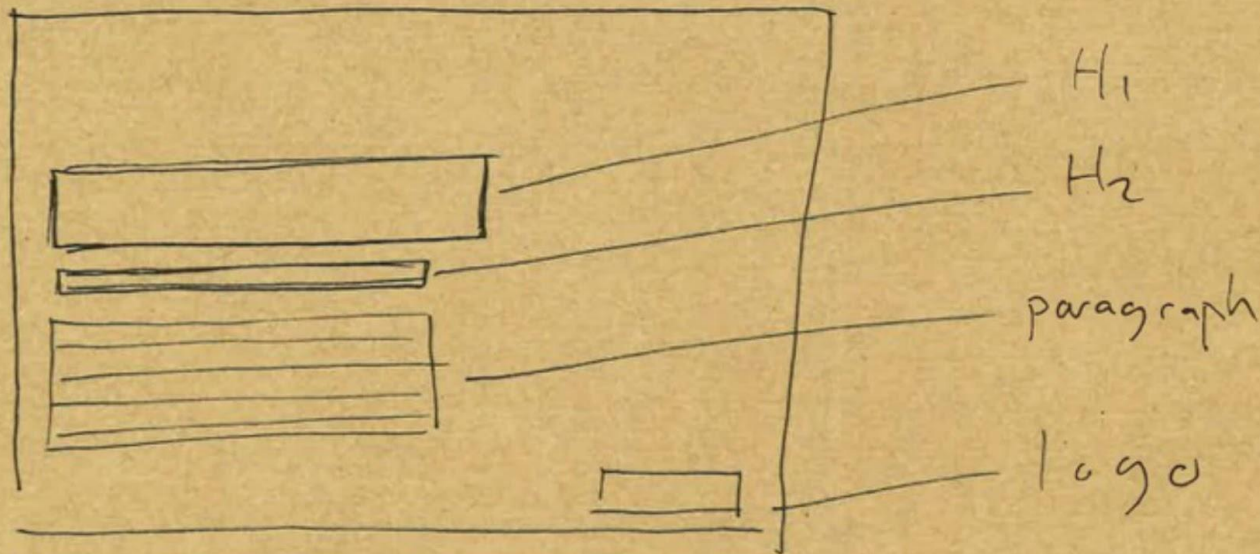
5 colors

- ① Main color  Light + Dark
- ② Secondary color 
- ③ text color  grey-ish
- ④ success color  green
- ⑤ caution color  red.

colors.co

Images

- high resolution photos only.
- critical for social media
- most images must align with message



unsplash.com