



Branding

CHAPTER 6

Branding

What is a Brand?

Your **brand** is how a person sees a product, service, experience, or organization. It's like the personality of a business. It tells them what a business stands for, and what they can expect from their product or service.

A brand is what comes to mind when you think about a certain business. What is your perception of the business? What does it represent? Do you like it? Why or why not?

ACTIVITY

Take a look at the following logos. What comes to mind when you see them? Write down 3 things for each logo you see.







Your brand is shaped by:

- Your values, strengths and attributes.
- How you communicate the spirit of your brand.
- What customers feel when they interact with your brand.

You can view your brand as a friendly connection to your audience and customers. In order to make “friends”, you need to positively affect how they see you. Your audience will continue to be friends with your brand if you share similar values, make their lives better in some way, and stay consistent.

Answer the questions below to define your brand:

- What is your business’ mission?
- What are the benefits of your products or services?
- What do your customers already think of your business?
- What qualities do you want them to connect with your company?

ACTIVITY

If you were a brand, what would it be? Try using the concept of a spirit animal. Which animal would you say most represents your personal values, strengths, and attributes?

Brand Identity

Brands are represented by a visual identity for people to recognize & identify it. A **brand identity** features:

- A name
- Logo and symbols
- Colours
- Font type and size
- Images

A good brand identity communicates the core values of your brand, is attractive to your target audience (the people you want as customers), is easy to understand (it shouldn't be messy, confusing, or complicated, and is consistent).

The purpose of your brand identity is to remind your audience what you stand for.

Logos

A **logo** is the symbol made up of text, symbols, images, colours and fonts that represents a business or an organization. A logo should encapsulate the spirit of your brand, what you want to be known for, and what image you want to put out into the world. Your logo is how people will recognize your brand. The elements that go into your logo must be chosen wisely.

The image of the woman and baby lighting a qulliq is a tattoo that Bernice had on her back.

EXAMPLE: UasaU Soap¹

The name and logo tell us that this is an Inuit owned company, something that's very important to Bernice.

The qulliq is also a representation of the oils used in UasaU Soap products.

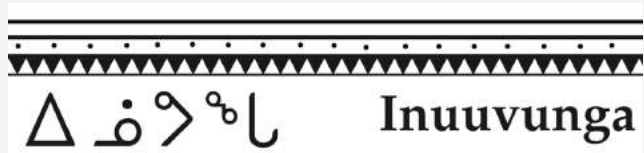
The name can be read from left or right.

The "U"s are shaped as the tail of an amauti.

The name "UasaU" is a play on words with the english word "wash", merging both of Bernice's worlds (english and Inuktitut)

Bernice also asked many of her friends for feedback on the logo before she launched it. She brought different modifications to her logo (ie. re-draw the woman's belly so it looks more natural, transformed the U in the tail of an amauti).

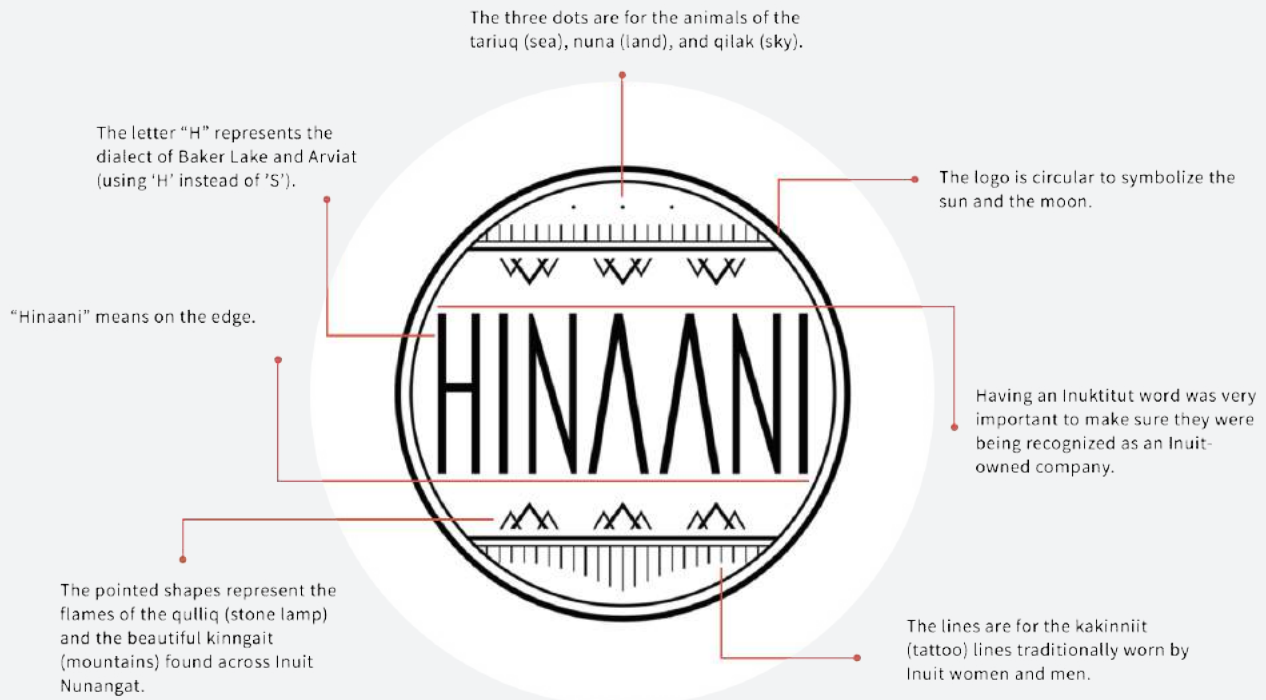
EXAMPLE: Inuuvunga²



“Inuuvunga means ‘I am Inuk’ . The inspiration came from learning about Inuit history and how the government tried to erase the Inuit culture. After all of these generations, we are still standing strong. It is a powerful word for me.”

- Dawn Forrest, Founder of Inuuvunga

EXAMPLE: Hinaani Design³



EXAMPLE: Ugly Fish⁴



A few years after she began selling jewelry, Adina of Ugly Fish remembered a story her grandmother told her. People had known her as “kanayuk.” Kanayuk, or Arctic Sculpin, is a type of fish that she called “ugly fish” growing up.

This is where she got the name. It is an ode to her grandmother, who never wasted anything and always made use of what was around her. It symbolizes the foundational values of the business and Adina’s love for her grandmother.

EXAMPLE: Qarjuit Youth Council⁵



→ The organization chose an Inuktitut name that represented their culture.

→ The 15 spears represent the 15 communities represented by Qarjuit.

→ The bow and arrow represents one of Qarjuit’s core mission: ***culture and identity for the youth***. With a qarjuit, you have to pull back in order for the arrow to go forward. This means that in order for the youth to go forward, the youth first need to pull back and reconnect with their culture, the land, traditions and language. Once they do, they can then move forward into the modern world, with their culture.



“When creating your brand identity, express the important core piece of your identity and don’t try to appeal to anyone. When I design logos, I speak with clients and get to know who they are, and what is their intention. Keep it simple, it is easier to expand an identity than it is to continuously try to reduce it due to the large number of elements⁶.”

- Thomassie Mangiok, Founder of Pirnoma Technologies Inc.

Strong Brands

Some brand identities are so strong that you barely need any of the logo to know the company behind it.

ACTIVITY

Can you tell what companies these are?



Colours

The colours you select for your brand can have a big impact on your brand identity. Choose your colours carefully and make sure the colours you choose represent your business.



ACTIVITY

In your opinion, which colour would best represent:

→ A tourism company:

→ A youthful apparel company:

→ A convenience store:

→ A car manufacturer:

Fonts

A **font** is the style of lettering you use. This typically applies to your logo and other design-based business communications (like your website and advertisements). Like colours, the fonts you select for your brand influence the look and feel of your brand identity. Choose your fonts carefully and make sure they represent your business

REFLECTION

What is wrong with these fonts?

Harley Davidson
Riding Club

**Trust me.
I'm an accountant**

**MASSAGE
PARLOUR**

ACTIVITY

Think about yourself as a brand. What colours and fonts would you select to represent you. Why?

Brand Consistency

Brand consistency is about staying true to your brand, your brand identity, and your core values in everything you do. Keep the same fonts, colours, writing style, layouts, logos, symbols, and style of images/graphics on all of your branding outlets. Keep delivering the same core messages. Practicing brand consistency will allow your brand to be more recognizable, and will contribute to a strong brand image.



Brand Positioning

Your **brand positioning** is how you want to be different from your competitors. When a customer considers your brand against competing brands, how do you want them to see you? How will you make yourself stand out?

ACTIVITY

What type of positioning strategies do these brands take? Find their direct competitors and identify how they compare in terms of price, quality, and feel.



ARDENE



Mission and Vision Statement

Mission statements and vision statements help define and guide your company's purpose and actions.

Mission Statement

A **mission statement** declares the organization's purpose. For example, what do you do, how do you do it, and why do you do it.

Vision Statement

A **vision statement** provides direction and describes where the company wants to be in the future.

EXAMPLE: La Fédération des Coopératives du Nouveau-Québec (FCNQ)



FCNQ's mission is to *“get its members to work on their own development through social and economic activities that are financially sustainable.”*

FCNQ's vision is to *“protect and promote the cooperative approach to development by being financially strong and strive to improve our services to strengthen the co-op movement now and for the future.”*⁷

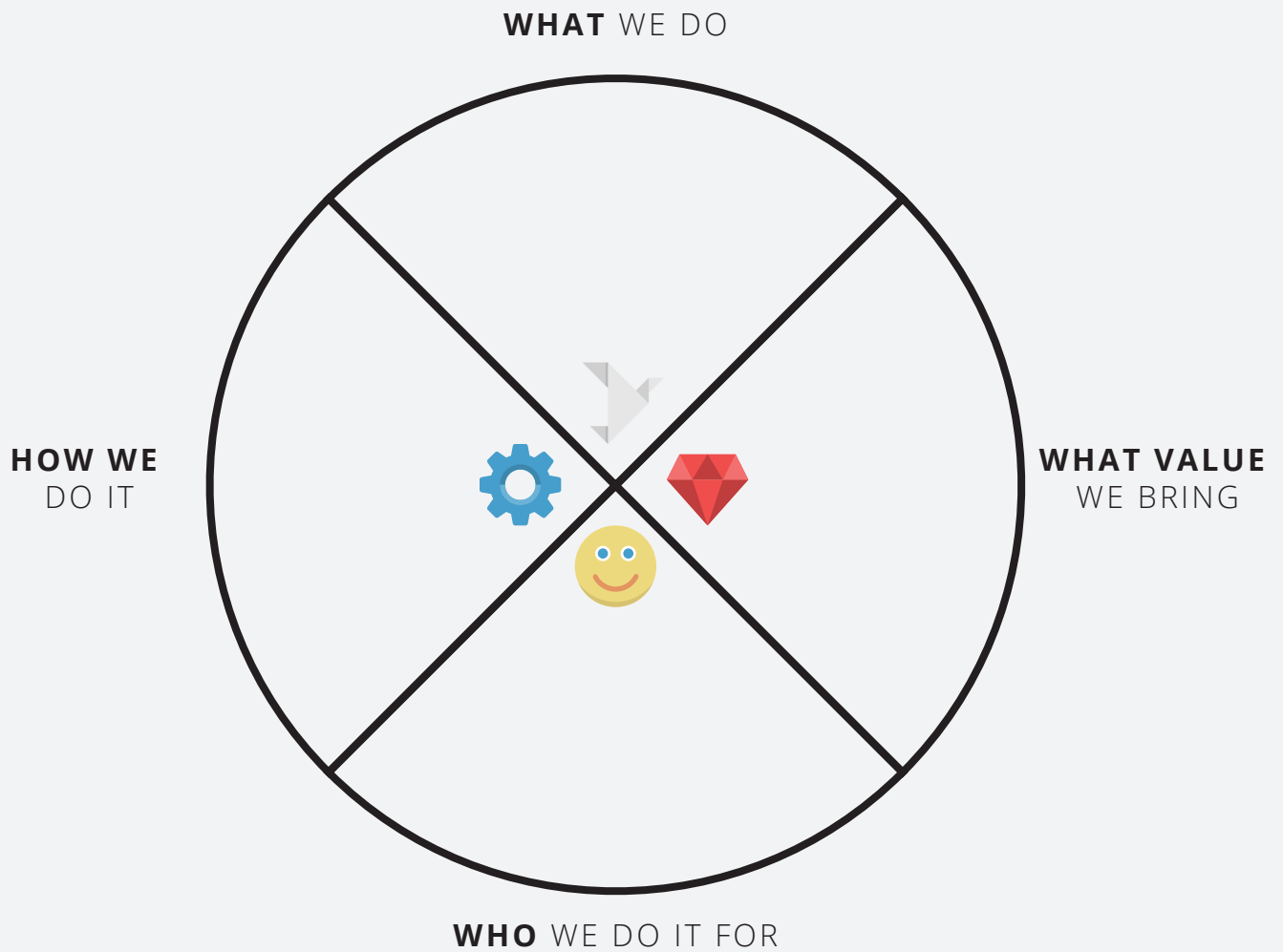
EXAMPLE: Inuit Tapiriit Kanatami (ITK)



ITK's mission is to *“Serve as a national voice protecting and advancing the rights and interests of Inuit in Canada.”*

ITK's vision is *“Canadian Inuit prospering through unity and self-determination”*⁸.

Mission Statement Template



ACTIVITY

Pretend that you are the owner of a hair salon that cares a lot about their customers and offers great service at a great price. Your hair salon is small and local, but you'd like to open up other locations in the future and offer other services like massages, nail care, and spa treatments. What would your mission and vision statements be?

Mission Statement *(What do we do? Who do we do it for? What value are we bringing? How do we do it?)*

Vision Statement *(Why do we do what we do?)*

Brand Values

Brand values define what you care for as a business. What is important to your business? What beliefs will guide your operations and your decisions? Defining a set of brand values is an important exercise in branding and will set the tone for how your customers and your employees feel in your business.

Brand values encompass what you care about and can include things like:



GENEROSITY



CREATIVITY



FUN



KINDNESS



HONESTY



INTEGRITY

ACTIVITY

What is important to you? What do you believe in?

Brand and Inuit Culture

Business can be a great vehicle for promoting and celebrating your culture. Just like you might live by the IQ principles in your personal life, the same principles can be applied in the everyday operations of your business. Take a look at the role Inuit culture plays in the Inuit-owned businesses below.

Ugly Fish⁹

“ Inuit Culture is the driving force behind what I do. We come from an excellent history of not wasting anything and using everything that we have. That to me is one of the foundational principles of my business. Whether it be your talent or your ideas, don't waste them. If you have a good idea, follow through with it.

What I do is very much what my grandfather or my grandmother would've done, or even their grandparents. Taking something that could be thrown out and turning it into something that is useful, something beautiful, something that people want.

Promoting culture is about not being ashamed of who we are today, as well as yesterday. Just be you. In my designs and on my clothing, I don't necessarily have anything that is very obviously my culture, like ulu prints, but I promote my culture because I am my culture and everything that I do is that. I promote just by being in Nunavut, not being ashamed of using things like animal products, and I incorporate our culture through my posts on Facebook. I share knowledge on animal parts and our history. Culture is really a part of everything I do at Ugly Fish.

- Adina Duffy, Founder of Ugly Fish



UGLY FISH

”

Hinaani Design¹⁰

“ Our culture is a part of everything we do and it’s the reason we have Hinaani. We want to provide clothing for people to show pride in their culture in a positive way. A lot of people learn more about the culture through our designs; things like the traditional tattoos on our legging, and not a lot of people know about the different animals that we have all over the territory. They are learning from the clothing that we provide.



When it comes to the products, we make sure we have a proper name and it’s a great way to connect to our family. We ask questions to our elders and a lot of the ideas come from conversations we have had with a family member.

I get a lot of advice from family members. We’re gathering Inuit knowledge and also connecting with family. It’s a strong and positive feeling when you are connecting with culture and family. Having culture be accepted and celebrated by wearing our clothing is awesome. You need inspiration to keep working and the community gives that to us.

- Keenan “Nooks” Lindell & Paula Rumbolt, Co-Founders of Hinaani Design

”

UasaU Soap¹¹

“ It’s ingrained in me to show and to reflect my culture through my business. I used my tattoo on the back of my shoulder as my logo. I consult Elder’s on their traditional knowledge for my products. I use natural products around us—flowers, whale blubber—to make the products.



Inuit culture and values are integrated into my whole life. We are always told to help. And motivate others. That’s one reason why I have gone into this. Tumnganarmiq and ikajuqatigiirniq. I love these. I really want it to come through in my business. I want it to be pure and from the knowledge of my mom and my grandmother.

Each time I come back from vacation, Nunavut gets more and more beautiful! It is so clean and so untouched. And coming from the hustle bustle city where everyone is lost and no one is touching the ground. When I come home, and I touch the land, it grounds me. It is very powerful here and it is deafening.

I want to see so many Inuit thrive. It was a dream for me to use my business to see other Inuit thrive. And it really can’t go fast enough. I want to start culture programs. With new government funding in place, UasaU is taking on all new paths. It is a new time and we are lucky to be a part of it.

- Bernice Clarke, Owner of UasaU Soap

”

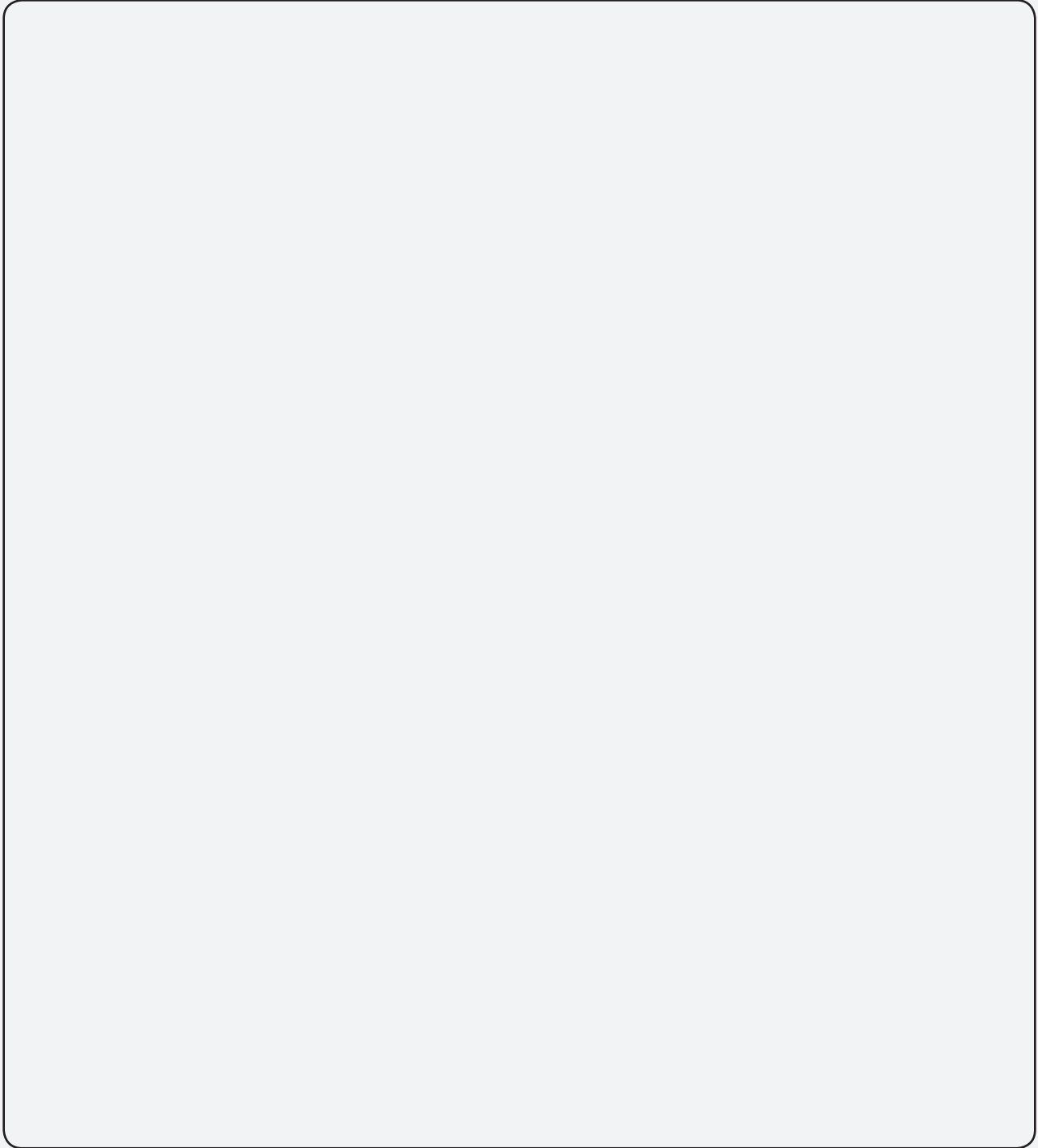
REFLECTION

What parts of your culture do you want to see in your business?

What Inuit values do you hold near to your heart? How can they apply to your business?

ACTIVITY

Sketch logo ideas and inspiration.



GLOSSARY

Brand

The unique identity of a business, organization, or project, shaped by how they are seen by the public.

Brand Consistency

The practice of staying true to your brand, your brand identity, and your core values in everything you do.

Brand Identity

A representation of a brand through elements like a logo, colours, fonts, and symbols.

Brand Positioning

How a certain brand is different from its competitors.

Brand Values

The core beliefs that define what you care for as a business.

Font

The style of lettering you use for your logo and for your business communication.

Logo

The symbol made of our text, symbols, images, colours and fonts that represent a company or an organization.

Mission Statement

Declares the organization's purpose. For example, what do you do, how do you do it, and why do you do it.

Vision Statement

Describes where the company wants to be in the future and provides direction.