Typography and branding

Swinburne University
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Today
My background
Transparency and the rise of technology
Social media
The brand manifesto
Destination branding
Brand affinity in cultural branding
The renaissance of type
My first commercial typeface family was based on my own hand-lettering. I tried to replace myself with a computer.
Canberra calling
Integrity was originally designed for Quick-Draw gx, hence its large range of ligatures. The book weight has more. The family is ideal for condensed settings. Medium and Bold weights broaden its appeal.

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The 2011 rupee equipped fonts from JY&A Fonts
And a little bit more
The literature

Grönroos talks about one-to-one; Engeseth talks about being one.

If you engage your customers, you begin to know how you can exceed their expectations.
1,500 fans through engagement
Who should be Wellington’s next mayor?

- Andy Foster: 2 votes, 4.5%
- Kerry Prendergast: 4 votes, 9.1%
- Celia Wade-Brown: 2 votes, 4.5%
- Alan Probert: 7 votes, 15.9%
- Bryan Pepperell: 2 votes, 4.5%
- None of the above: 27 votes, 61.4%

Total 44 votes

Latest The Wellingtonian Headlines:
- Speed limits 'ludicrous'
- Strong Wellington presence at Food Show
- FM signals support for Buckle St trenching
- The cost of fighting Wellington City Council
- Could Wellington do more to promote water sports?
- Wellington nurses ring in the changes
Be part of the most interactive Wellington mayoral campaign page on Facebook, and let your voice be heard.

Jack Yan for Mayor.

Jack backs the Cuba Carnival.

One indoor stadium, or 500 carnivals?

Jack Yan for Mayor.

@jackyan on Twitter

On Facebook: search for Back Jack 2010

Jack Yan for Mayor, 21 Albion Street, Miramar, Wellington.
Aims for brands in social media

1. Build a sense of membership or citizenship within the organization.

2. Encourage the acceptance and communication of brand values.

3. Encourage the audience to engage in dialogue and promote the brand.
4. The dialogue can help the firm find and maintain a competitive advantage.

5. It can inform the vision and the brand and build differentiation for it.

6. It can act as a check on whether the brand is being properly communicated and understood by audiences.
Consequences

1. Build positive brand associations.

2. Build the perceived quality of the brand.

3. Build greater awareness of the brand to audiences it has not yet reached.
The brand manifesto

1. Branding unites people’s passions.

2. Brands must have focus to be relevant.

3. Branding is about delivering what you promise.
4. Good brands should make people happy.

5. Finance is broken.

6. Brands are not advertisements.

7. Brands bring humanity to the organization.

8. Brands create community.
Destination branding fail
Destination branding basics

A destination branding programme must study the gap between current perceptions and desired outcomes.

A destination branding programme must get the community on side first.
Sicco van Gelder: brand affinity dimensions

Functional

Native

Ego-oriented

Empathy

Emotional

Cosmopolitan

Society-oriented

Association
United Kingdom
Switzerland
France
Australia
Australia

Arum Sans
by Wayne Thompson
Font linking

Main Headline.
A smaller, secondary headline that usually elaborates on the main headline above it.

'Short quote that summarizes the entire article'.

Separate Article Title.

Right image courtesy of Peter Bil’ak of Typotheque
www.typotheque.com
Vivienne Westwood: a funky fashion statement

headlines

Karen Walker and Kate Sylvester glitter and pop at L’Oréal Melbourne Fashion Festival
Tonight’s L’Oréal Melbourne Fashion Festival runway, sponsored by Frankie, featured Kiwi darlings Karen Walker and Kate.

Keira Knightley flirts up a storm for Coco Mademoiselle
As day breaks, golden sunlight bathes over a shimmering Keira Knightley. A Jeff Stone version of 'It’s a Man’s, M.'

Hope Villa aptly named a romantic haven after big earthquake rocked Christchurch
This was the most relaxing, cathartic and re-energizing but surreal holiday ever, after a devastating earthquake in Chr.

From avant-garde to co-creation
We frequently come across labels at Lucire that we love, but haven’t had time to quiz the designers to give us more but.

A honey theme drives Louis Vuitton’s windows
Stephanie Muratet: In April 2009, Louis Vuitton installed three beehives on the roof of its Parisian HQ on the rue de Dorn.
Branding defined

Branding is the methods in which the organization communicates, symbolizes and differentiates itself to audiences.
Thank you!

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