



ZULAKIS
CREATIVE

BRANDING PRIMER

CREATING AN
UNFORGETTABLE
BRAND FOR YOUR
ORGANIZATION

**CAN'T WAIT
TO GET
STARTED?**

Scan the QR code to
complete our
questionnaire or email us
at jzulakis@gmail.com



“UNFORGETTABLE, THAT’S WHAT YOU’LL BE.”



Yes, your brand should be unforgettable, like the brands above which are etched deeply in our memories and culture. They're not just logos; they're like family. Familiarity so deep, it's practically ingrained. Nestle's —its logo alone invokes the taste of chocolatey bliss. A glimpse of the iconic Coca-Cola swirl, and suddenly, I'm sipping on effervescence, recalling the crisp bubbles. MTV's logo takes me back to the thrill of the new, a flashback to the era of music videos. Trust, it's there—etched in their logos. These brands don't just sell products; they sell memories, a nostalgia that lingers.

Picture your brand as the charismatic lead character in a story. Branding, the storyteller, crafts a narrative that makes your organization unforgettable. It's the secret sauce, the handshake that sets the tone for lasting connections. This narrative is built on elements like the logo, colors, fonts, and images—a visual ensemble that turns your business into a memorable personality. Beyond products, it's about emotions and trust, making your brand the one people recall in the bustling market landscape. In essence, branding is the art of being the name that sticks, the first choice in a sea of options.

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ALL ABOUT BRANDING

“YOUR BRAND IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU'RE NOT IN THE ROOM” ~ JEFF BEZOS

YOUR BRAND:

- **Creates** a unique and memorable identity for a product, service, organization, or individual.
- **Communicates** with a distinct image, personality, and reputation that sets it apart from competitors.
- **Encompasses** everything from a logo and visual elements to the values, mission, and messaging associated with the entity.
- **Builds** a lasting impression in the minds of your audience.

BRANDING EXAMPLES:

MARK

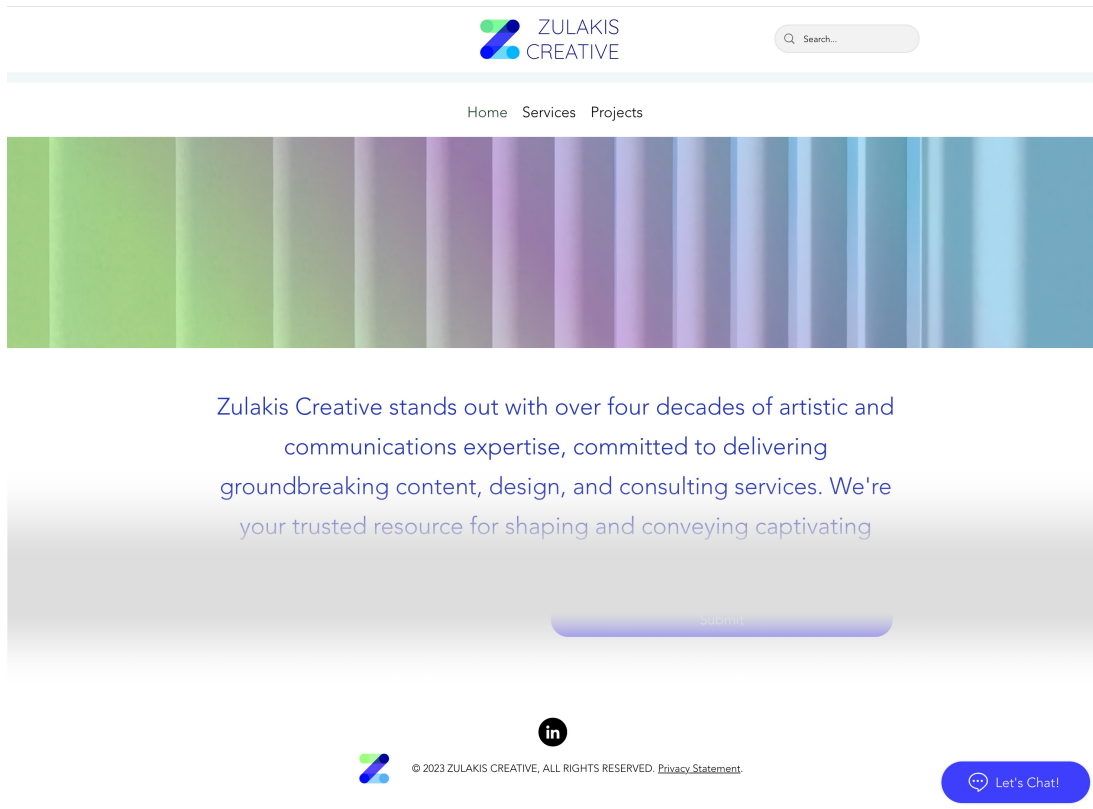


MARK WITH WORDMARK



BRAND EXAMPLES CONTINUED

WEBSITE LOGO

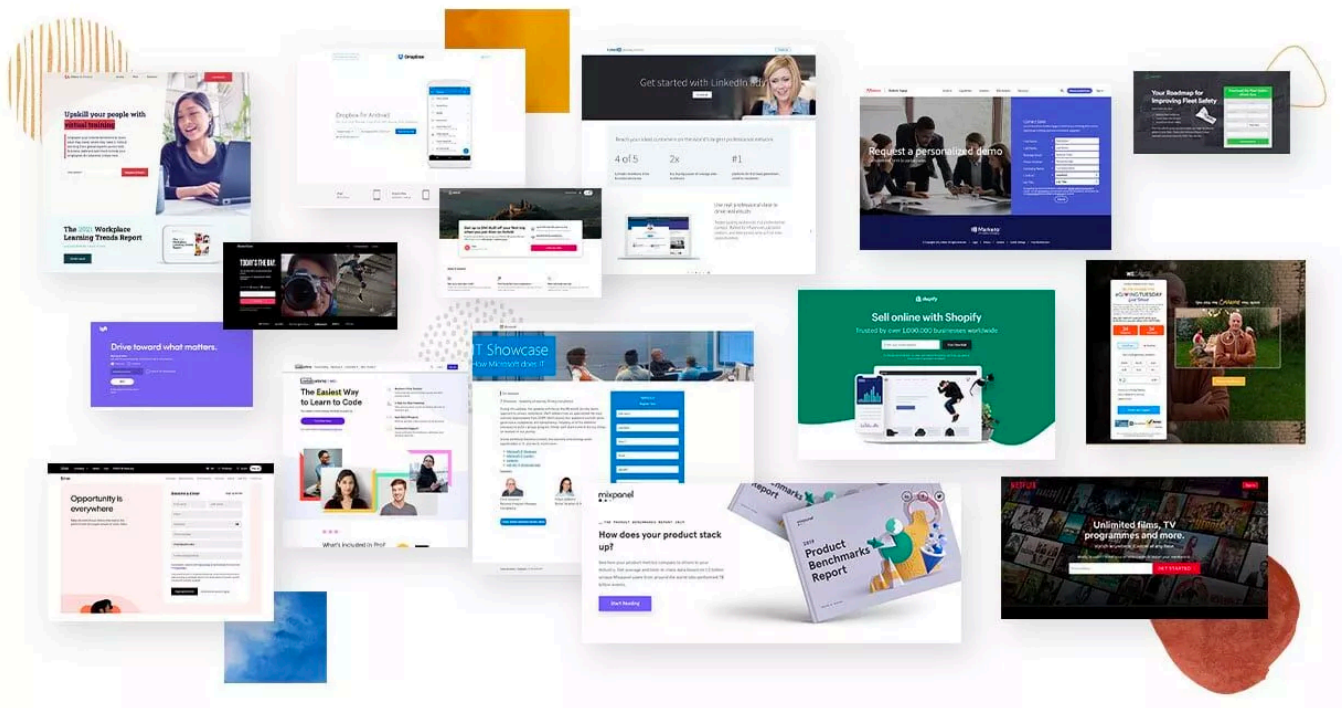


VIDEO LOGO AND SLOGAN

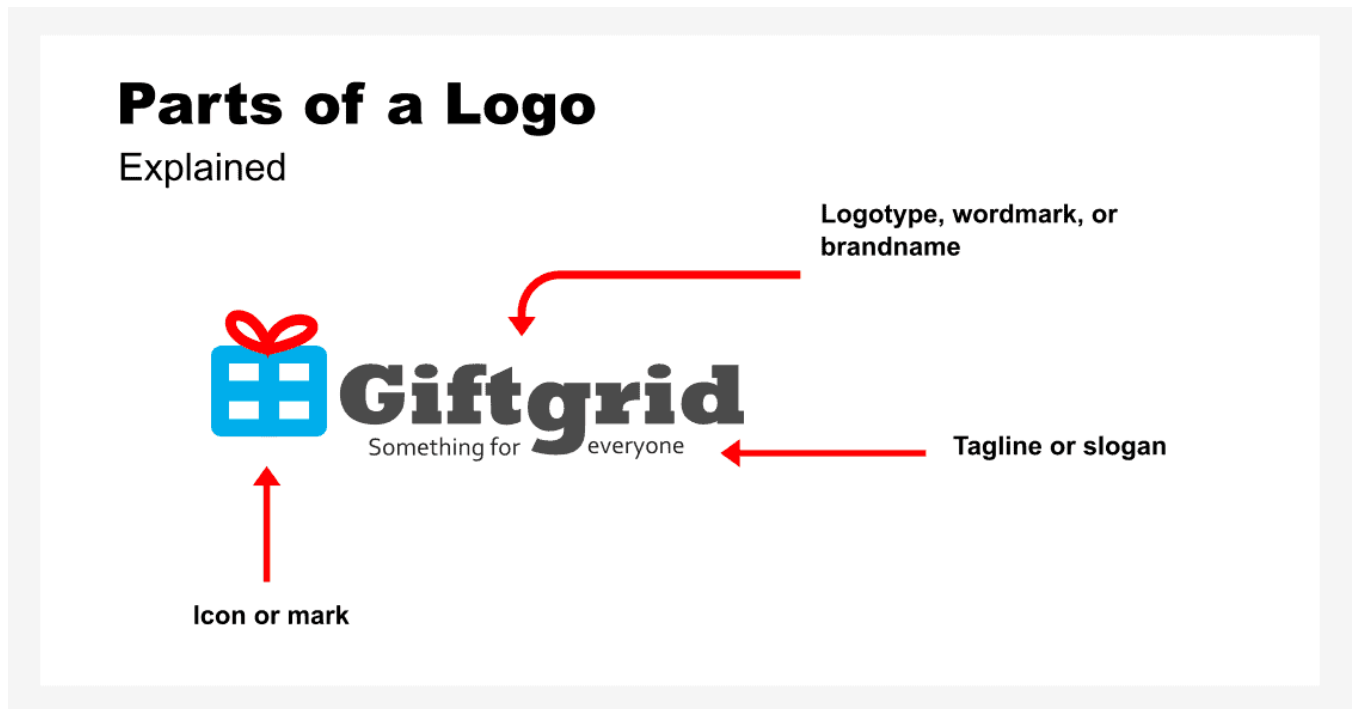


WHAT ARE YOUR BRANDING ASPIRATIONS?



- What is the feeling that you wish to inspire when a visitor sees your brand for the first time?
- What colors, shapes, typefaces, or symbols that resonate with you and your business?
- Have you benchmarked your brand against those in a similar business?
- What are the branded assets you would like to have in addition to your website?
- Are you rebranding, or branding for the first time?



WHAT'S IN A LOGO?



All branded materials stem from your organization's logo. Your branded logo design dictates, colors, typography, and overall style for your brand as it will appear on your website, stationery, slide decks, printed materials, signage, and any other content representing your organization. Typically, at least in Western/Eurocentric applications, the icon or mark is placed on the left.

- **Icon or Mark** - Can be used independently of the wordmark, or brand name. Think of the eye  used to symbolize CBS, or General Electric's GE  mark.
- **Logotype, Wordmark, or Brandname** - Your name on it's own. Often used in document headers or on stationery. Often combined with the icon or mark to complete your full logo.
- **Tagline or slogan** - Short, sweet and optional. Something catchy and unforgettable. Examples: "Coke - It's the real thing," Nike - "Just do it," Wheaties - "Breakfast of champions," McDonald's - "I'm loving it."

WE'LL COLLABORATE WITH YOU TO FORM...

1. **YOUR INPUT** – You'll complete our interactive form to share insights into your organization's culture and preferences.
2. **YOUR TIMING** – We'll reach out to schedule a discussion about timelines and address any questions you may have about the process.
3. **OUR MUTUAL AGREEMENT** – We'll agree on terms and finalize the project timeline.
4. **OUR DESIGNS** – You'll receive a selection of at least five icon/graphic mark, logotype/wordmark, and slogan combinations. See how they might appear on various branded materials.
5. **YOUR DECISION** – We'll discuss and choose or refine the best option for your organization after reviewing the provided combinations.
6. **OUR DELIVERABLES** – We'll deliver a comprehensive set of logos and a style sheet. You can decide on an optional set of templates for your organization's future use, along with any additional materials you may require.



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