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What is Branding

Why is Branding Important in Education

Applied projects

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# Branding in NOT just a logo...

- Corporate Colours
- Style
- Fonts used
- Decorations
- Culture
- Content Creation
- Messages to the public
- Visual Material
- The general feeling of the brand
- All the elements which communicate the philosophy of the org

## **Inspiring Brands**

Dove #choosebeautiful

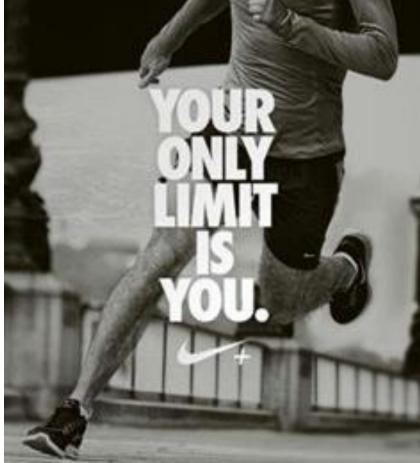






































American Schools Sports Teams



### Application of Logos Create a logo for an Org / Society in School











# The importance a of Logo



Creates identity – recognizable



**Builds Trust** 



Sense of Belonging



Reminds of Values



Memory



**Emotions** 

#### Project Logos









### COLOR EMOTION GUIDE

## Psychology of Colours



#### How to create your own logo





Google search for "icons"



Icons in png /or remove background

### Activity

- 1. Think of a logo you would like to create
- 2. Search on Google for icons you can use

# The Power of Mascots Create Emotional Connection













# How to create your own Mascot?

- What to Communicate –
   Ideas / Messages / Values /
   Emotions
- 2. Corporate Colours
- 3. What Symbol animal / object / shape
- 4. Characteristics
- 5. How to look like Dressed
- 6. Design
- 7. Finalization

## Slogan / Moto

To motivate / reminder of our values / philosophy

Inspiring Advert Example



#### **Activity:**

### Create a slogan to share the vision of your organization / or a project

Tips:

Keep it short to the point

Words create feelings & images

"Listen" to the sound of the words

#### Homework

Find an image to match the slogan which will empower the message

### **Create Posters**

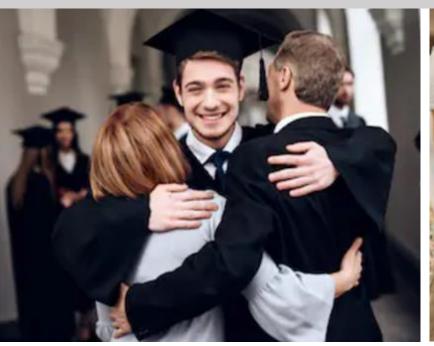
Use Power Point Export in JPG



# Personal Branding Matters Prescence on Social Media

- We Inspire people too
- Inspire with Personal Success
- With a positive message
- With a smile















### Communication in Schools

Class /
Network
Stakeholders

### The magic of words

Speak to Inspire

We are mentors

- Speak to the hearts of people with passion about your vision
- •...and to their brains with figures and possibilities
- Listen to people carefully -
- •Take the time to "see" their feelings behind their words
- Use positive & motivational language
- Speak at the style of their Language to build trust







