

16: Terms of Reference



Terms of Reference

www.brandchannel.com

BLEED The edges of images, color or text extending over the edge of a printed sheet before trimming.

BRAND A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence. “Value” has different interpretations: from a marketing or consumer perspective it is “the promise and delivery of an experience”; from a business perspective it is “the security of future earnings”; from a legal perspective it is “a separable piece of intellectual property.” Brands offer customers a means to choose and enable recognition within cluttered markets.

BRAND ARCHITECTURE How an organization structures and names the brands within its portfolio. There are three main types of brand architecture system: monolithic, where the corporate name is used on all products and services offered by the company; endorsed, where all sub-brands are linked to the corporate brand by means of either a verbal or visual endorsement; and freestanding, where the corporate brand operates merely as a holding company, and each product or service is individually branded for its target market.

BRAND COMMITMENT The degree to which a customer is committed to a given brand in that they are likely to re-purchase/re-use in the future. The level of commitment indicates the degree to which a brand’s customer franchise is protected from competitors.

BRAND EQUITY The sum of all distinguishing qualities of a brand, drawn from all relevant stakeholders, that results in personal commitment to and demand for the brand; these differentiating thoughts and feelings make the brand valued and valuable.

BRAND ESSENCE The brand’s promise expressed in the simplest, most single-minded terms. For example, Volvo = safety; AA = Fourth Emergency Service. The most powerful brand essences are rooted in a fundamental customer need.

BRAND EXPERIENCE The means by which a brand is created in the mind of a stakeholder. Some experiences are controlled such as retail environments, advertising, products/services, websites, etc. Some are uncontrolled like journalistic comment and word of mouth. Strong brands arise from consistent experiences which combine to form a clear, differentiated overall brand experience.

BRAND EXTENSION Leveraging the values of the brand to take the brand into new markets/sectors.

BRAND HARMONISATION Ensuring that all products in a particular brand range have a consistent name, visual identity and, ideally, positioning across a number of geographic or product/service markets.

BRAND IDENTITY The outward expression of the brand, including its name and visual appearance. The brand's identity is its fundamental means of consumer recognition and symbolizes the brand's differentiation from competitors.

BRAND IMAGE The customer's net "out-take" from the brand. For users this is based on practical experience of the product or service concerned (informed impressions) and how well this meets expectations; for non-users it is based almost entirely upon uninformed impressions, attitudes and beliefs.

BRAND MANAGEMENT Practically this involves managing the tangible and intangible aspects of the brand. For product brands the tangibles are the product itself, the packaging, the price, etc. For service brands (see Service Brands), the tangibles are to do with the customer experience - the retail environment, interface with salespeople, overall satisfaction, etc. For product, service and corporate brands, the intangibles are the same and refer to the emotional connections derived as a result of experience, identity, communication and people. Intangibles are therefore managed via the manipulation of identity, communication and people skills.

BRAND PLATFORM The Brand Platform consists of the following elements:

- Brand Vision—the brand's guiding insight into its world.
- Brand Mission—how the brand will act on its insight.
- Brand Values—the code by which the brand lives. The brand values act as a benchmark to measure behaviors and performance.
- Brand Personality—the brand's personality traits (See also definition for Brand Personality).
- Brand Voice—how the brand speaks to its audiences.

BRAND POSITIONING The distinctive position that a brand adopts in its competitive environment to ensure that individuals in its target market can tell the brand apart from others. Positioning involves the careful manipulation of every element of the marketing mix.

BRAND STRATEGY A plan for the systematic development of a brand to enable it to meet its agreed objectives. The strategy should be rooted in the brand's vision and driven by the principles of differentiation and sustained consumer appeal. The brand strategy should influence the total operation of a business to ensure consistent brand behaviors and brand experiences.

BRAND VALUATION The process of identifying and measuring the economic benefit - brand value - that derives from brand ownership.

BRANDING Selecting and blending tangible and intangible attributes to differentiate the product, service or corporation in an attractive, meaningful and compelling way.

CLEAR SPACE (PROTECTED SPACE) The area around a logo that must remain clear of text or visual elements to ensure the logo's importance and for legibility.

CMYK Cyan, magenta, yellow and black. When screens of each colour overlap, the illusion of a wide range of colours is achieved. The four colours, as well as the printing process itself can also be known as process colour or four colour.

COAT OF ARMS An arrangement of bearings, or symbols, usually depicted on and around a shield, which indicates ancestry and distinctions.

CO-BRANDING The use of two or more brand names in support of a new product, service or venture.

COLOUR PALETTE A selection of specific colours chosen to coordinate, contrast, or harmonize with visual identity standards. A palette helps maintain visual consistency among various communication pieces.

CORPORATE IDENTITY At a minimum, is used to refer to the visual identity of a corporation (its logo, signage, etc.), but usually taken to mean an organization's presentation to its stakeholders and the means by which it differentiates itself from other organizations.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) Tracking customer behavior for the purpose of developing marketing and relationship-building processes that bond the consumer to the brand. Developing software or systems to provide one-to-one customer service and personal contact between the company and the customer.

CUSTOMER SERVICE The way in which the brand meets its customers' needs via its various different channels (for example, over the telephone or Internet in the case of remote banking, or in person in the case of retail or entertainment).

EPS (ENCAPSULATED POSTSCRIPT) All master graphics for TWU's official identities are EPS files. EPS is a standard format for importing and exporting PostScript language files in all environments. Because EPS files

are vector graphics whose foundations are based on mathematical formulas, they have the ability to scale limitlessly.

FLUSH LEFT Text that is aligned against the left margin with unequal line lengths on the right margin, also known as ragged right.

FONT A complete set of designed alphabet characters adhering to its particular style or weight. Garamond Italic 12 point is a font.

JUSTIFIED Text that is aligned along the left margin, and letter- and word-spacing is adjusted so that the text falls flush with the right margin.

LOGO A name, symbol or trademark designed for easy and definite recognition.

LOGOTYPE A logo composed of type and arranged in a particular, often graphic, way.

MINIMUM SIZE The measurement defining the smallest a logo may appear in both print and online publication. Size guidelines ensures legibility and name recognition.

PMS The acronym representing PANTONE® Matching System, an international system of color and ink formulas most commonly used in design and printing.

PRIMARY COLOUR PALETTE The core selection of colours identified for primary presentation within a design system.

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RGB Red, green, blue are the three colours of light that can be mixed to produce any other colour. RGB values describe colour in on-screen applications. CMYK and spot color values (PMS) are intended for printing.

SERIF/SANS SERIF In typography, a sans serif typeface is one that does not have the small horizontal lines called “serifs” at the end of strokes within letters.

SERVICE BRAND A product consisting predominantly of intangible values. “A service is something that you can

buy and sell, but not drop on your foot” (The Economist). In this sense, a service is something that you do for somebody, or a promise that you make to them.

SUB-BRAND A product or service brand that had its own name and visual identity to differentiate it from the parent brand.

SUPPLEMENTARY COLOUR PALETTE The selection of colours used to supplement and support the primary colour palette.

TAGLINE A reiterated word or phrase identified with an individual, group, or product used to express a characteristic position or stand or goal to be achieved; a brief attention-getting phrase used in advertising or promotion.

TEMPLATE A pre-developed layout used to create new pages from the same design, pattern, or style. Templates are utilized in both web and printing publication.

TYPEFACE The set of characters including uppercase and lowercase alphabetical characters, numbers, punctuation and special characters (glyphs). A single typeface may contain many fonts at different sizes and styles. Garamond is a typeface.

TYPOGRAPHY The art and technique of designing letterforms. It also refers broadly to the practice of graphic design where a variety of typefaces are employed to enhance communication.

VISUAL IDENTITY What a brand looks like - including, among other things, its logo, typography, packaging and literature systems.

The latest version of the TWU Visual Identity Guide and all logo options in multiple formats can be downloaded from www.twu.ca/ucomm.