



## 5. Develop the Brand Identity

Develop the overall brand identity (look and feel) such that it reflects the brand vision, is distinctive from other brands, and has a personality. Execute the brand identity consistently across all touch points.

### EXCELLENT

An excellent Brand Identity meets all four of the following criteria:

1. It reflects the brand vision.
2. It is distinctive from similar brands or messages that compete for the audience's attention.
3. It conveys a clear and specific brand personality.
4. It is executed consistently.

### GOOD

A good identity meets at least two of the criteria.

### AVERAGE/POOR

The brand is a logo.

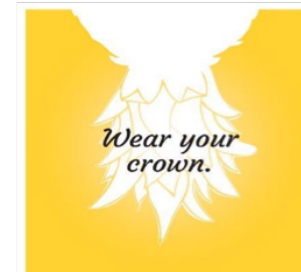
## 5. DEVELOP THE BRAND IDENTITY

A360 Kuwa Mjanja draws on an iconic symbol – the pineapple – that serves both as a visual cue to girls (pineapples are ubiquitous) and a strong symbol (stand tall, wear your crown, sweet on the inside). The bright, vibrant color pallet of rich pastels; elegant font style; and photography contribute to create a positive and inspiring look and feel that celebrates girls.

**Distinctive:** When evaluated against other brands that focus on adolescent girls in Tanzania, Kuwa Mjanja distinguishes itself by its overall positive messaging conveyed in warm, inspirational tones. This is a lifestyle brand that inspires girls to do more.



**Reflects brand vision:** The pineapple symbol is intended to inspire each girl to stand tall, wear her crown, and be beautiful on the inside as she works toward a dream she deserves. The examples below from the Kuwa Mjanja campaign highlight the empowering messages.

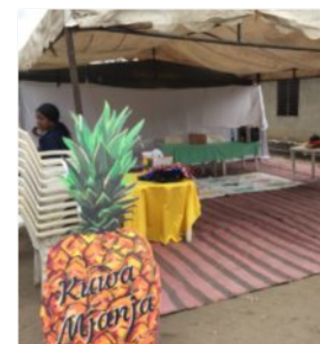


### Has a Personality:

The Kuwa Mjanja personality is sassy, feminine, inspirational, and fun.



**Executed consistently:** Kuwa Mjanja is consistent across channels through use of color, imagery, graphical elements, photography of girls, and the pineapple symbol.



## 5. DEVELOP THE BRAND IDENTITY

Everything about Airbnb, from the logo, color palette, soft shapes, warm lighting used in photography, etc., communicates a brand that is warm, welcoming, friendly, accessible, and somewhat quirky.

**Distinctive:** Airbnb's welcoming, fun, quirky identity is highly distinctive from the competition, most of which focus on quality.



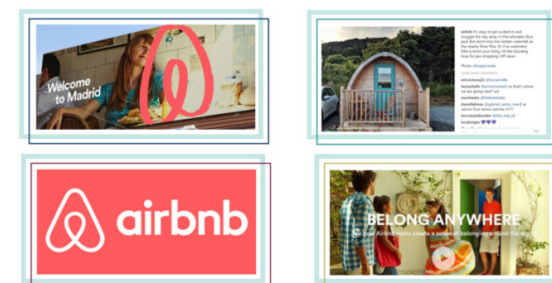
**Has a Personality:** Airbnb's personality comes through in the logo, color palette, photography style and subject matter, and tone of voice. It is brand that is welcoming, fun, warm, and a bit quirky.



**Reflects brand vision:** The designers who partnered with the senior team at Airbnb to create the logo and brand identity said it best:

“Part of our goal was to design a marque anyone could draw – something that transcended language and formed the foundation of the new brand. The marque, named Bélo, encompasses values of belonging and is imbued with four meanings of People, Places, Love and Airbnb. The Bélo is also used as a community symbol that can be expressed differently by each community member and in every listing – it is not bound by language, culture or location. The end result is a symbol people feel compelled to share – one that accepts we are all different, one to wear with pride.”<sup>1</sup>

**Executed consistently:** Airbnb look and feel is consistent. Whether in outdoor advertising, social media, or the app, Airbnb creates a welcoming look and feel through the consistent use soft, rounded shapes, warm color palette, and friendly tone of voice.



1) <https://design.studio/work/airbnb>

### 5. DEVELOP THE BRAND IDENTITY

We scored the brand identity as “good” – it suggests masculine strength and men supporting men and has been executed consistently for 10 years. We see opportunities to be more distinctive and potentially evolve the slogan, “Do the right thing” which may border on finger wagging.

**Distinctive:** Brothers for Life is distinctive relative to other HIV/ public health campaigns, but less so when compared with commercial brands that target men.



**Reflects brand vision:** The identity supports the brand vision in that it suggests masculine strength and men supporting men, but there are also elements that border on finger wagging. For example, men commented that the slogan (Do the right thing!) “is something your mother told your all your life.”<sup>1</sup>



**Has a Personality:**  
The Brothers for Life personality is optimistic, inspiring, approachable, and supportive.



[Brothers 4 Life Manifesto Video](#)

**Executed consistently:** The brand identity has been executed consistently over a 10-year period. Most mass media, social media and live community events use real men and / or couples to emphasize the brotherhood of men and the notion that there is an existing community of men who already live B4L’s values.



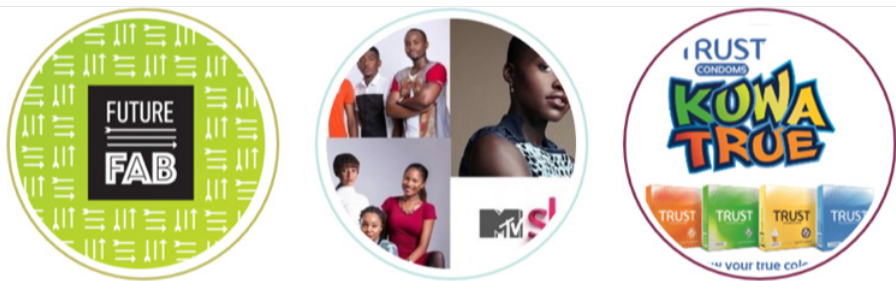
1) J. Collinge et al. Talking Man to Man: The Story of Brothers for Life. Johns Hopkins Health and Education in South Africa. South Africa. 2013



### 5. DEVELOP THE BRAND IDENTITY

The Future Fab brand was designed to be bold, edgy, and have a street-vibe feel that would appeal to boys as well as girls. It is difficult to evaluate consistency, given that the brand was short-lived; nonetheless, we evaluated this best practice as “excellent” because the elements were strong for the duration of the program.

**Distinctive:** Future Fab is distinctive in that there are few brands that target Kenyan youth, given their limited purchasing power. While there may be an opportunity for Future Fab to be even more distinctive relative to other ASRH initiatives, it is likely strong enough to stand out and grab the audience’s attention.



**Reflects brand vision:** Future Fab’s brand identity reflects the brand vision. For example, the arrows suggest empowered teens who think about their direction, choices, and what they want to achieve in life. Similarly, the bright green color is inclusive of boys as well as girls.



**Has a Personality:** Future Fab’s personality is fun, smart, confident, edgy and cool.



**Executed consistently:** It is challenging to evaluate executional consistency due to the project’s limited duration and limited marketing vehicles. There was a suite of branded elements, including signage, T-shirts, gear for outreach workers, and some social media – all of which seem to have been executed consistently.



## 5. DEVELOP THE BRAND IDENTITY

There are many elements of Mankind's identity that are very strong. In particular, the Mankind name and simple, straightforward approach to visual elements bring the brand vision to life. On the other hand, there is tension between Mankind's desired personality (dependability, trustworthy, quality) and the reality that Mankind has achieved brand awareness through its flashy, highly sexualized advertising for OTC products, particularly Manforce condoms.

**Distinctive:** Mankind's brand elements are somewhat distinctive, but it is the brand's efforts to target remote doctors, sell drugs at low cost, and drive brand awareness through OTC advertising that makes Mankind distinctive from its peers.



**Reflects brand vision:** Mankind brand identity is best in class in terms of reflecting the brand vision

The name Mankind suggests the Company's intent to serve life through affordability, access, and efficacy. The overall look and feel of the brand is simple and straight-forward, reflecting the Company's ethos and humble, everyday man approach of the founders.

**Has a Personality:** Mankind's desired personality is dependable, trustworthy, and high quality. This is conveyed through the use of Amitabh Bachchan as Mankind's brand ambassador. Bachchan is recognized as one of the most influential actors in Indian cinema, having appeared in almost 200 films since the 1970s. However, this conflicts with the reality that Mankind is well-known for the flashy, highly sexualized advertising of Manforce condoms.



**Executed consistently:**

Consistent use of the Mankind name in all communications helped drive awareness of Mankind as much as the individual OTC products. However, it also risks creating confusion in terms of what the brand stands for. Is Mankind consistently about accessible, high quality healthcare for all? Is it about sex? Can it be both?



Photo:

<https://www.cinestaan.com/articles/2016/jul/12/1335>

## 5. DEVELOP THE BRAND IDENTITY

Through use of color, language, and tone of voice, MTN's identity is unmistakable. It is Y'ello and bright. It is optimistic, welcoming, clever – and disruptive.

**Distinctive:** It is not only the bright yellow color that makes MTN stand out, but also the way MTN uses the color. It's not just the color of the logo, but it's incorporated into all communication elements. Similarly, the word "y'ello" and tagline "everywhere you go" are distinctive and clearly belong to MTN.



**Reflects brand vision:** The consistent and bold use of yellow, optimistic, welcome tone of voice, and depiction of joyful activities work together to visually express MTN's vision of making its customers' lives brighter.



**Has a Personality:**

MTN's personality is warm, optimistic, approachable, and welcoming. MTN seems to exist.



**Executed consistently:** Despite MTN's wide range of products and services for both individual and business customers in over 20 countries, MTN communications are always clearly from MTN. The brand assets are flexible enough to allow for local adaptation and different product and customer segments, while being strong enough to hold everything together in one overall look and feel.





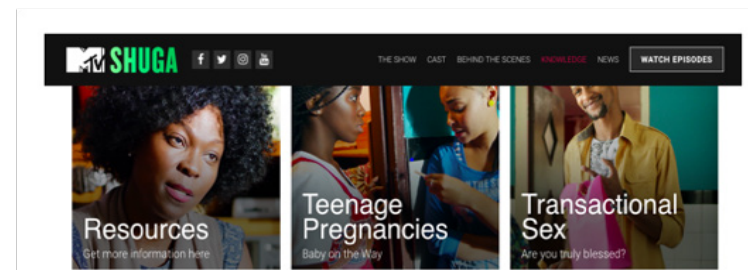
## 5. DEVELOP THE BRAND IDENTITY

The Shuga brand identity is based on the overall MTV brand, which is well-established among youth as a source of pop culture, music, and entertainment. While Shuga has adapted the identity to each location, it is able to do so because the overall MTV brand is widely recognized and highly flexible (the design approach allows for different colors, treatments, etc.). Were it not for the strength of the overall MTV brand, modifying the brand expression would not be recommended.

**Distinctive:** Public health messaging tends to be stigmatizing and overly scientific, and often promotes potentially unrealistic behaviors such as abstinence or monogamy. In contrast, Shuga’s vibrant, provocative, and risqué approach is highly distinctive and appealing.



**Reflects brand vision:** The MTV Shuga brand is real, provocative, and sexy, supporting the overall brand approach of meeting youth where they are. This identity carries through to their online presence, including the resources available on the [MTV Shuga website](#), where the content is engaging, real, and edgy.



### Has a Personality:

The MTV Shuga personality comes across in the vibrant color palette; the real, multi-dimensional characters; and the sexy, provocative drama.



**Executed consistently:** Despite changing country locations three times over the last 10 years and having a slightly different visual expression in each location, the overall MTV Shuga brand has remained highly consistent in its overall look and feel. The strength of the overall MTV brand, which has a strong yet flexible identity, gives MTV Shuga a strong foundation on which to build different executions that match each region, while still remaining true to the overall MTV brand.





### 5. DEVELOP THE BRAND IDENTITY

We scored the brand identity as “good” – Get It Together is distinctive relative to other FP brands and has an identity that is consistent with the overall brand vision: it is welcoming, approachable, and non-judgmental. We scored this best practice as “good” because we see opportunities for a stronger brand personality and more discipline in executing the brand strategy consistently.

**Distinctive:** The warm tones and conversational language communicate a non-medicalized, friendlier option in comparison to other brands, including those from health and government organizations that use a more expected – and therefore less likely to be noticed – approach.



**Reflects brand vision:** The Get It Together logo of puzzle pieces was intended to illustrate the idea that contraceptives are part of everyday solutions to get one’s life together. “Know. Talk. Go.” underscored the brand’s objective to create conversation about contraceptives nationally, in communities and in households; address gaps in information and myths; and drive men and women to designated service providers.



**Has a Personality:** The brand personality is welcoming, friendly, and knowledgeable. This is conveyed through the language -- “Ask me” “get it together” and “friendly” elements, such as the puzzle design.



**Executed consistently:** Overall, most of the project communications were consistent with the brand look and feel; however, there are some materials (e.g., the “Be Beautiful” and “Be Successful” leaflets), that veer a bit from the overall brand message and look and feel.



5. DEVELOP THE BRAND IDENTITY

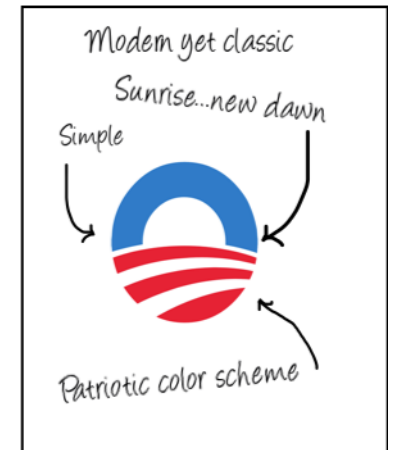
Everything about the brand look and feel communicated the brand vision of change in a way that also brought to life the personality of candidate Obama – youthful, optimistic, modern, and informality. The brand identity and overall campaign was remarkably consistent and was recognized in the advertising community for its strength in this area.

**Distinctive:** Obama’s campaign look and feel were distinctive compared to those of other candidates. The logo and slogan were consistent and modern and reflected the candidate’s youthful and optimistic personality.



**Reflects brand vision:** The campaign logo brought the brand vision to life. It features a sunrise, signaling a new era or new horizon. The design is simple and modern, yet features patriotic colors that evoke a sense of traditional values.

“Our signs don’t say Obama. They say hope.”  
– Obama at a campaign rally in Iowa



**Has a Personality:** A campaign will likely have the personality of the candidate, making this aspect of the best practice more straight-forward than other brands. Nonetheless, there is an element of youth, optimism, modernity, and lack of formality that is communicated by the candidate and the brand identity alike.



Image retrieved from Black Economic Development

**Executed consistently:** The campaign’s “remarkable consistency is the real accomplishment... Across towns, counties, states -- and with thousands of volunteers, no less -- across multiple media platforms, they’ve managed to drive a potent, single-minded design and messaging coherence that should shame many national brands. I mean, this is close to a level of design strategy from a great brand like Nike or Target.”<sup>1</sup>



(1) Wheaton, Ken, “Barak Obama, Adaptable Team Stays on Message While Using Social Networking to Build Voter Roles,” Ad Age, October, 2008

### 5. DEVELOP THE BRAND IDENTITY

Although execution was limited (the campaign ran in three short “bursts” over a 2-year period), the identity was strong. The colors, use of the shield icon, graphical “swirl”, and use of the local language create a personality (optimistic, happy, energetic, and approachable) that is distinctive and supportive of the overall benefit of fast recovery from diarrhea. The campaign elements were executed consistently across different media – TVC, IEC posters, etc, but perhaps could have been stronger (for example, the product was not branded).

**Distinctive:** The ORS-Zinc brand seems to be distinctive; use of local language (instead of English) may make the brand more approachable and accessible than some alternative products (e.g., antibiotics, relief from gas, etc.).



Shield icon helps to convey protection; use of local alphabet conveys accessibility



Perceived to be natural and effective (relief from gas and acidity)



Antibiotic: recognized cost-effective medical product, perceived to provide immediate relief treatment

**Reflects brand vision:** The brand identity brings the benefit – treatment from diarrhea –to life through the shield icon, which suggests protection, and the “swirl” graphic element, which suggests “dual action” and “fast relief.”



**Has a Personality:** The personality is optimistic, happy, energetic, and approachable (many of the qualities identified in the “context of a happy child” research).



**Executed consistently:** The ‘ORS-Zinc’ brand was executed consistently across marketing channels. The brand was not used on the product packaging, however – which, might have more closely linked the branded campaign to quality recommended products for the treatment of diarrhea.





## 5. DEVELOP THE BRAND IDENTITY

There are a number of multi-sensory elements that contribute to Shujaaz's strong brand identity. These include: the brand name (heroes) which communicates a positive and empowering tone; use of Sheng, which allows Shujaaz to speak to youth in their own language; strong characters that are easily recognizable; distinctive graphic style and blend of animation with real life; consistent color palette, etc. Shujaaz also uses the sound of a radio tuning into the right frequency as a distinctive and consistent way to introduce each show.

**Distinctive:** Through the use of Sheng, graphic style that combines animation and real-life, and main characters, Shujaaz is distinctive from other brands that target East African youth



**Has a Personality:** The Shujaaz brand has a strong personality. It is young, informal, and “hustler,” as communicated by an informal graphic style, content, and main characters.



**Reflects brand vision:** Through relatable yet aspirational characters and overall optimistic tone, the brand look and feel support the overall vision of creating social and economic value for youth.



**Executed consistently:** Through the use of color (red, white, and black), a recognizable wordmark, animated characters, graphic design style, and even sound (listen below to the “radio tuning” sound that kicks off each radio show), Shujaaz has a consistent look and feel.



## 5. DEVELOP THE BRAND IDENTITY

The Trust identity is strong in that it is distinctive, has a strong personality, and for the most part reflects the brand vision. We found a bit of tension between the Trust brand, which communicates “trust” and “quality” and the Kuwa True positioning, which may overshadow Trust.

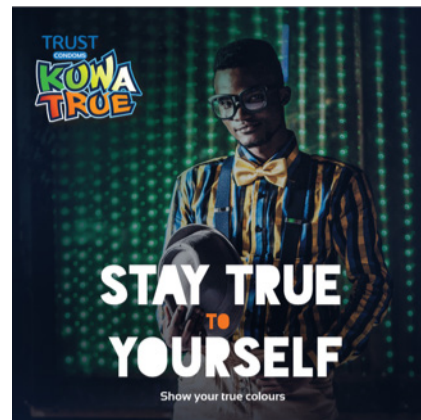
**Distinctive:** Trust’s distinctiveness comes through in the hip, modern, and youthful look and feel. The brand is also distinctive in that it has a history of provocative marketing campaigns.



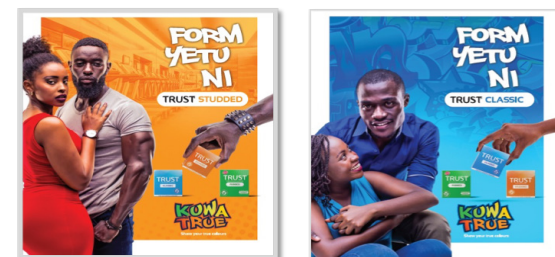
**Reflects brand vision:** The identity reflects the vision of enabling the audience to be true to themselves. This comes across through the variety of colors used in the packaging and advertising, as well as the people and activities portrayed in the brand’s communications. There is perhaps an opportunity to strengthen the idea of individual expression on each individual package – the range of colors conveys the idea of individual expression, but it could perhaps be strengthened by bringing more stories of individual expression to the individual products.



**Has a Personality:** Trust’s personality is fun, modern, and a bit quirky; it’s someone who feels free to be themselves and encourages others to do the same.



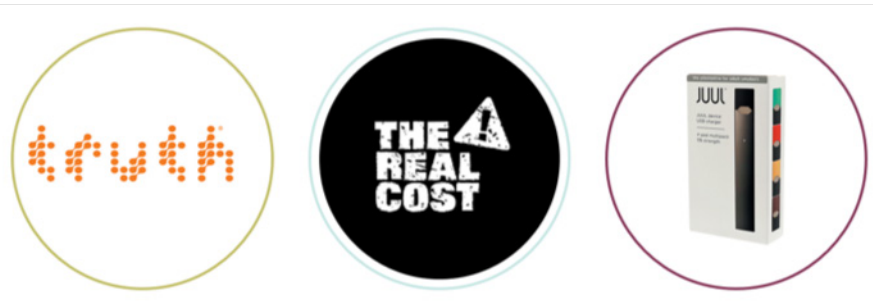
**Executed consistently:** There is a consistent use of color palette, fonts, and messages in print, posters, TV, and online communications. We do see an opportunity to clarify the use of the Trust brand vs. the Kuwa True Campaign. While the Kuwa True campaign has revitalized the brand, it can sometimes overshadow Trust as the brand name.



## 5. DEVELOP THE BRAND IDENTITY

The Truth brand identity is simple and straightforward, which is consistent with the Truth brand’s desired attributes of being informative, honest, and powerful<sup>1</sup>. The color orange helps to communicate a sense of urgency and action, while the technique of using dots to write “truth” creates a disruptive, edgy feeling, consistent with the truth about tobacco.

**Distinctive:** Black is often use to convey either seriousness (The real cost, the HHS anti-smoking campaign) or sophistication (JUUL e-cigarettes). The use of orange, combined with the dot technique, creates a disruptive look and feel.



**Reflects brand vision:** The name – Truth - reflects how the organization executes the brand vision (to create a world where youth and young adults reject tobacco) by speaking, seeking, and spreading the truth about tobacco.

## our mission

Truth Initiative is dedicated to achieving a culture where all youth and young adults reject tobacco. We speak, seek and spread the truth about tobacco through education, tobacco-control research and policy studies, and community activism and engagement, and innovation in tobacco dependence treatment.

**Has a Personality:** Truth’s personality comes through in the brand name, logo, graphical treatment, and color palette. The personality is honest, young, informative, and active.



**Executed consistently:** The brand name, logo, and color palette have been consistently executed for almost 20 years.



1) Vallone, D., Smith, A., Kenney, T., et al. “Agents of Social Change: A Model for Targeting And Engaging Generation Z across Platforms,” Journal of Advertising Research, Dec 2016, page 421..