

# BRAND CONSISTENCY

presented by

**CLARKE**  
*Creative*

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# Introduction

## Who is Clarke Creative?

**CLARKE**  
*Creative*

WHO: Dustin Clarke (me)

WHAT: A graphic design and creative needs business

WHERE: Here in Barrhead,  
Edmonton, previously.

WHEN: Open for 1 year.

WHY: Because of a love of the craft and the  
rich history.

### Images (top L clockwise)

Kong Island movie poster that was featured at Bottleneck Gallery in New York, New York.

Monogram for a DJ at Sonic 102.9.

Logo for BARS 9lives program for older rescue cats.

BARS event poster.

Logo for a childcare business in Kamloops.

Logo for a local independent Pharmacist for hire.



**LYSTER**  
ENTERPRISES



**all**  
**aboard**  
childcare

An event poster for 'BARS 2nd CHARITY AXE THROW' held on June 4th, 2017. The poster features a large illustration of a purple axe being held by a purple hand. The text is in purple and white. It includes the time 'NOON - 7PM', a reservation phone number '(780) 982-6500 OR INFO@AXEHOLE.CA', and the location 'AXEHOLE EDMONTON 11614 119th EDMONTON AB'. It also states '25% OF ADMISSION AND SALES DONATED TO BARS!'. Logos for B.A.R.S. and Clarke Creative are at the bottom.

# What is Brand Consistency?

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Utilizing visual characteristics to achieve a perceived feeling or value of your company to your consumers.

Nike's utilization of brand consistency since 1971 has garnered them recognition and trust with millions of customers.

5 Simple Rules to Brand Consistency:

Know your audience.

Use imagery with similar connotations.

Standardize colours & design styles.

Maintain your message.

Use consistent typography.

**2**

**1 RE-RUN.**

The Nike Daybreak.  
Back in the day, it felt like the perfect shoe. It's not so bad now either.  
We've revisited our original styles, and crafted them to look 30 years old—fresh out of the box.  
And it's all there, almost to the stitch. 1970s-grade nylon. Weird Swooshes. Aged laces. Weathered foam. And, of course, those iconic color combos.  
It's vintage. Minus the annoying, "wait 30 years" part.

**3**

**NIKE**

Beaverton, Oregon

**1 THE ULTIMATE QUICK FIX.**

**2**

The Nike Trainer One is not a magical training shoe. It's a training shoe. Its DiamondFX technology activates your muscles to work how they're supposed to, giving you faster results from all those squats, lunges and classes that you do. So you get fit faster.

**3**

**THIS SHOE WORKS IF YOU DO.**

**NIKE**

**1 WING IT.**

Air Jordan. Imagination. **NIKE**

**2**

**3**

## Nike's Brand Consistency

1. Bold type with a statement.
2. Similar imagery. (shoes)
3. Standard logo use. (black and white logo)

# Why is Brand Consistency Important?

Consistency manages consumer perceptions.

Consistency conveys outlook and attitude.

Consistency eliminates brand confusion.

Consistency protects your investment.



### Consumer Perceptions

After a public backlash for changing to the left logo, GAP changed their minds and went back to the original logo. This flip flop in decision-making creates distrust in consumers.

WIX.com



### Outlook and Attitude

The look of your brand will influence the attitude people assume about your business.

Email promoting summer sale

Website homepage promoting the same summer sale



### Consistency protecting investment

Coke's consistent branding allows you to know it's taste without even drinking the product. You know what to expect with this bottle.

### Brand Confusion

Neither advertisement relates to the other.



# Easy Ways to Keep Your Brand Consistent

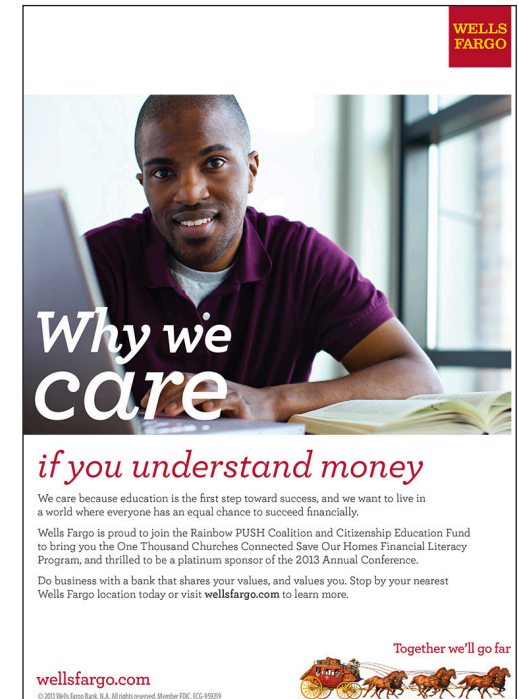
## TYPOGRAPHY

The most common type of consistency is the use of the same font throughout your marketing. Be it in store signs, out of store signs, ads or promotional material.



### Type Consistency

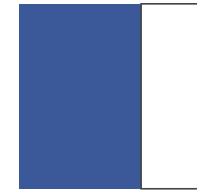
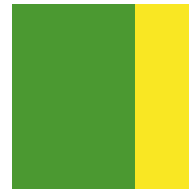
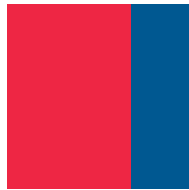
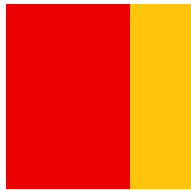
Wells Fargo uses the same typeface throughout its advertisements. A slab serif typeface based on their logo. Using different weights and italics can generate different interesting ads while maintaining brand consistency.



# Easy Ways to Keep Your Brand Consistent

## COLOUR

Colour is something that people greatly overlook. With a particular colour or colour scheme, brands can be recognizable even without a logo.



# Easy Ways to Keep Your Brand Consistent

## PLACEMENT

Placement is a source of consistency that can generate trust for your company. Seeing the same elements within your marketing subconsciously creates trust.

Have a "Coke" = Soldier, refresh yourself



...or a way to relax in camp

From southern camps with their moss-hung cypresses to camps near the north woods, there's one place soldiers can relax—the Post Exchange. There they sit down to "shoot the breeze" together. Have a "Coke", they say. Coca-Cola is a refreshing reminder of what they left behind. On "Company Street" in camp as on Main Street at home,

Coca-Cola stands for the pause that refreshes. In your own refrigerator, ice-cold bottles of Coca-Cola are a symbol of a friendly way of living.

Our flying men meet up with Coca-Cola near plane messes. Coca-Cola has become a globe-trotter's way back home. Even with war, Coca-Cola today is bottled right on the spot in over 30 allied and neutral nations.

"Coke" = Coca-Cola  
It means the pause that refreshes in every friendly atmosphere. That's why you hear Coca-Cola called "Coke".



envisioningtheamericandream.com

HERE'S COKE... THE PAUSE THAT REFRESHES



5¢




Always feel like a Coca-Cola.

## Placement

Consistent brand placement in different ads creates a sense of reliability with your brand.

Feel like a Coca-Cola?  
So does the bottle.



ALWAYS FEEL LIKE  
Coca-Cola



# Easy Ways to Keep Your Brand Consistent

## USE YOUR LOGO

The easiest way to maintain your brand consistency is to properly use your logo. Following your brand style guide is the easiest way to ensure consistent use of your logo.



### White space requirements

Required white space is the minimum amount of area around a logo that is required to maintain the logos look and intended integrity. The minimum amount required around the Concordia logo (x) is determined by the height of the subtext "UNIVERSITY OF EDMONTON"



### The DO NOT'S

DO NOT use the word-mark by itself



DO NOT change the colours within the logo



DO NOT put the logo on a busy background



DO NOT move elements within the logo



DO NOT pixelate the logo



DO NOT add effects



DO NOT stretch the logo

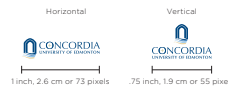


DO NOT tilt the logo or place it vertically



### Sizing

In order to be properly perceived by the audience the logo must be displayed within the minimum size.



When the area where the logo is being placed is smaller than 1" it is appropriate to use the door section of the logo only. See example to right.



### Colours

Maintaining the correct colour palette is important when pieces need to relate back to the institution with minimal dialogue.



#### Pantones of the Logo

- Pantone 541 M  
CMYK 100,57,0,38  
RGB 0,70,127
- Pantone 646 M  
CMYK 65,30,0,11  
RGB 79,138,190
- Pantone 543 M  
CMYK 41,11,0,0  
RGB 143,195,234
- Pantone 7502 M  
CMYK 0,8,35,10  
RGB 232,211,161

Alternatively the team colours of blue and gold may be used as a background colour of Concordia branded ephemera.



- BLUE  
CMYK - 100, 53, 4, 19  
RGB - 0, 60, 113  
HEX - 005C97
- GOLD  
CMYK - 0, 30, 100, 0  
RGB - 255, 199, 44  
HEX - FDB813

### Typefaces

Our written words are the representation of our speaking voice. An improper typeface or incorrect use of one may be detrimental to the message you are trying to get across. At Concordia the official typeface that appears on the logo is Optima. Optima comes in many weights, when using it in a header one would use Optima LT Std Demi and for use in body text, Optima LT Std Medium. When making ads and documentation the preferred typeface used is Gotham. Gotham is used because its clean design allows for easier legibility at small and large size. With a wider array of weights Gotham also allows for hierarchical variation within a designed piece.



ABCDEFGHIJKLMNPOQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Optima LT Std Medium  
12pt, Optical Kerning, +20 Tracking

Optima LT Std Medium abc ABC 123  
Optima LT Std Demi abc ABC 123  
Optima LT Std Black abc ABC 123  
Optima LT Std Extra Black abc ABC 123

ABCDEFGHIJKLMNPOQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Gotham Book  
12pt, Optical Kerning, +20 Tracking

Gotham Thin abc ABC 123  
Gotham Extra Light abc ABC 123  
Gotham Light abc ABC 123  
Gotham Book abc ABC 123  
Gotham Medium abc ABC 123  
Gotham Bold abc ABC 123  
Gotham Black abc ABC 123  
Gotham Ultra abc ABC 123

### Alternate Typeface Recommendations

ABCDEFGHIJKLMNPOQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Garamond Regular  
12pt, Optical Kerning, +20 Tracking

# Case Study:

## Concordia University of Edmonton

When I entered Concordia's marketing department their marketing needs had previously been met with a rotating base of marketing firms. Every year brought about different visual looks for the University. In order to build the brand I needed to narrow down the needs to build the Concordia brand.

I determined that the needs were:

- Typography

- Colour palette

- Placement/ Visual Cues

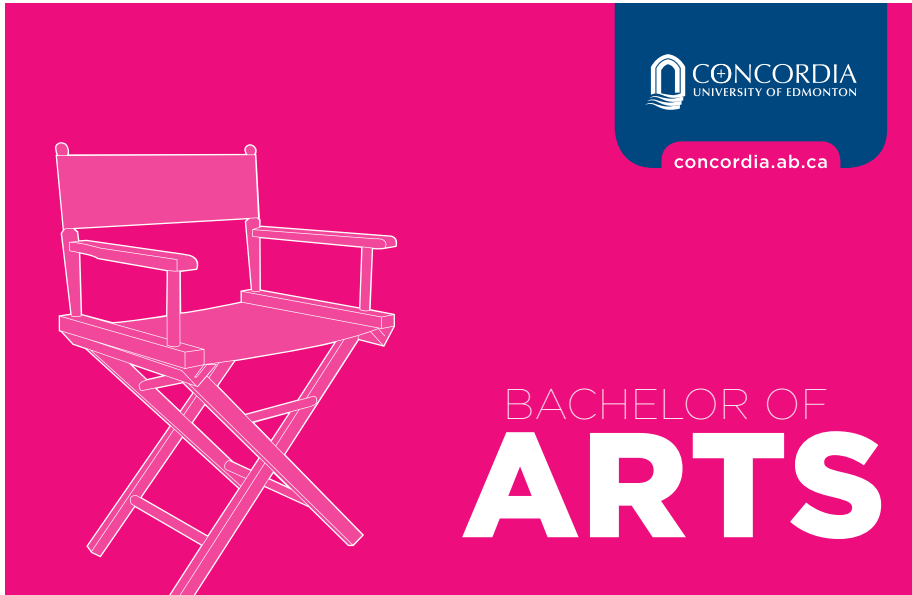
- Graphic elements

# Case Study:

# Concordia University of Edmonton

## TYPOGRAPHY

Words need to be clear and concise. The wrong type choices can convey the opposite of your intentions.



### Typography

Choosing the right type to go with your products will effect the perceptions of your consumers. Are you serious? Silly? Thoughtful?

# Case Study:

# Concordia University of Edmonton

## COLOUR PALETTE

The colours that will be representing your business should represent its core values. Certain colours evoke different feelings in consumers minds.

### Colour

When selecting marketing colours, it is important to consider the target audience and the perceived reactions to certain colours. Psychological studies have been done and can be found online on how people relate to different colours.





# Case Study:

# Concordia University of Edmonton

## PLACEMENT/VISUAL CUES

In North America, consumers are inclined to start at the top left hand corner and rotate counter clockwise ending up at the top right of a page.

the  
**SECRET GARDEN**  
Written by Francis Hodgson Burnett  
Adapted by Michael Shamata and Paula Wing | Directed by Michelle Rios

Location	Tickets	Performances
Fegler Auditorium Concordia University College of Alberta 7128 Ada Boulevard	Available at the door and <a href="http://www.ticketsquare.ca">www.ticketsquare.ca</a> \$15.00 Regular \$10.00 Student/Senior	Friday October 31 7:30
		Saturday November 1 7:30
		Sunday November 2 7:30
		Friday November 7 7:30
		Saturday November 8 7:30
		Sunday November 9 2:00

For more information call 780-479-9269

DEPARTMENT OF FINE ARTS  
CONCORDIA  
Drama  
[drama.concordia.ab.ca](http://drama.concordia.ab.ca)



### Placement

Placing the logo tab consistently in marketing materials reveals consistency and reliability in the Concordia brand.

**OPEN** OCT 17  
2015

**HOUSE**

OPENING POSSIBILITIES

10am - 2pm  
7128 Ada Boulevard

CONCORDIA  
UNIVERSITY OF EDMONTON  
[concordia.ab.ca](http://concordia.ab.ca)

# Case Study: Concordia University of Edmonton

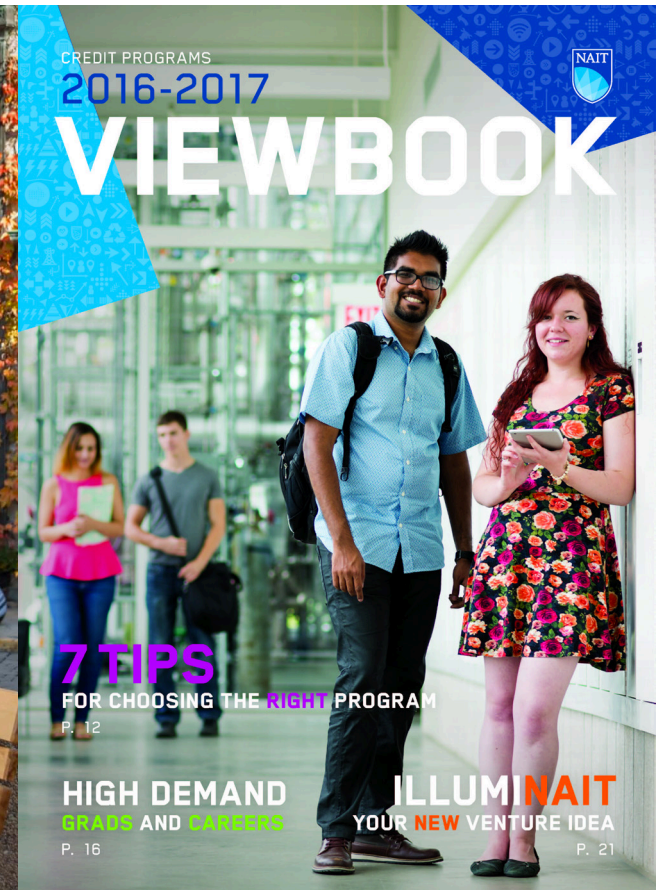
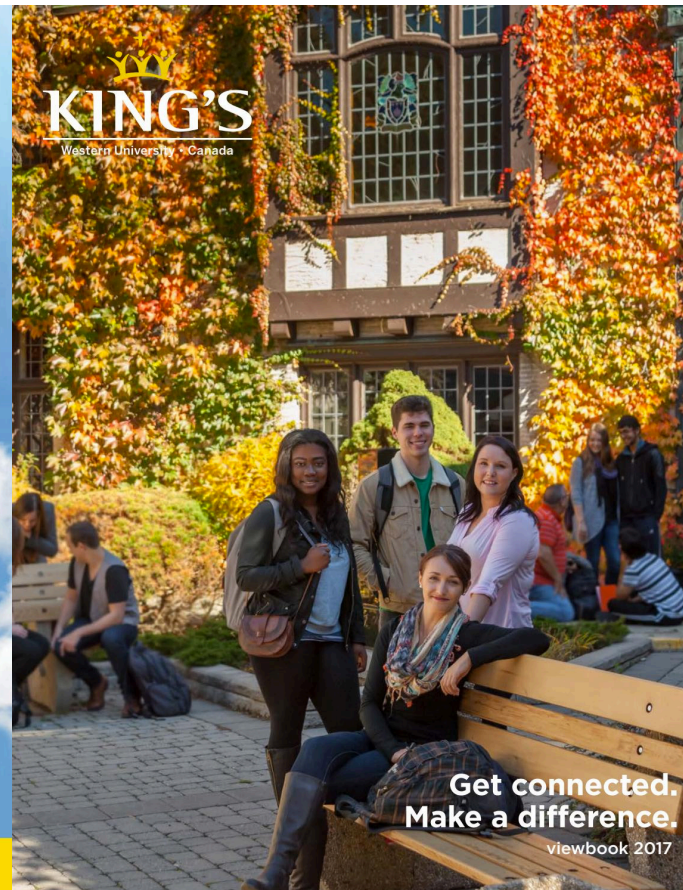
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## GRAPHIC ELEMENTS

In a saturated market it is important to think differently and stand out among peers.

### Elements

Research proves that many Universities use students on their ephemera.



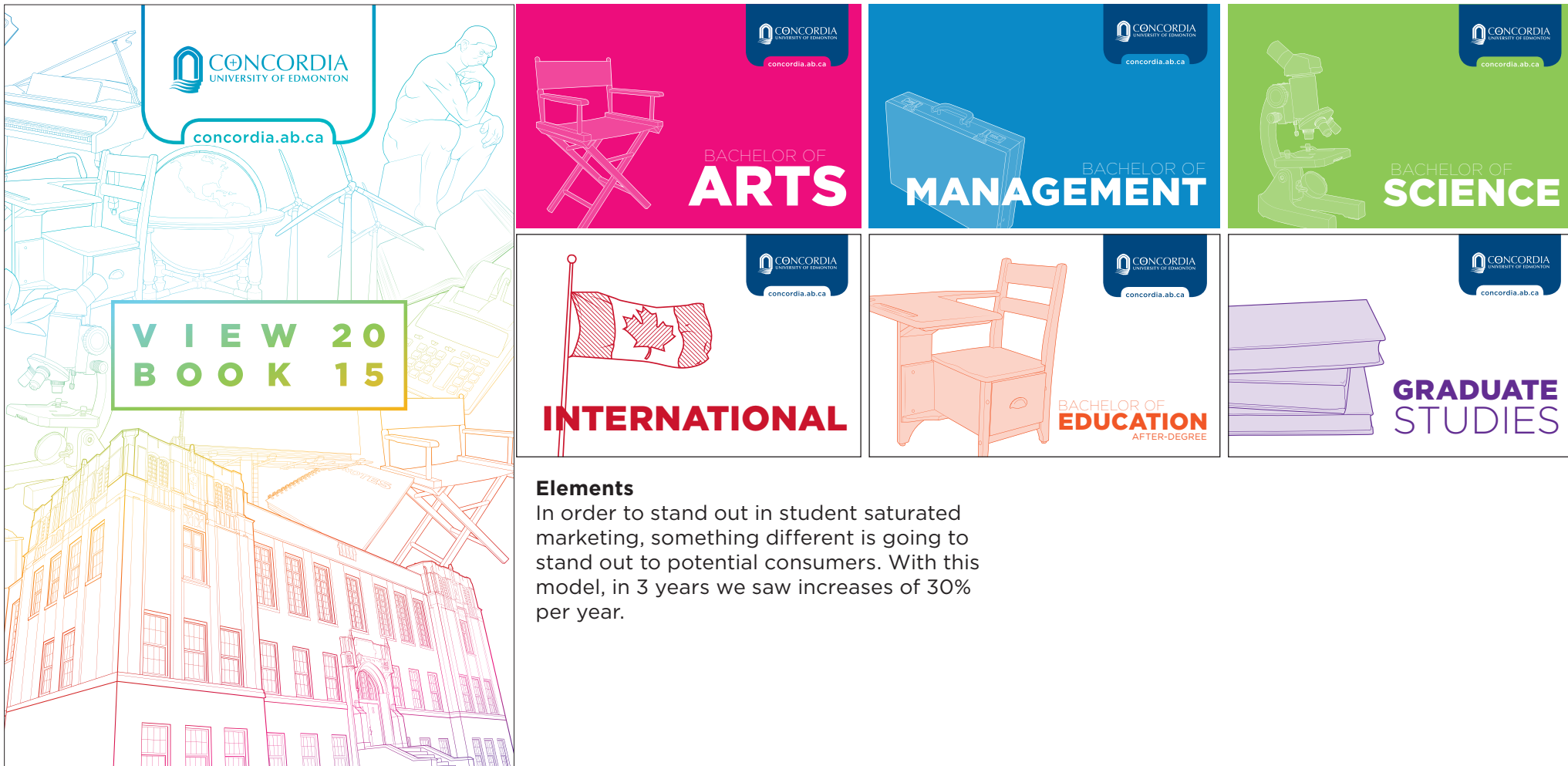


# Case Study: Concordia University of Edmonton

CLARKE  
*Creative*

## GRAPHIC ELEMENTS

In a saturated market it is important to think differently and stand out among peers.



# Summary

## KEEP IT CONSISTENT

To instill trust and confidence in your brand, follow these simple principles.

TYPE - Use the same or similar typefaces.

COLOUR - Standardize your colour use.

PLACEMENT - Location is everything.

LOGO USE - Adhering to guidelines will ensure consistency.



# Thank You!

## Contact Info

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Instagram: [@clarkecreative](https://www.instagram.com/clarkecreative)

Facebook: [Clarke Creative](https://www.facebook.com/ClarkeCreative)