

Creating Brand Identity

Capabilities Presentation

June 8, 2020

Private and Confidential

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*There is no task so difficult that it
can't be accomplished by a team of
smart people working in harmony.*

Ken Makovsky, Founder



*Creativity can capture your attention;
a smartly defined brand can capture
your commitment.*

Andrea Morgan, SVP, Strategic Director



Research indicates that people only remember 10% of what they hear, 20% of what they read. However, they remember 80% of what they see. We are committed to making your brand identity as visually effective as possible.

Jerry Kuyper, Chief Creative Officer

Meet Makovsky Branding

We are a specialty practice within Makovsky—a leading global integrated communications firm headquartered in New York with partner firms in 30 countries.

Makovsky Branding works with companies who are willing to do hands-on work to build **iconic** brands. We serve a diverse client base that includes leaders from established companies to innovative entrepreneurs.

No project is too big or small.

Whether you want to refresh your brand or rebrand your company—we can make that happen.

We have an objective.

Our objective is to identify your brand's purpose and craft an effective solution that penetrates and resonates with your key audiences.

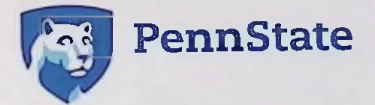
Brand Strategy, Narrative and Design

Your brand is an actual vessel, an ecosystem powered by all things your business represents.

We engineer an innovative branding strategy and approach that will steer you and your business towards long-term success.

And don't take our word for it, ask our clients.

Our Clients | Individuals on our team have created these brand identities.



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Our Approach is Simple. Yet Strategic.

Throughout the process we will be your partners from the beginning steps to the last deliverable and watch your brand evolves.

With our 4-step approach we will work with you to keep your project moving, minimizing stress and maximizing fun and creativity.

1 Discovery and Strategy

2 Positioning and Messaging

3 Brand Identity

4 Activation and Public Relations

Discovery + Strategy

We will identify your brand uniqueness and what makes you special. We will craft your brand strategy that will ultimately lead to your brand identity system.

This includes:

- Discovery sessions with key stakeholders
- Brand & competitive audits
- Branding workshops
- Market research & analysis
- Delivers key outputs to shape direction and path forward

to have
Plan &
by Linda
people from
back -

Positioning + Messaging

The next phase includes developing your brand positioning and how you want your audiences to see your brand and how to articulate the brand through messaging. This allows us to tell a concise story. We will discover your brand voice and bring that to life.

This includes:

- Questionnaire with key stakeholders
- Complete review of current language
- Deep dive into brand architecture
- Development of brand promise, brand identity, values, and mission statement

Brand Identity

Having the right look and feel will leave a lasting and impactful impression on your target audience. The brand identity needs to communicate who you are and what you ultimately stand for and how you are perceived.

This typically includes:

- Visual identity: Logo (symbol, logotype), color palette, typography
- Brand architecture, signature system
- Design system: stationery, marketing collateral, signage
- Brand identity standards

Activation + Public Relations

We have the branding house in order—now what? We will create an activation rollout plan to launch the new branding, extend through public relations and engage your audiences with key messages.

This includes:

- Branding rollout plan
- PR campaign development plan
 - Social media and content strategy plan

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- Hunt Military Communities
- Cisco
- Cigna

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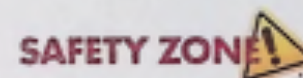
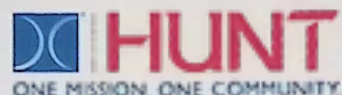
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Hunt Military Communities: *Where they were*



Hunt Military Communities is the largest privatized housing for the military in the US with bases in 42 cities. We needed to synergize its brand, logos as well as individual programs under one cohesive brand umbrella in addition to decoupling the tagline, *One Mission, One Community*, for a more impactful approach.

This is a cross section of communities and services that are part of HMC.

Summary of Recommendations: Visual and verbal communications

Tagline: Retain the tagline and use it in a more dynamic way.



Hunt Military Communities: *The Makovsky Impact*

Identity Statement

HMC creates a living experience that ensures the integrity of our military communities and the families who live there.

Brand promise

Ensuring the integrity of our military communities and the families who live there

Values

Safety

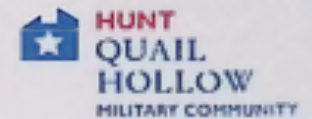
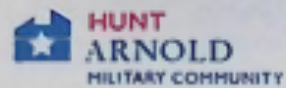
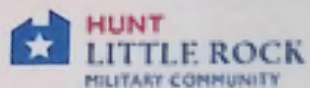
Kindness

Efficiency

Enthusiasm

Selflessness

Hunt Military Communities: *The Makovsky Impact*



Cisco Systems: Where they were

1985



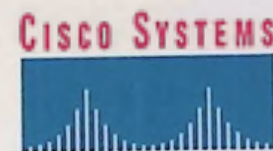
18 lines

1988



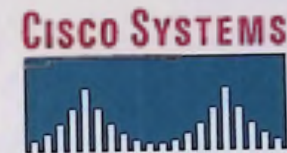
41 lines

1990



26 lines

1996



20 lines

Cisco Systems

In 2005 Cisco made the decision to change their communicative name from Cisco Systems to Cisco.

They had changed their logo four times over the previous 20 years and were still have difficulty reproducing their logo in small and digital applications. The 1996 logo also looked like ^{the} bar chart of their stock performance which caused some dismay.

John Chambers stated his primary goal was to retain some DNA of the bridge concept. We were retained to fully explore reinvigorating the Cisco logo.

Cisco Systems: Our approach

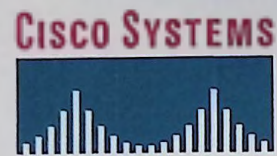


We methodically looked at a wide range of options of bridge concepts with the Cisco name, a few of which are shown above. The previous bridge logos had an unusual aspect in that the bridge didn't have towers lifting the bridge above the water.

The digital bridge (green dot) was selected and we refined that logo.

Cisco: Launched in 2006

1996 - 2005



2006

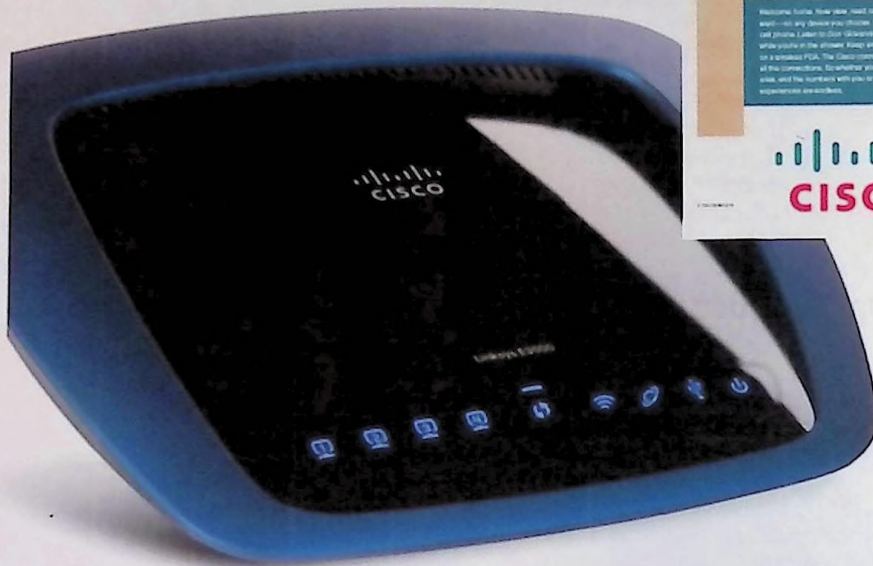


The new logo was launched in 2006 with a 20 million campaign:

Welcome to the Human Network

The logo has been used for fifteen years across several campaigns.

Cisco Design System



Cartoons on the phone. Mozart in the shower. Stock ticker in the kitchen.



In addition the logo was applied to new product design, stationery, marketing materials, websites, and signs.

Cigna: Where they were



Cigna

In 2011 Cigna, as part of developing a new brand strategy, made the decision to relook at their visual identity which they felt no longer represented the company. Our work was informed by their new brand promise:

In all we do, our dedicated professionals and innovative programs and services help each of our unique customers to achieve better health and peace of mind, so they can enjoy a better life.

And their desired image attributes:

Clear, optimistic, forward looking, candid, caring

Cigna: Our approach

Cigna's objectives evolved during the creative process including the following:

Maintain continuity

- Extensive close-in exploration of the Tree of Life symbol and color

Improve functionality

Signal change

- Focus on individual
- Communicate global
- Convey optimism

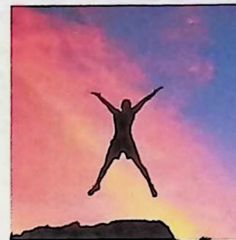
Cigna: Launched in 2012



Continuity with
tree of life



Suggestion of
earth's arc



Importance of the
individual



Optimism with sun
and radiating leaves



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Mission Statement

A mission statement is a brief description of a company's fundamental purpose.

It answers the question: Why does your business exist?

Brand Identity Statement

A brand identity statement is an accurate description of an organization/product/service which shapes the perceptions of how people see it.

It incorporates critical elements of an organization/product/service related to mission, business and organizational strengths.

Brand Promise

A brand promise is the value or experience a company's customer can expect to receive every single time they interact with the company.

Core Values

Just like a person defines their values, so do organizations.

Your values are uncompromising truths and guiding principles that articulate what your company stands for, and the primary driving force behind your brand, business, behaviors and decisions.

Iconography/Logos

A brand's iconography and logo treatment refers to the process of identifying and creating elements which represent the brand and will be used to illustrate the brand through symbols and elements.

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Let's collaborate

We hope you are more acquainted with us and what we do.

If you feel we may be a good fit to work with you on your brand identity, we'd love to talk!

Andrea Morgan

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Thank you