

# THE ART OF BRANDING

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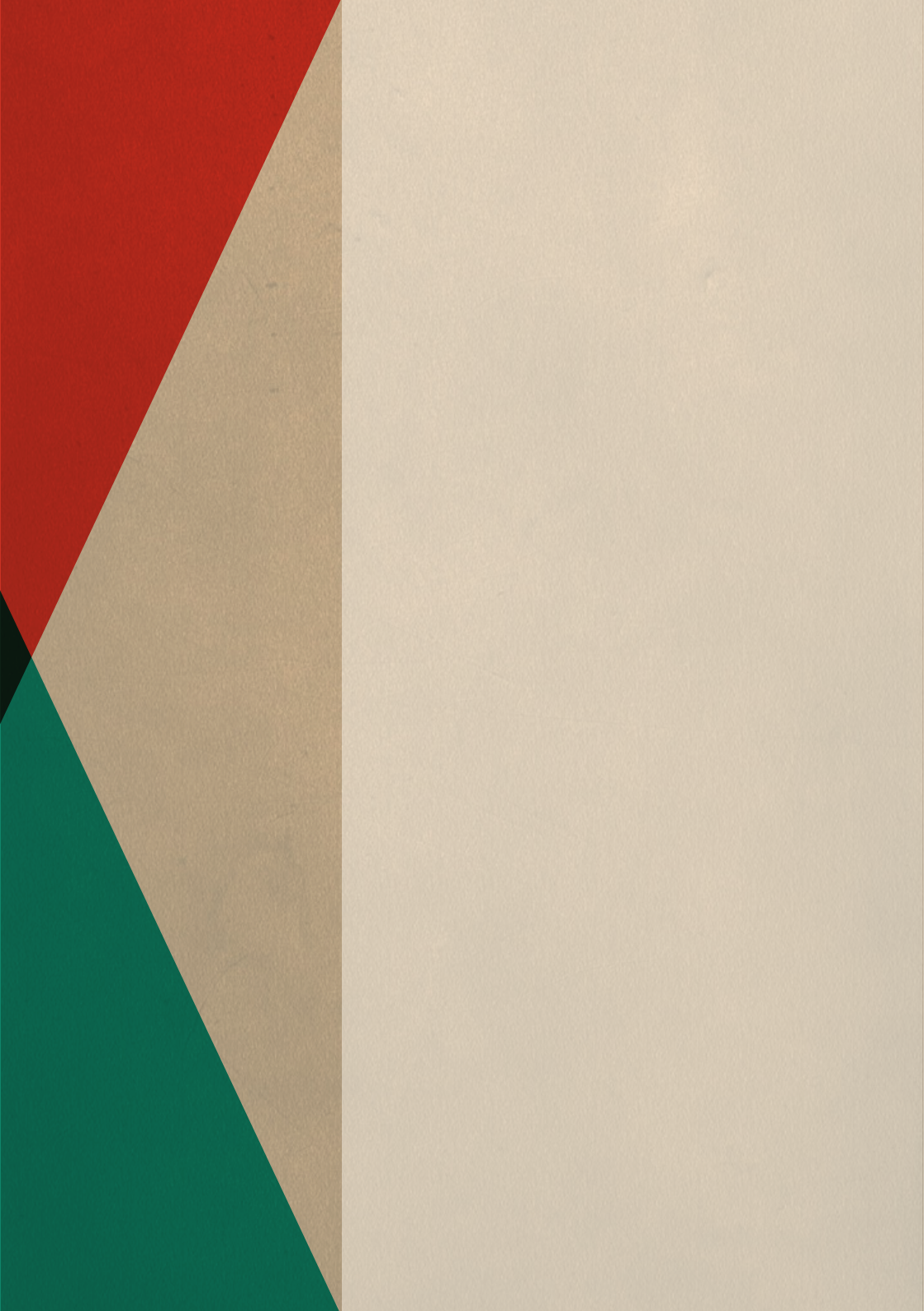
A SIMPLE 10 STEP  
GUIDE TO IMPLEMENTING  
AN EFFECTIVE BRAND STRATEGY  
FOR ART GALLERIES IN SOUTH AFRICA.





WHEN BUILDING A BRAND, SUCH AS YOUR GALLERY, THE  
INTERNAL COMPONENTS PROVE TO BE MORE IMPORTANT THAN  
THAT OF THE EXTERNAL FEATURES.

THE EXTERNAL QUALITIES SHOULD JUST BE A REFLECTION OF  
WHAT THE BRAND STANDS FOR INTERNALLY.





# YOU WILL NEED:



BLANK CANVAS



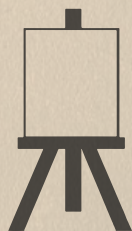
PRIMER



MASKING TAPE



THICK BRUSH



EASEL



PAINT

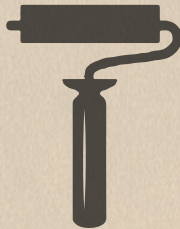
# 1 STEP ONE: INTERNAL EVALUATION





## BLANK CANVAS

A BLANK CANVAS SYMBOLISES A CLEAN SLATE OF  
POSSIBILITIES, ALLOWING INSPIRATION TO FLOW FREELY  
DURING THE INITIAL STAGES OF DEVELOPING THE BRAND.



PRIMER

THE PRIMER LAYS THE FOUNDATION FOR THE BRAND,  
PROVIDING THE BASIS OF THE BRAND. FURTHERMORE, IT  
DETERMINES HOW THE BRAND WILL DEVELOP.





# 2 VALUES

DEFINE THE VALUES OF THE GALLERY  
WHAT DOES THE ORGANISATION STAND FOR?



## **MASKING TAPE**

**MASKING TAPE IS USED TO DEFINE THE PAINTING AREA ON THE CANVAS. WHEN BUILDING A BRAND, THE MASKING TAPE PROVIDES DIRECTION TO THE BRAND; DEVELOPING THE KEY COMPONENTS AND THE POTENTIAL OF THE BRAND.**



# 3

## MISSION

THE MISSION STATEMENT GUIDES THE ACTIONS OF THE BRAND, INCLUDING THE REASON FOR BEING AND THE PRIMARY OBJECTIVES.



## THICK BRUSH

A THICK BRUSH IS USED TO APPLY LARGE AREAS OF PAINT TO THE CANVAS. SIMILARLY, IN BRANDING, THIS STEP INVOLVES BLENDING THE FORMER IDEAS TOGETHER TO DEVELOP THE BRAND.



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## VISION

THE VISION STATEMENT COMMUNICATES BOTH THE  
PURPOSE AND VALUES OF THE ORGANIZATION.





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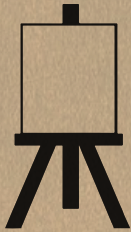
PERSONALITY

THE PERSONALITY OF A BRAND IS DEFINED BY THE  
VALUES OF THE GALLERY.  
WHAT HUMAN CHARACTERISTICS DOES IT HAVE?



STEP SIX:  
EXTERNAL  
EVALUATION





EASEL

AN EASEL IS USED TO DISPLAY ART TO A LARGER AUDIENCE.  
THE EXTERNAL EVALUATION REFLECTS THE INTERNAL  
QUALITIES OF THE BRAND COMMUNICATING THESE QUALITIES  
TO THE GALLERY'S AUDIENCE.



PAINT

THE PAINT IS USED TO REFINE AND FINISH THE  
ARTWORK. IN TERMS OF A BRAND, THE PAINT IS USED  
TO CREATE AND SHAPE THE FINAL COMPONENTS OF THE  
BRAND STRATEGY.





# POSITIONING

THE POSITIONING STATEMENT CLEARLY  
DEFINES HOW THE BRAND IS POSITIONED IN  
THE MARKETPLACE, STATING THE TARGET  
AUDIENCE, FRAMED REFERENCE AND OWNED  
BENEFIT OF THE ORGANISATION.

A GUIDE TO CREATING YOUR OWN POSITIONING  
STATEMENT: FOR (TARGET AUDIENCE), (BRAND  
NAME) IS THE (FRAME OF REFERENCE) THAT  
DELIVERS (BENEFIT/POINT OF DIFFERENCE)  
BECAUSE ONLY (BRAND NAME) IS (REASON  
TO BELIEVE).



# 8

## CUSTOMER SERVICE

CUSTOMER SERVICE IS AN IMPORTANT PART OF BUILDING A BRAND, TO ENSURE THE AUDIENCE EXPERIENCE IS CONSISTENT AND OF HIGH QUALITY. ALL POINTS OF CONTACT BETWEEN THE AUDIENCE AND THE BRAND MUST BE CONSISTENT AND REFLECT THE ETHOS OF THE BRAND. THIS WILL ELIMINATE ANY CONFUSION ABOUT WHAT THE BRAND REPRESENTS.



# 9

## BRAND IDENTITY

THE BRAND IDENTITY IS A VISUAL REFLECTION OF  
WHAT THE BRAND STANDS FOR.

THE CORE VALUES OF THE BRAND SHOULD BE  
CONSIDERED WHEN A VISUAL IDENTITY IS CREATED  
TO ENSURE THE VISUALS CLEARLY COMMUNICATE  
THE ESSENCE OF THE BRAND.





# 10

## NEW MEDIA & TECHNOLOGY

THROUGH THE USE OF NEW MEDIA & TECHNOLOGY,  
THE BRAND CAN CONNECT AND COMMUNICATE WITH  
ITS AUDIENCE ON A DEEPER AND MORE ENGAGING  
LEVEL. THIS CAN BE ACHIEVED THROUGH SOCIAL  
MEDIA SITES AND AN INTERACTIVE WEBSITE.





THESE EXTERNAL ELEMENTS MUST ALL CONSISTENTLY  
COMMUNICATE THE INTERNAL FACETS OF THE BRAND.

BRAND AWARENESS, PERCEIVED QUALITY AND BRAND  
ASSOCIATIONS ARE ALL A PRODUCT OF BUILDING THE BRAND  
INTERNALLY. THE NEEDS AND WANTS OF SOCIETY AND  
COMPETITION ARE CONTAINED IN THE POSITIONING STATEMENT.

