

Branding

LUCA VENTURA | DVP 3
E: LAVENTURA@FULLSAIL.EDU

What is Branding

WHY IT'S IMPORTANT

OVERVIEW

Your brand is one of the most important things about you. But what is a brand? A brand is who you are, the way you do business and what you stand for. A brand is more than just a product and a logo. A brand is what the company and individuals behind those products and logos stand for, a brand is what you associate with a company. The brand name and logo are simply the visual cues that trigger feelings and emotions that brand gives you. For example, what emotions and feelings come to mind when you think of Apple? Most people associate Apple with minimalistic and striking designs, beautiful products and second to none customer service. The experiences and emotions people associate with Apple is Apple's brand, which is one of the many reasons they have so many loyal customers and such a large following. The four keys to building a successful brand are:

- 1.** Brands must be authentic, the meanings, values and core purpose are what truly comprise a brand.
- 2.** Brands must promise something that is important to consumers and consumers perceive a brand delivering that promise better than the competition.
- 3.** Brands must keep their promise consistent across every point they interact with their customers. Consistency is a key part of branding and building loyalty.
- 4.** The organization, company or individual must have a total commitment to keeping the promise of their brand.

Why you should brand yourself

All products have a life cycle, one day they are relevant and the next day they are not. The same goes for companies, but brands never die. Proper branding is fundamental to success, when companies are purchased for enormous amounts of money the buyer is not buying the products, factories or materials of that company. Instead, they are buying the brand name. Anyone can build a great product, but the consumer will always buy the product from the brand they can associate with and stand behind. This is why today more than ever it is so important to brand yourself, especially in the mobile development world. Chances are there are more than one other app available that does the same thing or similar that your app does, so what makes it special? Your brand.

Corporate Branding

Starbucks

STARBUCKS

CORPORATE

Who is the target audience?

Starbucks' target audience is primarily adult men and women ages 25 to 40, that fall into the category of "young urban adults". This group accounts for almost half (49 percent) of their total business (O'Farrell, n.d). The income level for Starbucks' target audience are individuals with a relatively high income (average around \$90,000), which is fitting for Starbucks' upscale image. These are educated people that tend to be single without families.

Where is the target audience located?

Starbucks' target audience is mainly located in cities and urban locations (Manikgun, 2013).

Who else is competing for the audience's loyalty and devotion?

The main competition for Starbucks is Dunkin' Donuts and McDonald's (Hawley, 2015).

Is the brand targeting business or the consumer sectors?

Starbucks' mainly targets the consumer discretionary sector (Bloomberg, n.d).

STARBUCKS CONT.

Does the logo match the target audience?

Starbucks' target audience is primarily individuals with a high income, and the logo has become somewhat of a status symbol in that matter. It has grown to show status and income over say a cup of coffee from a gas station or fast-food chain. This "status symbol" matches the target audience in the sense of income level.

The mermaid featured in Starbucks' logo, referred to as Siren, is from Greek mythology. According to Greek mythology, sirens were predatory seductresses that would seduce men and then proceed to kill them (Sodini, 2015). In essence, some conclusions can be drawn that the "Siren", which is featured in Starbucks' logo on every cup, is meant to lure in people to over pay for their product. No matter what it symbolizes, the fact that the logo serves as a status icon will still remain.

If the company has an app or multiple apps, does the app name, app logo, app font and app colors match the target audience?

The app logo and name are consistent with Starbucks' brand and target audience. The app icon features the "Siren" logo and the app is simply titled Starbucks. Inside of the app the colors continue to portray Starbucks' "upscale" image.

Dark and light greys culminate with shades of gold to give the Starbucks' app a very refined, upscale feel just like their coffee shops do. It should come as no surprise that Starbucks' chose to use this color scheme in their application seeing as they're target audience is mostly affluent. The high class feel and look of the Starbucks app definitely caters to their target audience and the "status symbol" Starbucks' itself has become.



STARBUCKS®

<http://vectorlogo4u.com/wp-content/uploads/2015/02/Starbucks-logo-vector.png>

STARBUCKS CONT.

CORPORATE

Do the colors in the style guide match the target audience? Why or why not?

There are only three colors in Starbucks' style guide; black, white and a shade of green titled "3425". The color green is associated with nature, health, and of course money and wealth. Unsurprisingly then it is the main color for Starbucks', a brand that has become all about status images and upscale beverages, with a target audience of affluent individuals.

Green does not just portray wealth, however. Using this color in your brand conveys the message that your company is environmentally friendly (WebPageFX, n.d). With a large part of Starbucks' target audience being young, urban individuals, of whom do tend to care about recycling and the environment, this color matches that persona.

Does the user interface of the app and website match the target audience? Why or why not?

The user interface for Starbucks' mobile application is very versatile and intuitive. With the ability to order on your phone, pay and customize your drink right from the app Starbucks' is certainly catering to it's target audience, of which is primarily the 25 – 40 age group. The group of "young urban adults" that comprise Starbucks' target market are always on their smartphone and most would prefer to order and pay via an app than the old-fashioned way.

The user interface for Starbucks' website honestly feels a little overwhelming. Hovering over any one of the menu options and you are inundated with over 20 pages, a lot of which could be condensed into just a handful of pages instead. In this aspect, I don't think Starbucks' website matches their target audience because of the sheer amount of content, or rather the lag of organization they have on their website.

STARBUCKS CONT.

CORPORATE

Review the app and analyze if the Help and Support match the target audience?

The help and support that accompanies Starbucks' mobile application is rather lacking. While there is a lot of content, it is linked with their website. Thus clicking any resource takes you out of the application and it just doesn't feel fluid having to jump in and out of the app for simple questions.

In this regard the help and support does not match Starbucks' target audience. Seeing as how these individuals are always on the go and expect the latest and greatest from applications I think they will feel the same way I do about the help and support. Having to jump in and out of the app will only cause frustration for their target audience.

BRAND TRIGGERS

One of the greatest brand triggers for Starbucks' is their signature coffee cup. It can be seen in the hands of wealthy business men, technology gurus and celebrities. It is a status symbol that invokes emotions of high class and perceived wealth.

What do you personally feel and what emotions arise when you think about the brand?

The emotions and thoughts that come to my mind when thinking of Starbucks are ones of class and odd technology. I feel like Starbucks is the place where start ups and technology companies are born, probably because I would always hang out at Starbucks killing time on my iPad in recent years. To me, Starbucks is more than just a coffee shop, but rather a place to go and get work done, to meet friends or relax for a little bit. It can be an escape from work or the perfect place for work, especially in such a digital age where we can do everything online.

STARBUCKS CONT.

CORPORATE

How do you think others feel when they think about the brand?

The perception of Starbucks can be both positive and negative, depending upon who you ask. Some will feel it is simply overpriced coffee for the wealthy. On the other hand, some people cannot live without Starbucks and continually sing it's praises.

What promises do you feel the company is delivering?

I feel Starbucks promises to deliver some of the best coffee served by loving hands. Every employee I've encountered has been friendly and really portrays this. Even though the prices at Starbucks could be considered relatively high I don't feel they play too much into the upscale image, especially seeing as part of their mission statement says "Creating a culture of warmth and belonging, where everyone is welcome." (Starbucks, n.d).

Does the company appear to be consistent with the branding message across multiple media (social media, tv, videos, etc...)?

In every media outlet I have seen advertisements for Starbucks they have all matched the brand identity. Each advertisement has a warm, inviting feeling to it that matches their mission statement. The branding they have for each season, such as Fall and Winter, is also consistent with the brand and their message.

If you have encountered employees from the brand you have targeted, do the employees carry the brand identity feeling?

Every Starbucks employee I have encountered has been friendly and upbeat. They carry the brand feeling of delivering the best coffee while adding a personal touch. Additionally, I have never been to a Starbucks that was "dirty", everything is always neat and clean.

If the brand has a mobile app, is the brand and emotional feel being carried into the app?

The brand image and emotional feel is definitely carried through to their mobile application. Just like the physical Starbucks location the app is clean and concise. The upscale brand feeling can be felt in the app through the color scheme and app features.

STARBUCKS CONT.

CORPORATE

Address other items that could help with enhancing the brand to attract more of the target audience.

Starbucks sees millions upon millions of people in and out of their stores on a daily basis. However, in this day and age an online presence is becoming ever so important. Starbucks is certainly making pushes in the right direction to take care of this, such as their mobile application and their upcoming web series entitled "Upstanders" (Kell, 2016).

Yet, there is still no personalization aspect to Starbucks' online presence. A large portion of people go to Starbucks' just because it is a social place to hang out. Yet Starbucks are completely relying on the likes of Facebook to host their social media content. What if Starbucks' built their own social platform that tied together the personalization you can get with their coffee and the social aspect of their stores?

This is where I see Starbucks having a big opportunity to expand their brand. By combining the likes of Facebook and Yelp with their preexisting services, such as Starbucks Rewards, into a social platform they could totally transform their brand. Starbucks is in the perfect position to create the new social media platform and craze, instead of relying on others.

Uber

UBER

CORPORATE

Who is the target audience for the brand?

The target audience for Uber is young, educated (college level) male adults between ages 25 – 34 that are affluent. It is reported that 56% of all rideshare passengers reported a household income of \$71,000 or higher and almost 40% of all passengers make at least \$100,000 (Bellefeuille, n.d). Additionally, Uber targets individuals in populated cities where the main mode of transportation is either walking or taking a taxi for individuals who do not own a car. With that being said, Uber is not only targeting individuals without cars but pretty much anyone who needs a ride from point A to B.

Where is the target audience located?

The target audience for Uber is primarily in locations where the population is not reliant on cars but instead uses public transportation such as bustling cities with a thriving middle class (Clifford, 2015).

Who else is competing for the audience's loyalty and devotion?

Uber's biggest competitors include Lyft, Curb, Didi Chuxing, Grab and Ola, all of which are rival ride-sharing applications (Johnson, 2016).

Is the brand targeting business or the consumer sectors?

Uber's main target is the consumer sector, however, they are expanding into the business sector with ground transportation for corporations (Uber, n.d).

UBER CONT.

CORPORATE

Does the logo match the target audience?

Uber recently redesigned their logo and I believe it was a step in the right direction. Their recent logo redesign portrays a web of interconnected lines with a main focal point. According to Uber CEO Travis Kalanick it represents “bits and atoms”, bits being the machine efficiently involved in Uber’s mapping and dispatch software while atoms represent the people (Hempel, 2016).

Uber undoubtedly knows that their target market is not dormant, they are constantly on the move and need to get from point A to point B. Additionally, they understand that this audience is always digitally connected through technology and smartphones. This is where I see the Uber logo matching their target audience. The “bits and atoms” representation in Uber’s logo is similar to that of a brain; connected. Just like the digitally connected target audience for Uber their logo is “digitally connected” itself. The focal point of Uber’s logo could be you, the user, while the multiple connected lines represent different places you can go with the tap of a button.

If the company has an app or multiple apps, does the app name, app logo, app font and app colors match the target audience?

Uber is one of the few companies that has a different app logo for different people and locations. Uber is after all a global and local brand, which means that the Mumbai market is very different than the New York market (Hempel, 2016).

Because of this, Uber makes an effort to connect with it’s target audience on a personal level. Uber users will have an app icon featuring a circular design if they’re a rider and a hexagonal shape if they are a driver (Hempel, 2016). The app icon’s colors and patterns also vary by market to attract the target audience in specific locations, such as red in China, turquoise in India, dark teal in the United States and more (Hempel, 2016). This is a very ambitious attempt at branding on a personal level and I believe it will be successful for Uber in the future.



<https://www.wired.com/wp-content/uploads/2016/02/logos-582x292.jpg>

UBER CONT.

CORPORATE

Do the colors in the style guide match the target audience?

As previously mentioned, Uber's brand colors change based on the market. There is not one strict color palette that is used globally. This really helps Uber to connect to their target audience on a market-to-market level.

In China the color red symbolizes good fortune and joy, making it a fitting color for Uber to use in that market (Wikipedia, n.d). Turquoise can be found in such buildings as the Taj Mahal and Uber utilizes this color in the Indian market. Uber has catered to their target audience by utilizing symbolic colors found in different markets and cultures across the globe.

Does the user interface of the app and website match the target audience?

Uber understands that their target market is always on the move, and this consideration can be seen in the user interface for their application. Within seconds of opening the application you are able to request a ride, see where drivers are and how long you will have to wait for a ride. The application user interface also changes based on whether you are a driver or rider.

The website for Uber continues the "bits and atoms" design mentioned earlier with intricate patterns, bringing to mind thoughts of connectedness and continuing to reinforce the fact that Uber drivers and riders are always on the go but at the same time always connected. By utilizing large close up images portraying Uber drivers and riders they are attempting to connect with their target audience on a personal level. Uber's website user interface continues the streamlined approach allowing you to sign up to drive or ride as part of their Hero Image/Call to Action.

UBER CONT.

CORPORATE

Review the app and analyze if the Help and Support match the target audience?

Uber makes it easy for you to receive help and support without ever leaving the app. Common questions can be answered, problems can be reported and more. The fact that you do not have to leave the application and go to Uber's website for answers to questions or report problems is a node to the on-the-go lifestyle of their target audience.

Help and support for Uber is not only located in their application but in many other outlets, including their website and Twitter account. Your questions can be answered by a support person in a timely matter thanks to Uber's Twitter account should the help and support section of their app and website not answer your question. All of which are ways Uber is catering to their target market by offering fast, on-the-go support through multiple media outlets.

BRAND TRIGGERS

What do you personally feel and what emotions arise when you think about each brand?

Whenever I am stuck without a ride or my car is in the shop my fear of being able to get where I need to go is mitigated by Uber. There is a feeling that no matter where I am or where I need to go I will never have a problem because I can simply open Uber and get a ride in minutes. Uber portrays a feeling of connectedness in that sense because they are connecting people with other people.

How do you think others feel when they think about the brand?

Some people that have never used Uber or never been in a situation where they needed to do not fully understand the value of the service. These people do not represent the vast majority of people however because although Uber is targeting individuals without cars, a large portion of Uber users own a car. I think others would agree with the fact that Uber portrays freedom, the freedom to make money driving your own car and the freedom to get a ride almost anywhere in a matter of seconds.

UBER CONT.

CORPORATE

What promises do you feel the company is delivering?

Uber is promising to show commuters the future of transportation, after all they are revolutionizing ridesharing. As mentioned before Uber is also promising freedom, both to it's drivers and to it's riders. Lastly, Uber is promising safety through background screening for their drivers and more.

Does the company appear to be consistent with the branding message across multiple media (social media, tv, videos, etc...)?

Uber is consistent with it's branding across multiple outlets and markets despite the fact that they change their branding colors for different markets. Although the colors change from market to market, the core design and interface of Uber is the same to ensure consistency. Additionally, the same patterns and designs are incorporated in their mobile app and website.

If you have encountered employees from the brand you have targeted, do the employees carry the brand identity feeling?

The only "employees" so to speak that I have encountered from Uber are actual Uber drivers. Each driver I've encountered portray the brand identity of freedom. When speaking with multiple Uber drivers it is interesting to learn that some people have full time jobs while others solely rely on Uber as a means for income.

If the brand has a mobile app, is the brand and emotional feel being carried into the app?

Uber's mobile app carries the brand's connectedness and freedom through it's interface and design. The app logo for Uber features the "bits and atoms" design that looks like a connected network. The map showing your location and the location of drivers adds to the feeling of being connected at all times.

UBER CONT.

CORPORATE

Address other items that could help with enhancing the brand to attract more of the target audience.

Although I feel as if the rebrand for Uber was positive, many people feel quite the contrary. Uber's redesign received much criticism and negative feedback. In fact, it is said that the rebranding consumed 3 years of CEO Travis Kalanick's time (Ritson, 2016). While some may argue the rebrand was necessary there were certainly more pressing matters for Kalanick to focus on. In my opinion, the rebrand for Uber shouldn't have taken that long, or at least Kalanick shouldn't have focused so much of his personal time on it and left it mainly to the designers he hired.

The lack of strategic focus in Uber's CEO is something to take into consideration. If he wants to properly build Uber as a brand he should focus less time on how far the B is placed from the U in the logo. After all, branding is far more than just a logo.

In my opinion, a step in the right direction for Uber is to focus more on integrating with third party apps and growing the brand outreach. Currently, third party apps such as Hilton are integrating with Uber to use Ride Reminders to help you book a ride to your hotel (Quinn, 2016). Integrations such as these are a no brainer for Uber to expand its reach.

Apple

APPLE

CORPORATE

Who is the target audience for the brand you selected?

Despite the fact that Apple products come with a large price tag, teenagers are considered one of the primary target markets for Apple (Gaille, 2015). According to Apple's target market demographics 1 in 4 people between ages 18-34 express strong interest in purchasing an Apple product sometime in the next 6 months. Additionally, College Students and Educational Institutions are a big market for Apple. The income level for Apple's target audience is upper class with one-third of Apple's retail sales going to a household that earned at least \$100,000 in the previous years and in general tend to have a College education (Gaille, 2015). Men also outnumber women on a 2:1 basis when purchasing Apple products and the average age of an Apple customer is 35-44 (Gaille, 2015). Because a large portion of Apple's target audience is teenagers they are targeting single individuals but the iPhone and other products are also aimed at adults and families (Mann, 2013). One thing that Apple does differently than everyone else, and which is one of the reasons they are so successful, is because they don't target markets; they target people (Asay, 2010).

Where is the target audience located?

Apple's target audience is located around the world, but there most popular markets are the United States, Europe and China. China is the largest growing market for Apple and has recently surpassed the United States as Apple's biggest market for the iPhone (Tibken, 2015).

Who else is competing for the audience's loyalty and devotion?

The three biggest competitors for Apple are Samsung, Google and Microsoft (Arnold, 2013).

Is the brand targeting business or the consumer sectors?

Apple targets both the consumer and business sectors. Apple partners with many educational institutions (such as Full Sail) and businesses but at the same time largely markets to the consumers (Sahota, 2010).

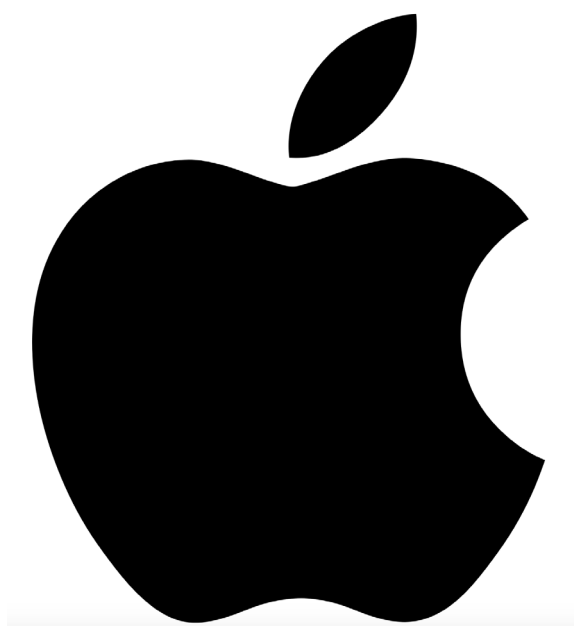
APPLE CONT.

CORPORATE

Does the logo match the target audience?

Apple's logo is distinct and memorable, it is simple yet beautiful, and it perfectly represents the products Apple produces. The logo captures the target audience because the logo portrays everything great about Apple which is what attracts the masses to their products. In fact, the Apple logo has become more than just a logo and many people buy their products simply because of the brand name and logo associated with them.

The simplicity of the Apple logo and the neutral color is an anomaly for the products Apple produces, before you even pick up an iPhone or use a Mac you can look at the logo and know what to expect. The logo resonates with Apple's target audience because it is painfully simple. Over complex logos tend to be forgettable and overlooked whereas simpler logos beg for attention because of their simplicity.



https://upload.wikimedia.org/wikipedia/commons/thumb/f/fa/Apple_logo_black.svg/2000px-Apple_logo_black.svg.png

APPLE CONT.

CORPORATE

If the company has an app or multiple apps, does the app name, app logo, app font and app colors match the target audience?

In the case of Apple, there have multiple default applications that come with the iPhone. All of these applications continue the simplicity and minimalism they are known for. The app names are explicit, "Maps", "Messages", "Notes", etc. They aren't named with funny or attracting names, they are named with the function they serve. You can easily tell an app produced by Apple versus a third-party developer by just looking at the app logo. Every Apple app logo has a single focus point that draws your attention. Each Apple app doesn't use color just for the sake of it, but every color they select has a purpose. The different colors found in Apple's app logos represent everything from interactivity to visual continuity (Apple, 2016).

Some interesting pieces of information regarding the design for Apple's (2016) app icons can be found in the iOS Human Interface Guidelines:

Embrace simplicity. Find a single element that captures the essence of your app and express that element in a simple, unique shape. Add details cautiously. If an icon's content or shape is overly complex, the details can be hard to discern, especially at smaller sizes.

Provide a single focus point. Design an icon with a single, centered point that immediately captures attention and clearly identifies your app.

Design a recognizable icon. People shouldn't have to analyze the icon to figure out what it represents. For example, the Mail app icon uses an envelope, which is universally associated with mail. Take time to design a beautiful and engaging abstract icon that artistically represents your app's purpose.

Keep the background simple and avoid transparency. Make sure your icon is opaque, and don't clutter the background. Give it a simple background so it doesn't overpower other app icons nearby. You don't need to fill the entire icon with content.

Use words only when they're essential or part of a logo. An app's name appears below its icon on the Home screen. Don't include nonessential words that repeat the name or tell people what to do with your app, like "Watch" or "Play." If your design includes any text, emphasize words that relate to the actual content your app offers. (p. App Icon).

APPLE CONT.

CORPORATE

Do the colors in the style guide match the target audience?

In a study conducted by Joe Hallock he made the discovery that with maturity comes a greater liking for hues of a shorter wave length, such as blue, green and purple than for hues of a longer wave length such as red, orange and yellow. A common mistake is to use too many colors together. It is best to use one prominent color that is offset by a neutral color like white, grey or black.

Apple's style guide noticeably lacks colors; shades of greys are used with subtle touches of blue. This is in-line with what Hallock discovered in his study. Apple's use of subtle colors is intentional and integral to their brand identity and attracting younger audiences.

Does the user interface of the app and website match the target audience?

The user interface design is an essential part of branding, after all one of the first things someone sees about a company is their website and they can convey who their brand is through that website. Apple does this beautifully with their website; they let the beauty of their products take the spotlight through the use of neutral colors. You can see every aspect of an Apple product and the quality before even laying hands on one via Apple's website.

Apple caters to their target market not by the use of flashy ads and bright colors, but through simplicity. They understand who they are targeting and they utilize the design and user interface of their website to do so. The only time you will see color on Apple's website is in product images, not in the actual design of the site. This, combined with the use of white space, ensures the products are the focal point.

APPLE CONT.

CORPORATE

Review the app and analyze if the Help and Support match the target audience?

The support Apple offers is next to none and something that heavily contributes to their brand image. The Help and Support found on Apple's website is very thorough and detailed, covering not just their hardware but all of their software applications. The support continues not only online but in-stores through Apple's "Genius Bar" which offers in-person support for all of Apple's products and apps.

Apple understands that consumers today demand excellent Help and Support and they have put a lot of effort into meeting those demands. The "Millennial" age group of Apple's target market may not appreciate the support as much as the older, adult and family side of the market. Regardless, the support offered by Apple meets each aspect of their target market, whether you would rather get that support from the comfort of your home or in-person with a specialist, Apple makes it all possible.

BRAND TRIGGERS

One of the greatest brand triggers for Apple are the ringtones associated with incoming calls and texts on an iPhone. Someone's phone could ring in a room full of people and you can tell if it is an iPhone or not by the classic iPhone ringtone.

What do you personally feel and what emotions arise when you think about each brand?

For me Apple has always been synonymous with beautifully designed products, both in hardware and in software. But for me Apple is more than just beautiful hardware and software, they represent what is achievable through perseverance and hard work. To be even half as great as the late Steve Jobs would be such a huge accomplishment, and those are some of the emotions that come to my mind when I think about Apple. There is something magical about Apple's products that I feel is lacking in their competitors, even if some of them may technically offer a better product.

How do you think others feel when they think about the brand?

There is a reason Apple has such a cult following, and it is largely in part due to their brand. To many people Apple is so much more than just an iPhone or a Mac, they are a part of their life. Not everyone will feel this way, but Apple has some of the most loyal customers of any company today.

APPLE CONT.

CORPORATE

What promises do you feel the company is delivering?

By combining hardware and software together Apple promises to deliver some of the most beautifully designed and useable products. Because Apple makes both the hardware and OS they are able to achieve what a lot of other companies cannot. Whether or not they deliver upon these promises is subjective but most would agree they certainly deliver on this promise. Just recently Apple promised to deliver smart AI technology without sacrificing the privacy of the user (Vincent, 2016). When you see the classic "Designed by Apple" text it is a promise in and of itself that extreme attention to detail and careful consideration has been made when designing the product you are using.

Does the company appear to be consistent with the branding message across multiple media (social media, tv, videos, etc...)?

The ads and messages Apple displays among media outlets is a large part of their success, and no one was able to market better than the late-great Steve Jobs. Apple's minimalism can be seen consistency throughout, from their website to commercials and social media ads. You can recognize an Apple advertisement before the logo or any products appear on the screen.

If you have encountered employees from the brand you have targeted, do the employees carry the brand identity feeling?

Apple's brand consistency is continued in their brick and mortar stores, both in design and in support. The employees found in Apple stores are exactly would you would come to expect from a brand like Apple. They are overly helpful and every time I have come in contact with them regarding a problem they have resolved it beyond my expectation. With Apple's employees you get the sense that they really strive for excellent customer service.

APPLE CONT.

CORPORATE

If the brand has a mobile app, is the brand and emotional feel being carried into the app?

The design views and emotional feel of Apple's products are carried through to their multiple applications. The user interface is clean and minimalistic, there aren't design elements in them just for the sake of it. Everything is carefully placed and has a meaning, there is a certain emotional feel associated with their apps that is consistent across the entire brand.

Address other items that could help with enhancing the brand to attract more of the target audience.

Apple has always been known to produce advertising campaigns as beautiful as the products they create. However, in recent years they have lost some of that spark. That is not to say that they are not producing good, recognizable advertisements, but they have noticeably been lacking in creativity. Ads such as their "1984" campaign were among some of the most successful in recent history. One thing, in my opinion, that Apple could address to attract more of their target audience is a revamped advertising campaign.

Since Steve Jobs' untimely death in 2011 the lack of security at Apple has in my opinion ever so slightly diminished their brand image. With almost every Apple product iteration leaked before the official keynote the tight security run by Jobs has gone out the window. These leaks are taking away from the hype building up to the big keynote releases and could possibly be hurting sales. Putting more effort into security to stop these leaks will definitely help Apple get back some of that product release hype.

Finally, to enhance Apple's brand I believe they are at a point where they need a major product shake up. The yearly iPhone iterations, dare I say it, are becoming a little predictable and stale. It is almost expected that each year there will at least be a faster processor and better camera in the iPhone. Obviously consumers, myself included, will still flock to the newest iPhone every year but it is no secret that the iPhone is beginning to fall behind other competitors, even though it may only be marginally.

Style Guides

WHAT IS A STYLE GUIDE

CORPORATE

A style guide (sometimes referred to as a branding guide or marketing guide) documents the main design elements for your brand and usually how these elements can be used. In other words, it provides guidelines for the way your brand is presented. At a minimum style guides must feature the brand's logo, colors and typography. Additionally, if they have a mobile application the logo for that mobile app should be included. Different variations of the logo such as full color and black and white are common. Colors are documented and detailed with color codes as well. Typography and icons are a few other common elements. Style guides can be extremely detailed, all the way up to the amount of white space between textual elements.

RevMatch

REVMATCH

APP OVERVIEW

The idea for my application, “Rev Match”, came to me in prior months upon noticing the lack of mobile applications and social network for car enthusiasts. Currently, the car community is divided between forums, Facebook groups and other means. There is no platform that brings all of these together. There are thousands of car shows but no real connection between them and the enthusiasts that attend them. My application, RevMatch, fills the gap and brings car enthusiasts together. The core features of the application include:

- Easily locate car shows on an interactive uber-style map, sort by category (Exotic, European, etc) and more.
- Mark yourself as “attending” an event to be added to the list of attendees; view who else is going and what cars they are bringing.
- Create your own car events/meets and easily invite your friends.
- Add your cars to your RevMatch Garage and select which car you will be bringing when you mark yourself as attending an event.
- Other useful car-related functions such as a 0-60 timer with leaderboards and more.
- Profile pages for your car with modification info, gallery, etc.
- Instagram-style feed with images from subscribed car shows.

Target Audience

The target audience for RevMatch will be primarily males, ages 16 – 35. The target age group starts at 16 because that is when the majority of teenagers get their license and buy a car, that is not to say that younger users will use the app but the vast majority will be 16+.

REVMATCH STYLE GUIDE

APP OVERVIEW

Brand Logo



App Logo



Tyography

Acumin Pro ExtraCondensed

Headline

Title

Thin Title

Body Regular

Body Bold

Colors



#FFFCF2 #252626 #50514F #FC5130 #C5C5C5

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LUCA VENTURA

E: LAVENTURA@FULLSAIL.EDU