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| Logo  Description automatically generated |  | Brand building  Branding Activity #5 |

# Text, whiteboard Description automatically generateddeveloping & strengthening your brand

Only after gaining a firm understanding of your current brand position will you be able to take action to strengthen the brand. If you are not comfortable with your current brand position, an overhaul might be necessary to build the foundation for your program by engaging in a re-branding effort. Re-branding often incudes the development of a new logo or the alteration of an existing logo. The introduction of a secondary mark might be worth your consideration. In the long-term, strengthening the brand will increase the likelihood that students will want to stay involved with your school after graduation. Creating strong relationships with alumni can be an incredibly powerful tool for your program. Alumni support can be the difference between a mediocre program and a great program.  
  
The key to any effective branding strategy is to focus on communicating your message in a way that evokes emotion. Emotion is one of the most your program’s most valuable assets. It provides a bond between your brand and your stakeholders. As you develop a plan for strengthening your brand, approach it from a storyteller’s perspective. Your brand is your story. It is your narrative and should reflect your program’s personality. It must be authentic and organic. Every aspect of your marketing should tell your brand story. Good storytelling will keep your community interested and engaged with your brand year after year.

**Branding Mechanisms***:*There are a lot of mechanisms that an organization might consider when developing, establishing, or repositioning its brands. Examples include:

* *Brand mark*
* *Logo*
* *Trademark*
* *Graphics*
* *Slogans and taglines*
* *Phrases*
* *Mascots*

**Step 1: Using the list above as a guide, list the current branding mechanisms in use by your program.**

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**Step 2: In the space below, describe how additional branding mechanisms not currently in use by your program could help to strengthen the brand. For example, if you do not have a mascot, should you? Could you introduce a slogan or tagline? What might that look like? Be sure to be very detailed in your description.**

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**Step 3: As a team, discuss your ideas for developing and strengthening your brand. Then, pitch those ideas to the other teams in your program and gather some feedback before finalizing your strategy. In the space below, describe how your branding team will develop and strengthen your program’s brand.**

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