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| Logo  Description automatically generated |  | brand building  Branding Activity #4 |

# Text, whiteboard Description automatically generatedstreamlining your brand

Effective branding means managing the message in a way that provides consistent positioning of the brand in the manner for which you want it to be perceived. One of the biggest mistakes made by high school athletics programs is to introduce multiple logos for multiple sports.   
  
For example, does the volleyball uniform feature the same logo or emblem as the football helmets? If you truly want to convey a message of community, the brand positioning must be unified. Take the steps necessary to streamline your brand to help maintain brand consistency.  
  
However, that does not mean your program wouldn’t benefit from a secondary or alternative logo. If your branding team feels like the existing school mark could use a refresh, perhaps that would be worth evaluating.   
  
Most importantly, consider your program or school level of brand loyalty. How will streamlining your brand help to boost brand loyalty, and what can you do to build a more passionate following with your fan base. As you work through this exercise, consider everything you worked on in the first three brand building activities.

**Step 1: Identify all brands associated with your school. For example, the lacrosse team might refer to the program as “Falcons Lacrosse” while the football program has an identity as “North High Football”, each with their own logo. Perhaps your school has its own logo not associated with any sport. The school theatre program might have yet another brand association or identity. List every possible variation of the brand in the space below, along with a brief description of that brand.**

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**Step 2: In the space below, explain your strategy for streamlining your brand and provide a description for how you will take action.**

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