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| Logo  Description automatically generated |  | brand building  Branding Activity #2 |

# Text, whiteboard Description automatically generatedbrand identity

Building a brand takes time. It is a process, and it is important not to rush this step. Take your time and do it right, as mistakes can be costly and difficult to reverse.

In order to get where you need to go, you need to first recognize where you are at. Every school is unique. While it doesn’t hurt to see how schools are positioning their brand and implementing strategies that have been effective elsewhere, be careful not to compare your school or your program to other schools. Nobody can provide a more accurate analysis of your current brand position than you and your students, and that will be the first step in the brand building process. It is up to your branding group to identify what makes your school and your program unique, and what characteristics will provide the foundation for building a brand your community can be proud of.

**Steps in the brand-building process for your program:**

*1. Define and identify your brand*

*2. Evaluate your brand position*

*3. Streamline your brand*

*4. Develop and strengthen your brand position*

*5. Represent your brand!*

As you begin to work through the branding process, it is important to recognize that your brand is a reflection of your staff and students, your school, and the surrounding community. How your students represent the brand will be paramount in building brand equity and the development of long-term community support. Be sure to communicate the importance of this accordingly, as each member of your Sports Business Program represents an extension of your brand.

**Step 1: Begin the brand building process by defining your brand. Answer the questions below to help establish your program’s brand identity.**

What makes your school unique?

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What makes your community unique? What is it known for?

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What makes your Sports Business Program unique? What are some unique characteristics or qualities about your program?

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Describe your high school athletics program. Does it have a history of success in certain sports? Is there a sport that is growing in popularity and finding recent success?

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Describe your current high school branding. What are your school colors? What does the logo look like? Does the school have more than one logo (such as one with a school crest and another for athletics)? Do different sports teams feature different logo variations?

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Describe your current athletics logo. Is it fierce or intimidating? Family-friendly? Is it new and fresh or does it seem dated? Do students like the logo?

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If you could change the logo or introduce a secondary or alternate logo, what might it look like? Why?

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Does your Sports Business Program currently feature a logo? If so, describe the logo in the space below. If not, do you think your program *should* have a logo? Why or why not? What might it look like?

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