

The background features a series of concentric circles in light gray, some solid and some dashed, creating a subtle pattern. A large, solid red speech bubble shape is centered on the page, pointing downwards. The title and authors' names are contained within this red shape.

Principles of Design

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Emphasis



Movement

STRINGBAND FEVER

ONE GRASS
TWO GRASS
THE GOOD BAD
THE CREAK

\$15.00 ALL AGES

SATURDAY APRIL 8
AT THE GREAT AMERICAN MUSIC HALL SAN FRANCISCO, CA
8:00PM DOORS OPEN - 9:00PM SHOW
SHELBY ASH PRESENTS

Repetition

66 YOUR TWELVE DAILY THOUGHTS

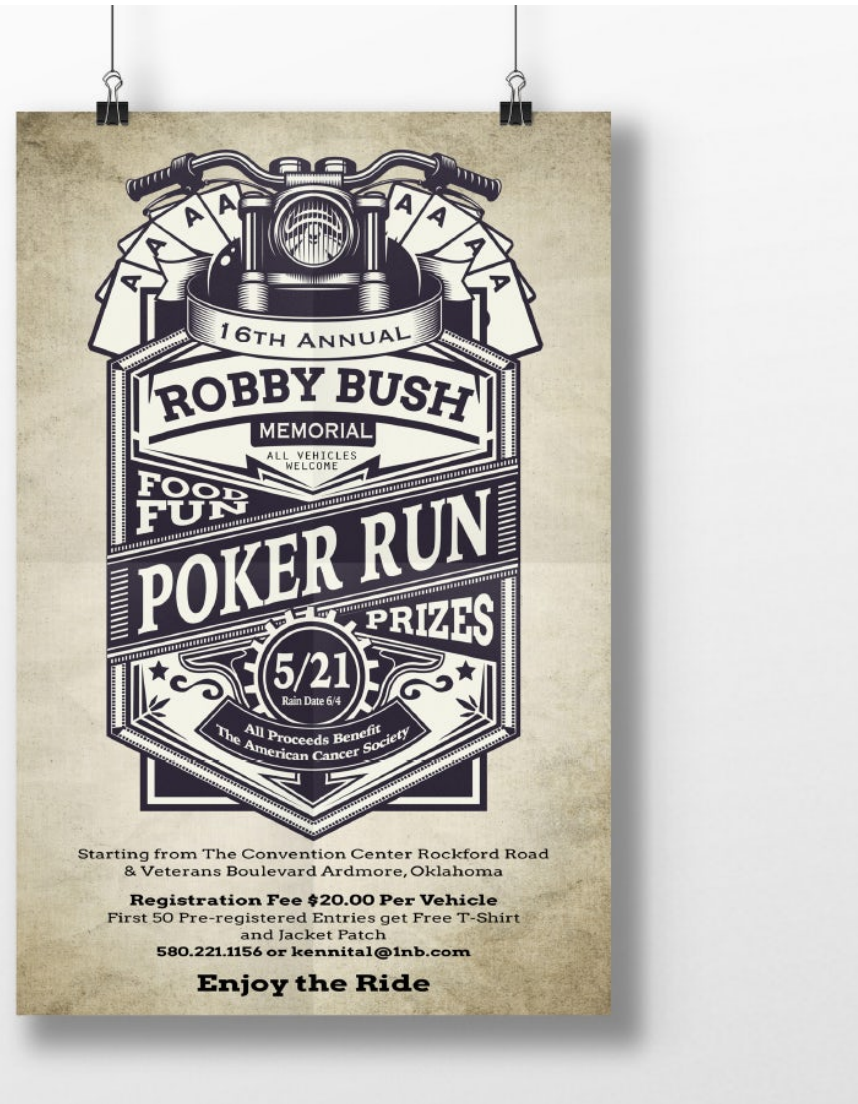
- 1 "Any fool can criticize, condemn, and complain — and most fools do. But it takes character and self-control to be understanding and forgiving." *- Dale Carnegie*
- 2 "In the beginner's mind there are many possibilities. In the expert's mind there are few." *- Shunryu Suzuki*
- 3 "If you can't explain it simply, you don't understand it well enough." *- Albert Einstein*
- 4 "Prove your words by your deeds." *- Seneca the Younger*
- 5 "Judge a man by his questions rather than his answers." *- Pierre-Marc-Gaston de Lévis*
- 6 "Money won't create success, but the freedom to make it will." *- Nelson Mandela*
- 7 "If you let your learning lead to knowledge, you become a fool. If you let your learning lead to action, you become wealthy." *- Tony Robbins*
- 8 "The best way to predict the future is to create it." *- Peter Drucker*
- 9 "Discipline is remembering what you want." *- David Campbell*
- 10 "If you always put limits on everything you do, physical or anything else, it will spread into your work and into your life. There are no limits. There are only plateaus, and you must not stay there, you must go beyond them." *- Bruce Lee*
- 11 "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work." *- Steve Jobs*
- 12

BE INSPIRED EVERY DAY

Contrast



Proportion



Balance



White Space



The image features a central red speech bubble with a white outline, containing the text "Brand Messaging" in white. The background is white with faint, light gray concentric circles and dashed lines, creating a subtle pattern.

Brand Messaging

What's a **BRAND?**

- a person's specific perception of a product, service, or company.
- It is what one thinks of when he or she hears the brand name
- Any Examples???

Brand Messaging

- This refers to the underlying value proposition conveyed and language used in your content. It's what makes consumers relate to your brand by inspiring them, persuading them, motivating them, and ultimately making them want to patronize your product.
- Examples of recognizable brand messaging, in the form of slogans:
 - **Nike:** Just do it.
 - **KFC:** Finger licking good.
 - **Adidas:** Impossible is nothing.
 - **Printex:** Maa so.
 - **Shoprite:** Lower prices you can trust.
 - **MTN:** Everywhere you go.

Importance of Strong Brand Messaging

- Establishes an immediate connection between the organization and consumers.
- Amplifies differentiation, and makes big ideas and meaning accessible.
- Leads to brand loyalty, brand preference, high credibility and good financial returns.
- Improves staff morale