

BRAND ASSETS

BRAND ASSETS INSPIRATION CARDS

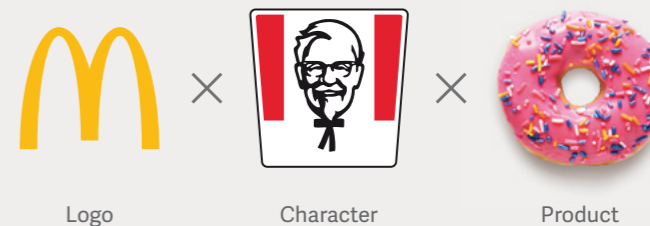
39 types of brand codes with examples.
Second revised edition loved by marketers
and brand managers.

HOW TO GROW A STRONG BRAND OVER TIME

1. BE DISTINCTIVE

Choose a brand code that no one can mistake for another brand.

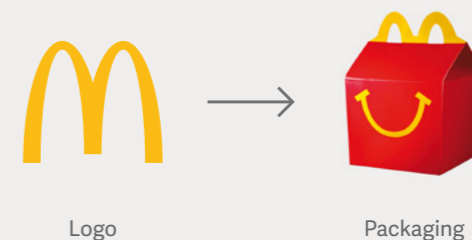
Tip: Use cards to differentiate by asset type.
If your competition goes right, go left.



2. BE CONSISTENT

Use one or few main codes and variate them over other brand asset types.

Tip: Use cards to find all asset variations suitable for you.



3. BE PLAYFUL

Never get rid of your assets.
This doesn't mean you have to be rigid over time—repeat your assets playfully.

Tip: Use cards to find an unexpected context for your asset.



· B·E·H·A·V·I·O ·

Thank you for downloading the Brand Assets Inspiration Cards. **At Behavior, we are confident this deck will help you create exceptional brand marketing strategies and well-performing campaigns.**

You might notice that some brand codes are hidden because we don't want to reveal all of our secrets up front. Do you want to see more? We are more than happy to show you the full thing!

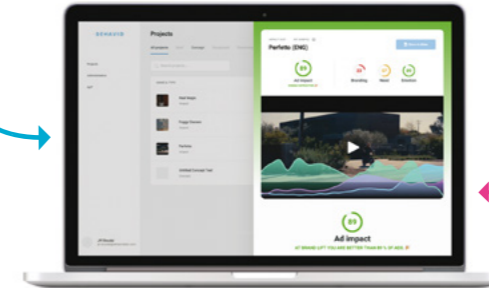
You can get the complete deck – either physically or as a PDF – by attending one of our workshops, where we will show you how to make the most of their potential. **You will also try out methods for building functional brand symbols for company growth and much more.**

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BRAND ASSETS INSPIRATION CARDS IN GROUPS



CROSS-MEDIA BRAND ASSETS

CHARACTER MASCOT

A representative, avatar, or personification of a brand. Their appearance is fixed and shown through the characteristics of performance (voice, gestures). They appear across all media, sometimes physically. Inspiration often comes from the animal kingdom or original characters assembled from typical brand products.

·B·E·H·A·V·I·O

CHARACTER · MASCOT

1



2



3



4



1 Energizer Bunny 2 Bibendum by Michelin 3 Budweiser Clydesdales
4 Phillie Phanatic for Philadelphia Phillies

CROSS-MEDIA BRAND ASSETS

SHAPE

A specific shape that is clearly associated with the brand and appears in different media. It takes advantage of the fact that the brain has special centers for the rapid recognition of shapes. In memory, shapes are stored separately, even from colors within the same image.

· BEHAVIO

SHAPE

1



2



3



4



1 Triangle for Toblerone 2 Mask of BMW cars 3 Round triangle Grant's Whisky 4 Pringles chips



CROSS-MEDIA BRAND ASSETS

PLACE ORIGIN

Specific location: country, region, city, island, cave.
The brand can thus appropriate the properties attributed to this place. It is definitely not enough to state Made in Germany, it must be a consciously constructed symbol that is used in the logo, on the packaging and in communication. It usually takes on several typical symbols for a given location.

· B·E·H·A·V·I·O

PLACE · ORIGIN

1



2



3

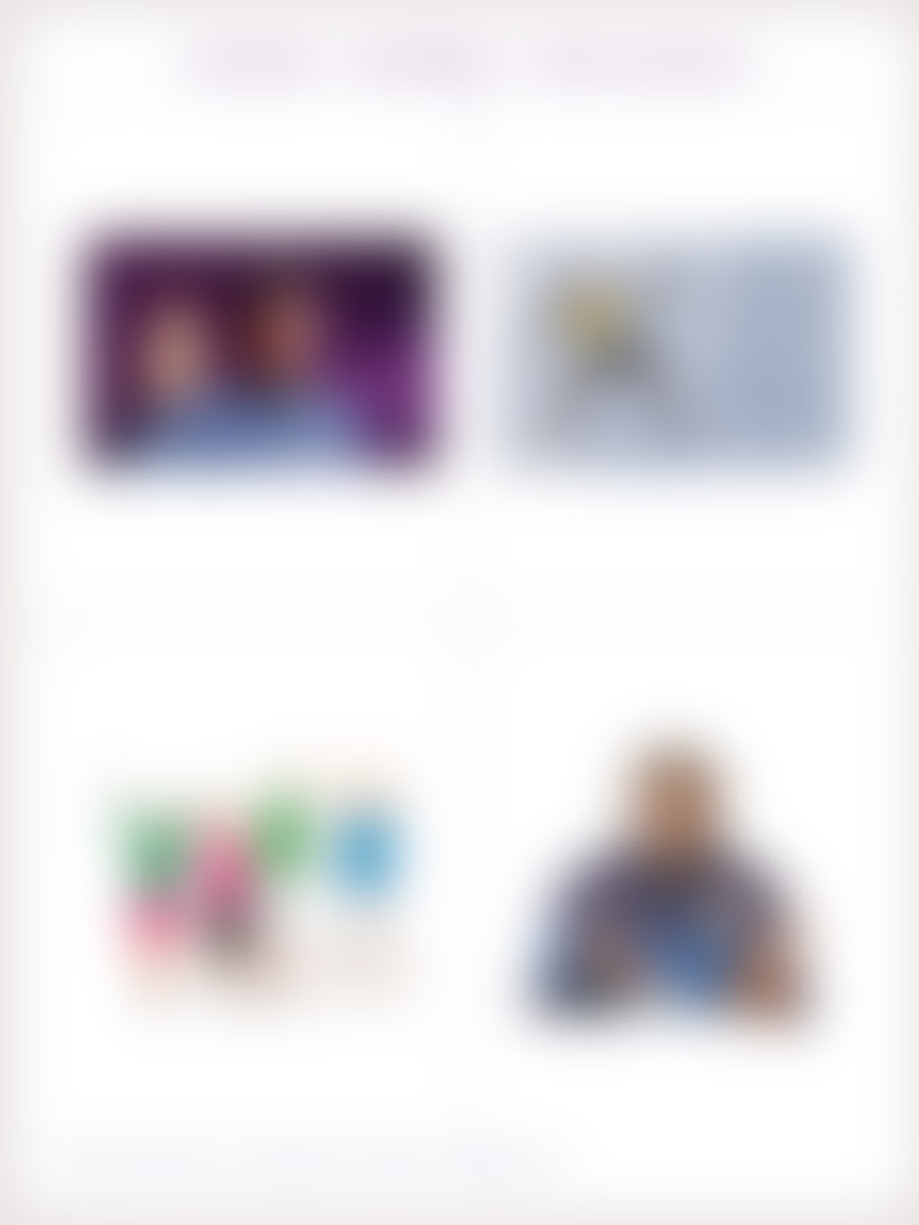


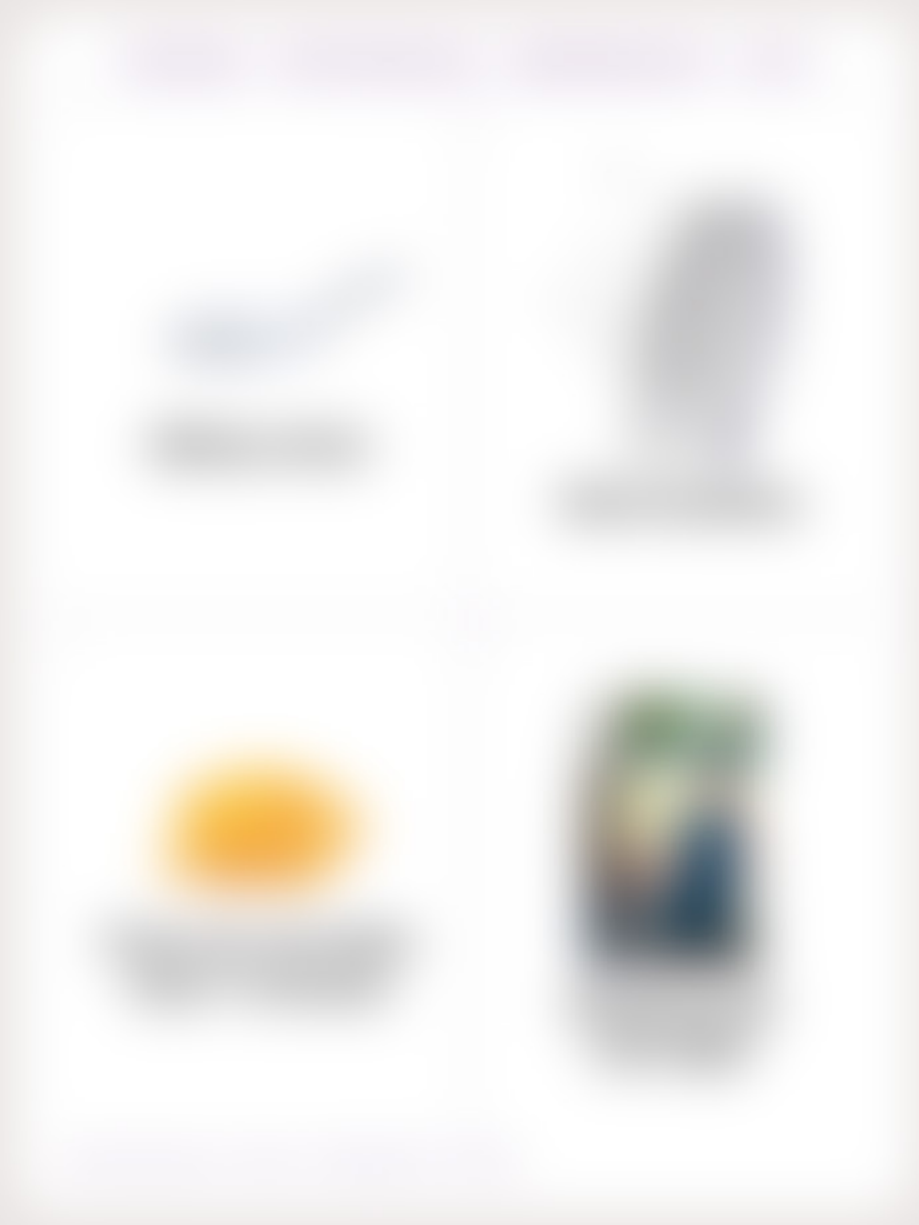
4



1 IKEA from Sweden 2 L'Oréal Paris 3 Swiss Army knife Victorinox 4 Beefeater London Gin







TEXT BRAND ASSETS

WORD TAGLINE LANGUAGE

Short form: tagline, slogan, claim, phrase, specific words or word combination.

Longer form: distinctive way of speaking or writing, which can be distinguished from other brands by using jargon, specific tonality or language stylisation.

·BEHAVIO

WORD · TAGLINE · LANGUAGE

1

I'm lovin' it

2

Priceless

3

**Tall
Grande
Venti**

4

**Size
matters not.**

1 McDonald's tagline 2 The end of a Mastercard message 3 Drink sizes in Starbucks
4 Yodish language (Star Wars)

TEXT BRAND ASSETS

NUMBER

Not only numbers, but also verbal expressions of numbers. They can be based on the history of the product, the number of ingredients, technical parameters, the year of establishment, the usual price, or they can be “answer to life, the universe, and everything”.

· B·E·H·A·V·I·O

NUMBER

1

2

No. 5

007

3

4

**List of 500
Companies**

57 Varieties

1 Chanel 2 James Bond 3 Fortune Magazine 4 Heinz Ketchup



TEXT BRAND ASSETS

PREFIX
SUFFIX
INITIAL
SPECIAL CHARACTER

Parts of brand names that indicate a group of products. Sometimes a single letter is enough and we are still able to identify a specific manufacturer. The exact definition of capitalization is essential.

·BEHAVIO

PREFIX · SUFFIX · INITIAL · SPECIAL CHARACTER

1

Nes-

2

Mc-

3

i-

4

()

1 Nestlé, Nescafé, Nespresso, Nesquik, Nestea 2 McDonald's, McCheese, McCafé, McDelivery
3 Apple: iPhone, iPad, iMac, iTunes, iCloud 4 (RED) Project to support HIV/AIDS treatment





VISUAL BRAND ASSETS

COLOR COLOR COMBINATION GRADIENT

Exact shade of color, combination of colors or color gradients. However, it is not enough to have a colorful logo. If you want a specific color as your symbol, it needs to appear in your entire communication and your products. Even colors can be registered as a trademark for a given category.

· BEHAVIO

COLOR · COLOR COMBINATION · GRADIENT

1



2



3



4



1 Instagram gradient 2 Burger King colors 3 Red Louboutin soles 4 Robin's Egg Blue by Tiffany

VISUAL BRAND ASSETS

GRAPHIC ELEMENT

Logo substitute: it is not appropriate to use a logo everywhere, but by using its characteristic parts, you can get a new graphic element as a separate and recognizable symbol.

Other elements: What other graphic elements naturally relate to your products and brand? Seals, stamps, awards, certifications, codes, stripes, frames, advertising layout? Think about whether they could also be made into another distinctive graphic element.

· BEHAVIO

GRAPHIC ELEMENT

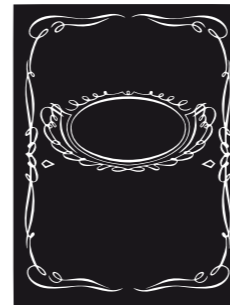
1



2



3



4



1 Adidas Three Stripes 2 Coca-Cola Ribbon 3 Jack Daniel's frames 4 Layouts of Disney+ ads







VISUAL BRAND ASSETS

TYPEFACE TYPOGRAPHY

The vast majority of communication is text-based, so font design and the way text is used are also brand symbols. They have an impact on the comfort of reading and can significantly differentiate a brand from others. You can have a custom-made font, or own an existing one to the extent that others cannot even use it.

· B · E H A V I O

TYPEFACE · TYPOGRAPHY

1

FASHION

2

network

3

Classic
Luxurious
Comfort
Car

4

**YOUR
ONLY
LIMIT
IS
YOU.**

1 Vogue 2 Twitter 3 Mercedes-Benz 4 Nike





VISUAL BRAND ASSETS

ILLUSTRATION ART STYLE

Illustrations are a symbol of a brand if they have a truly unmistakable look. This usually requires connecting a specific distinctive style of an illustrator with the brand.

· BEHAVIO

ILLUSTRATION · ART STYLE

1



2



3



4



1 Red Bull 2 Ben & Jerry's 3 Simpsons 4 Where's Waldo

VISUAL BRAND ASSETS

LOGO

Logos are probably the most commonly used brand symbol. It is definitely necessary to have a precisely defined visual form of your logo. But not all brands have to have a logo as their strongest symbol as it often makes more sense to look at other categories.

·BEHAVIO

LOGO

1



2

Google

3



4



1 Abstract symbol Nike 2 Wordmark Google 3 Monogram General Electric
4 Pictorial mark Major League Baseball

NON-VISUAL BRAND ASSETS

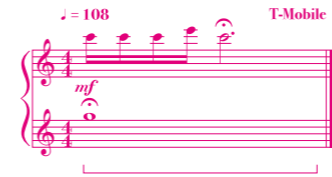
SOUND JINGLE MELODY

Jingles, hymns, songs, nursery rhymes, or simply a sound that is strange but distinct. What sound could symbolize you? Does one of your products, operations, or locations produce a unique sound that could become a symbol?

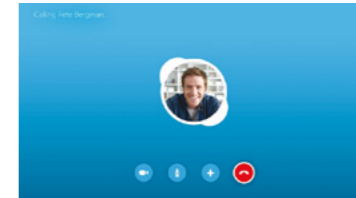
· B·E·H·A·V·I·O

SOUND · JINGLE · MELODY

1



2



3



4



1 T-Mobile's audio logo 2 Skype ringtone 3 Lion roar in the MGM opening logo
4 ESPN Monday Night Football Theme





NON-VISUAL BRAND ASSETS

TASTE

Taste symbols are natural in food, beverages, or hospitality categories. For other categories, they can for example be associated with the brand's place of origin, as you can actually build a taste symbol whenever there is an option for people to eat.

· B·E·H·A·V·I·O

TASTE

1



2



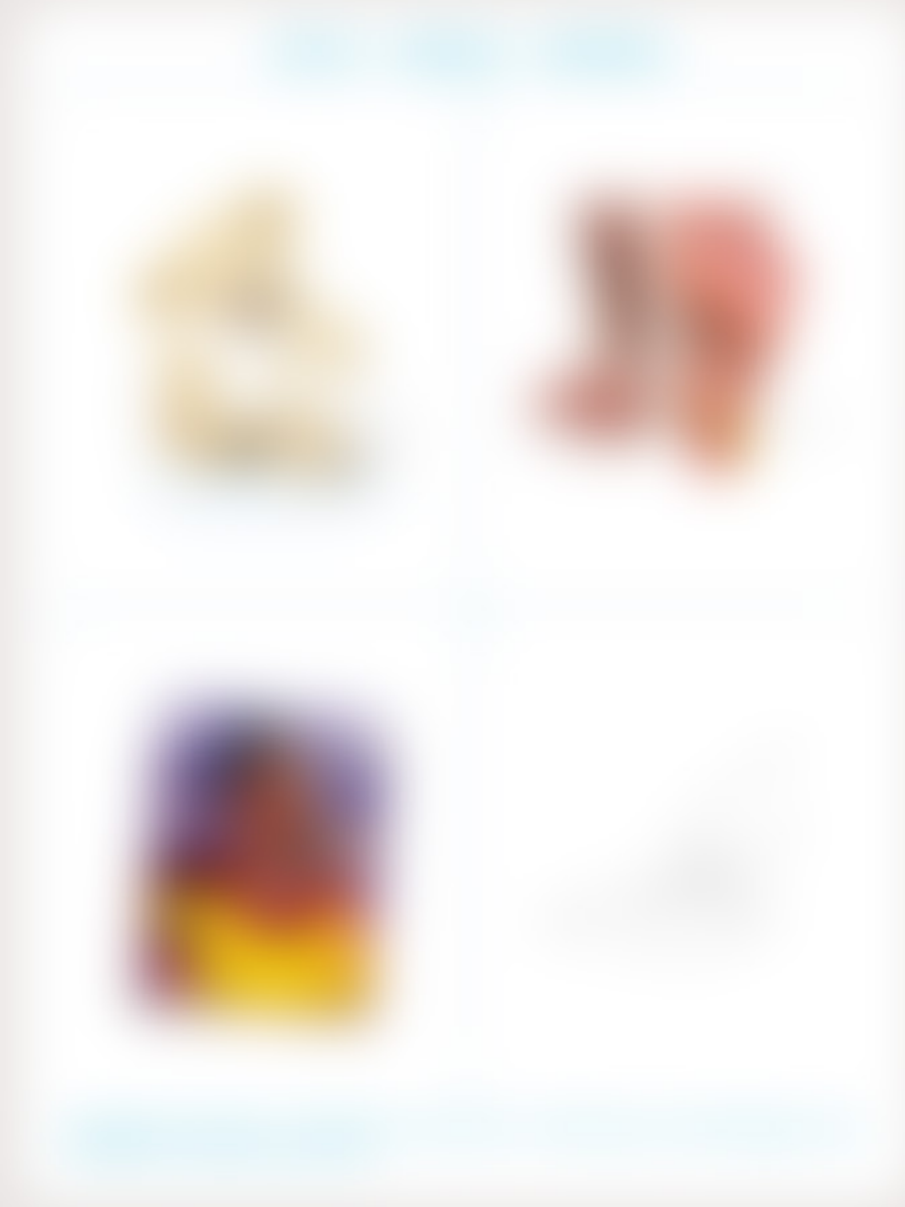
3



4



1 Meat balls in IKEA 2 Burning sensation of Tabasco 3 Oreo cookies in various products
4 Pumpkin Spice Latte by Starbucks



NOT A BRAND ASSET

COMMON BENEFITS ATTRIBUTES BRAND IMAGE

It's a paradox—in order for customers to buy you, they have to remember your brand as high-quality, fast, cheap... But those who have unique symbols for the given properties will build the strongest associations. Those who just generally say that they are of good quality will get lost in the noise of thousands of similar ones.

In specific situations, straight-forward repetition of a clear competitive advantage may work for you, but you find yourself in constant danger of being outbid at any time by someone with bigger budget or a strong symbol.

· B · E H A V I O

COMMON BENEFITS · ATTRIBUTES · BRAND IMAGE

High-Quality

Fast

Cheap

Beautiful

NOT A BRAND ASSET

REASONING

Rational arguments are poorly remembered and don't strengthen the brand.

·BEHAVIO

REASONING

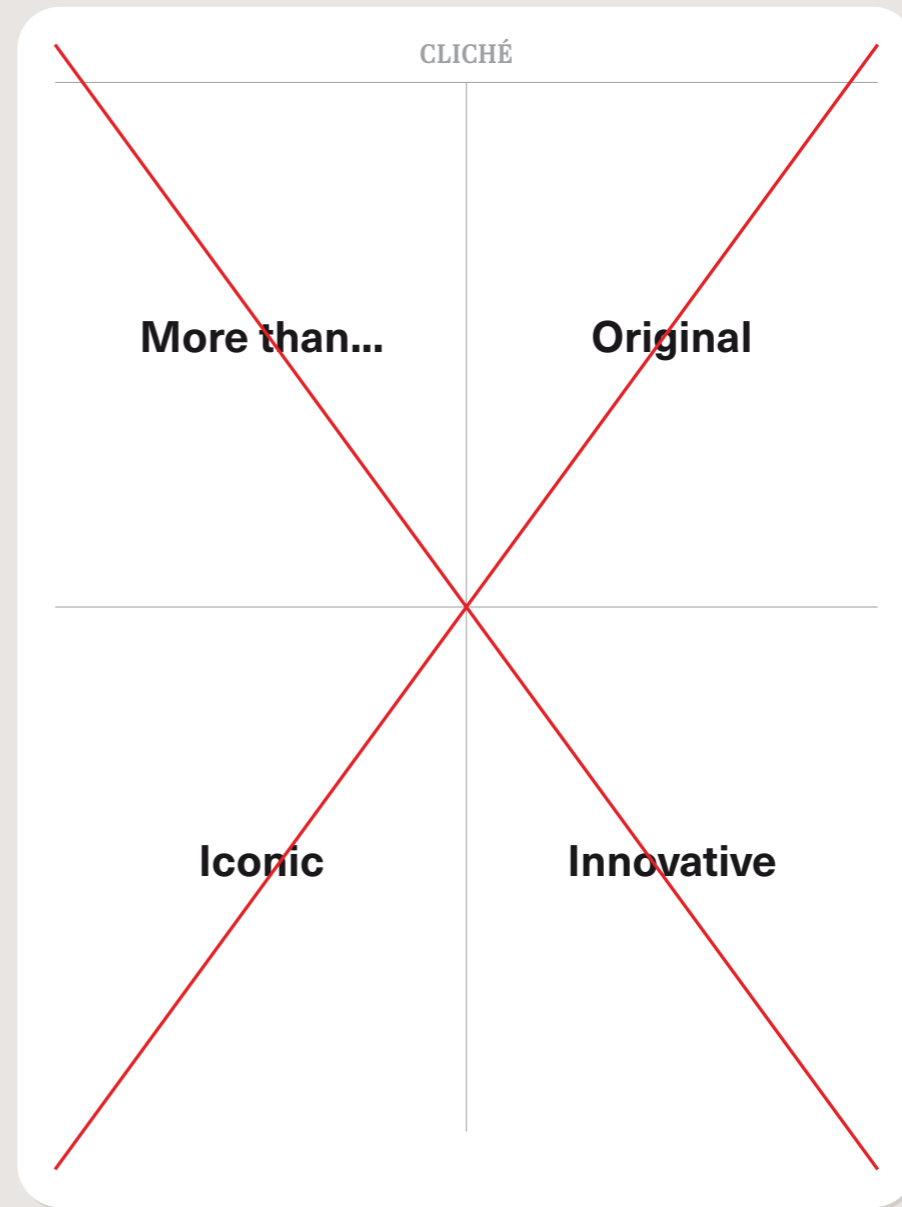
<p>We offer high quality because</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>We are fast</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>We are cheap and therefore</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>It is beautiful thanks to</p> <p>.....</p> <p>.....</p> <p>.....</p>

NOT A BRAND ASSET

CLICHÉ

Don't use anything that someone else could say as well. People remember a brand only when they associate unique symbols with it. Using clichés repeated hundreds of times in communication means throwing money out the window.

· B·E·H·A·V·I·O



SOCIAL & CULTURAL BRAND ASSETS

EVENT

Competitions, lotteries, sports matches, cultural events, international days, annual publication of interesting statistics or perhaps joint creation (hackathons and workshops) and many others. Just be careful—more marathons will no longer distinguish your brand. You can try to come up with something completely original, or get inspired in areas that other brands have not yet used.

· BEHAVIO

EVENT

1



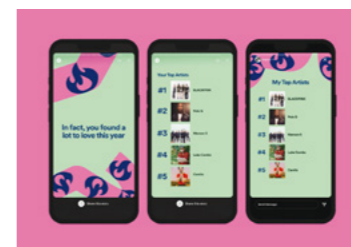
2



3



4



1 Macy's Parade 2 McDonald's Birthday Party 3 Keynote by Apple
4 Spotify Wrapped (year-to-date listening roundup)

SOCIAL & CULTURAL BRAND ASSETS

RITUAL

A ritual associated with the consumption or use of a product, a group or team activity. Try to go through a timeline of usual customer or employee activities and pick out places that could be considered ritualistic.

· BEHAVIO

RITUAL

1

**Twist
Lick
Dunk**

2



3



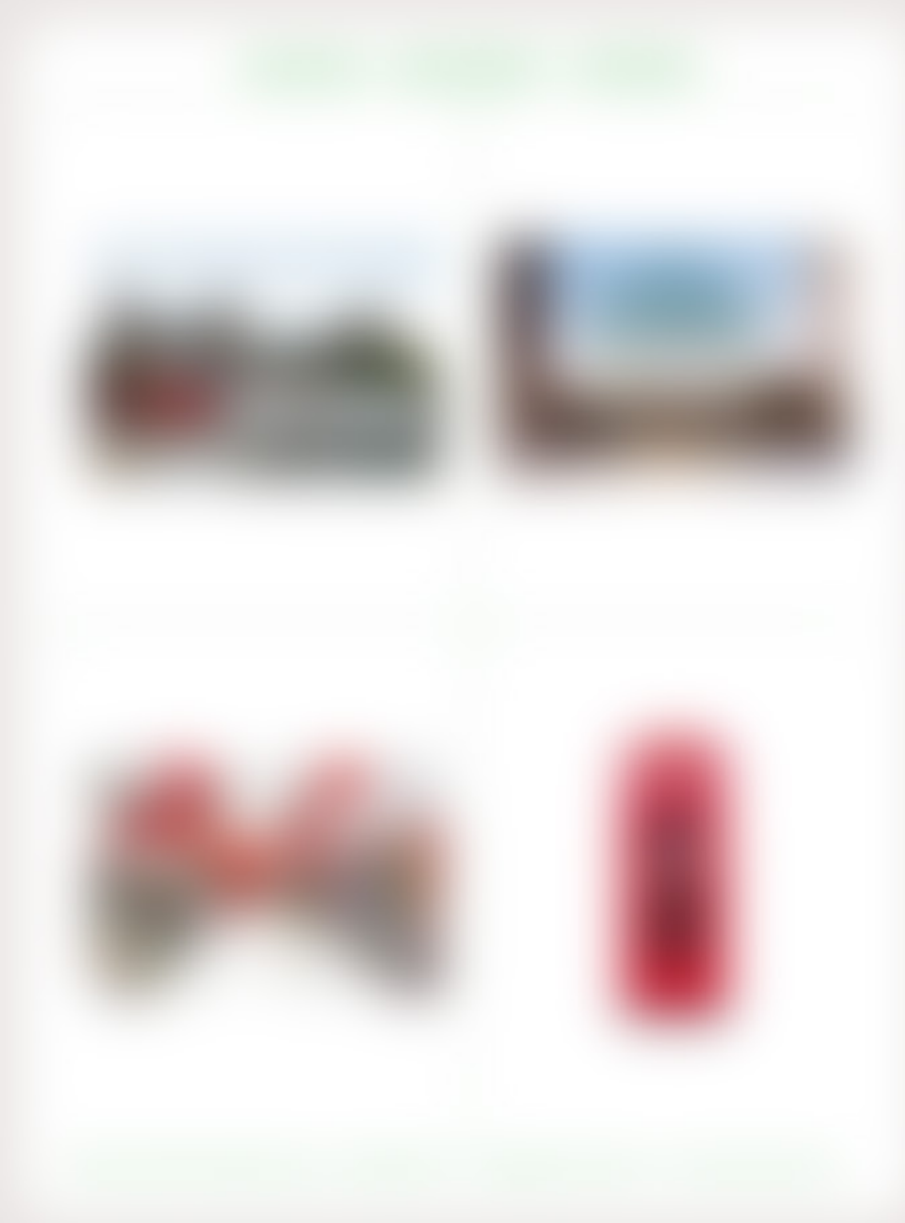
4



1 How to eat Oreo 2 Put a slice of lime into the Corona bottle 3 Apple unboxing
4 Before the start of an All Blacks rugby match













INDOOR & OUTDOOR BRAND ASSETS

OBJECT FURNITURE PROP

A distinctive object that is not your product in itself, but is still closely related to your brand.
Trophies, gift items, equipment, artifacts, or props that clearly evoke your brand.

·BEHAVIO

OBJECT · FURNITURE · PROP

1



2



3



4



1 Oscar Trophy 2 Friends Central Perk couch 3 Nescafé red mug 4 Exclusive Pirelli Calendar

INDOOR & OUTDOOR BRAND ASSETS

MEANS OF TRANSPORT

Means of transport in the service of the brand.
It is different from the ones we normally see.
It can be used in the normal transport network, as
a banner, an advertising motif or a prominent part
of a roadshow. You can just stick a logo on it, but
you can also go completely custom-designed.

· B·E·H·A·V·I·O

MEANS OF TRANSPORT

1



2



3



4



1 Red Bull Car 2 Coca-Cola Christmas Truck 3 Goodyear Blimp 4 UPS Delivery Truck

INDOOR & OUTDOOR BRAND ASSETS

PACKAGING

You can recognize a good symbolic packaging on the shelf from afar even with squinted eyes by its silhouette or distinctive graphic elements. But the uniqueness can also lie in the material or the method of unpacking.

· B·E·H·A·V·I·O

PACKAGING

1



2



3



4



1 Coca-Cola bottle 2 McDonald's Happy Meal 3 Chanel No. 5 4 Packaging by Apple