

Sample Franchise Ltd

Branding Manual

Volume One: Introduction and Manual Use

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Definitions

A **Brand** is an exclusive and desirable idea embodied in products, places, services, people and experiences.

Brand Identification means the registered or unregistered trade names, trademarks, service marks, branding, brand identity, marks, business name, colours, logos or devices that [Sample Franchise Ltd](#) uses to identify itself and that the public recognises.

Brand Image means the graphical image for the Franchise System comprising the business name, branding, marks, logo, colour schemes, font, designs, web page, layout, stationery, signage, uniforms and livery defined in the Operations Manuals or Branding Manuals.

Brand Strategy is the method that identifies and describes short- and long-term objectives, key brand initiatives, tactics and measures of success. The [Sample Franchise Ltd](#) brand strategy has been designed to determine where, when, why, what, how and to whom we plan on communicating our brand messaging.

Brand Positioning is the intentional application of the [Sample Franchise Ltd](#) brand. The positioning of a brand is what people envision when they think of a brand. It should be distinct and hold unique value.

The **Brand Positioning Statement** is used to express a brand's unique place in the market and drive the brand positioning.

The **Value Proposition** is the primary benefit the [Sample Franchise Ltd](#) brand provides to its target audience.

The **Tagline** is the phrase that concisely communicates [Sample Franchise Ltd's](#) value proposition to its target audience.

Logo means the recognised graphic design element, including the [Sample Franchise Ltd](#) name, symbol or trademark, representing [Sample Franchise Ltd](#) and our products. Common recognisable logos are those designed and used by Coca-Cola and McDonald's

Mark is a unique symbol or design that is seen but cannot be spoken. Common recognisable marks are the four circles of the Audi Brand and the five circles of the Olympic Brand.

Trade Name is the name used by a company for doing business and is the publicly recognisable name of the Company.

Volumes

Volume 1 Introduction and Manual Use

- Introduction
- Notes on this Manual
- Using the Human Resources Manual
- Volumes
- Manual Updates
- Ownership and Return of Manuals
- Confidentiality and Disclaimer

Volume 2 Business Identity

- Introduction
- Primary Identity Components
- Brand Collateral
- Infringement Policy
- Brand Usage Authority Policy

Volume 3 Business Communication

- Introduction
- Record Format
- Business Communications Collateral
- Communication Formats
- Communication Standards
- Communication Records

Volume 4 Advertising

- Introduction
- Advertising Responsibility
- Advertising Strategy