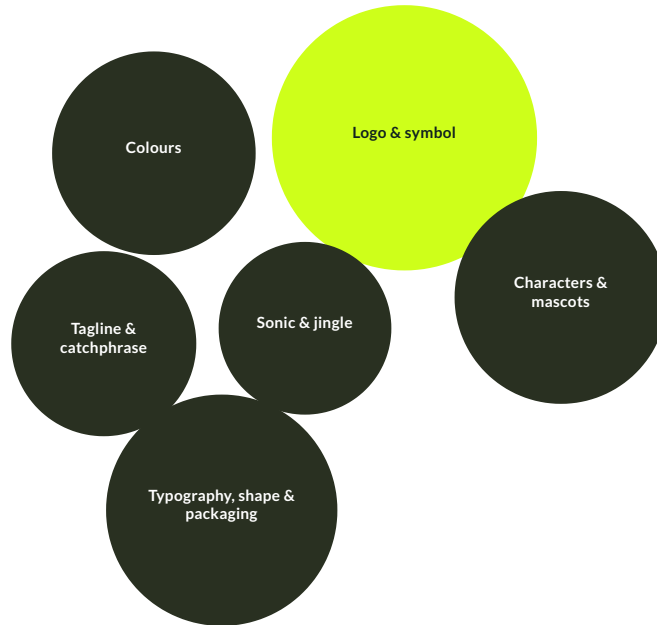


Distinctive Brand Assets

A brand-recognition audit: finds the colours, characters, sounds and shapes people recognise you by before they see the logo. Origin: Jenni Romaniuk & Byron Sharp (Ehrenberg-Bass Institute)



● COLOURS

Ownable colour or palette that triggers recognition without the logo. Score it on fame AND uniqueness, not just how much you like it.

● LOGO & SYMBOL

The mark and icon, ideally a symbol that works detached from the wordmark. Generic swooshes fail the uniqueness test.

● CHARACTERS & MASCOTS

Brand characters, mascots, spokes-creatures. High on uniqueness almost by default; needs repetition to build fame.

● TAGLINE & CATCHPHRASE

Verbal/audio mnemonic words people can finish and correctly attribute. Built by repetition, killed by constant rewriting.

● SONIC & JINGLE

Sound, music, audio signature that works with the screen off. Easy to make unique; needs consistent placement to get famous.

● TYPOGRAPHY, SHAPE & PACKAGING

Font, pack silhouette, layout codes recognisable in peripheral vision. Hard to copy, so often the most defensible asset.