



Ahmed Abedo

Graphic Designer

abedo.me



AhmedAbedoE

How to Create a good Brand



Brand





Google



Brand is A Value



Why ?



Why ?

Positive image + Standing out = Brand Success.



Steps

1. Brand Strategy
2. Brand Identity
3. Brand Marketing

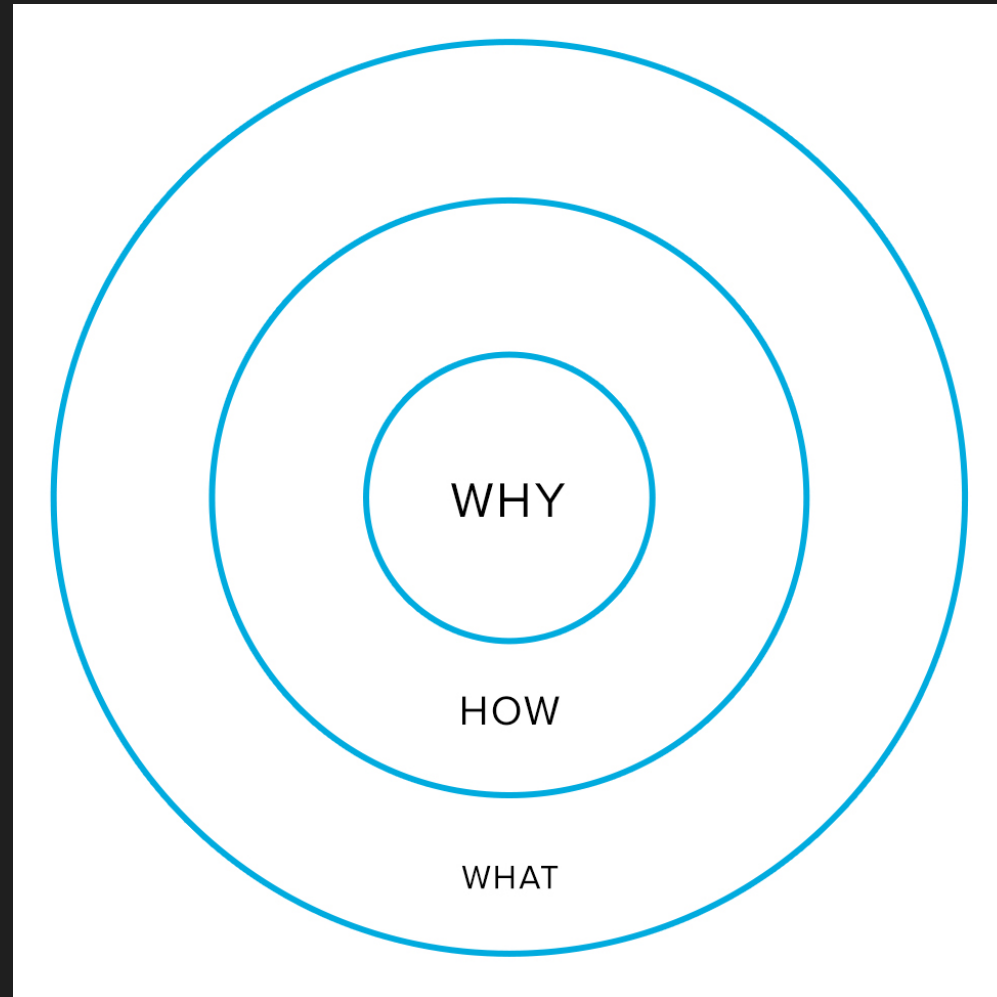


Brand Strategy

1. Describe the goal of your Brand
2. Search about competitor brands in your industry
3. Search about your audience
4. Put your mission and vision and values
5. Choose your brand name and slogan



The goal of your Brand



competitor brands in your industry

Competitor table	Competitor #1	Competitor #2
Values		
Quality		
Reviews		



Search about your audience

Audience Persona Demographics



Age: 25-32

Gender: *Female*

Location: *Urban*

Income Level: *\$35,000 – \$47,000*

Level of Education: *College Graduate*

 CoSchedule



Your mission and vision



Your mission and vision



MISSION

Our mission is to help bring all technology Solutions from A to Z.

VISION

"To be a successful global information technology company trusted by its customers for service excellence, caring for its employees and collaborating with our customers to deliver innovative and value driven ICT products and services."

OUR VALUES

- Caring – We care about you
- Passion – We serve you with passion
- Simplicity – We keep it simple
- Commitment – We're committed to Excellence
- Customer Focus – We focus on our customers
- Professionalism – We are highly professional
- Integrity – We operate with integrity



Your brand name



Apple



Home Box Office



Brand Identity

1. Logo
2. Colors
3. Fonts
4. Icons
5. Images Style
6. Website



Logo types



Abstract



Mascot



Emblem



Letter mark



Icon

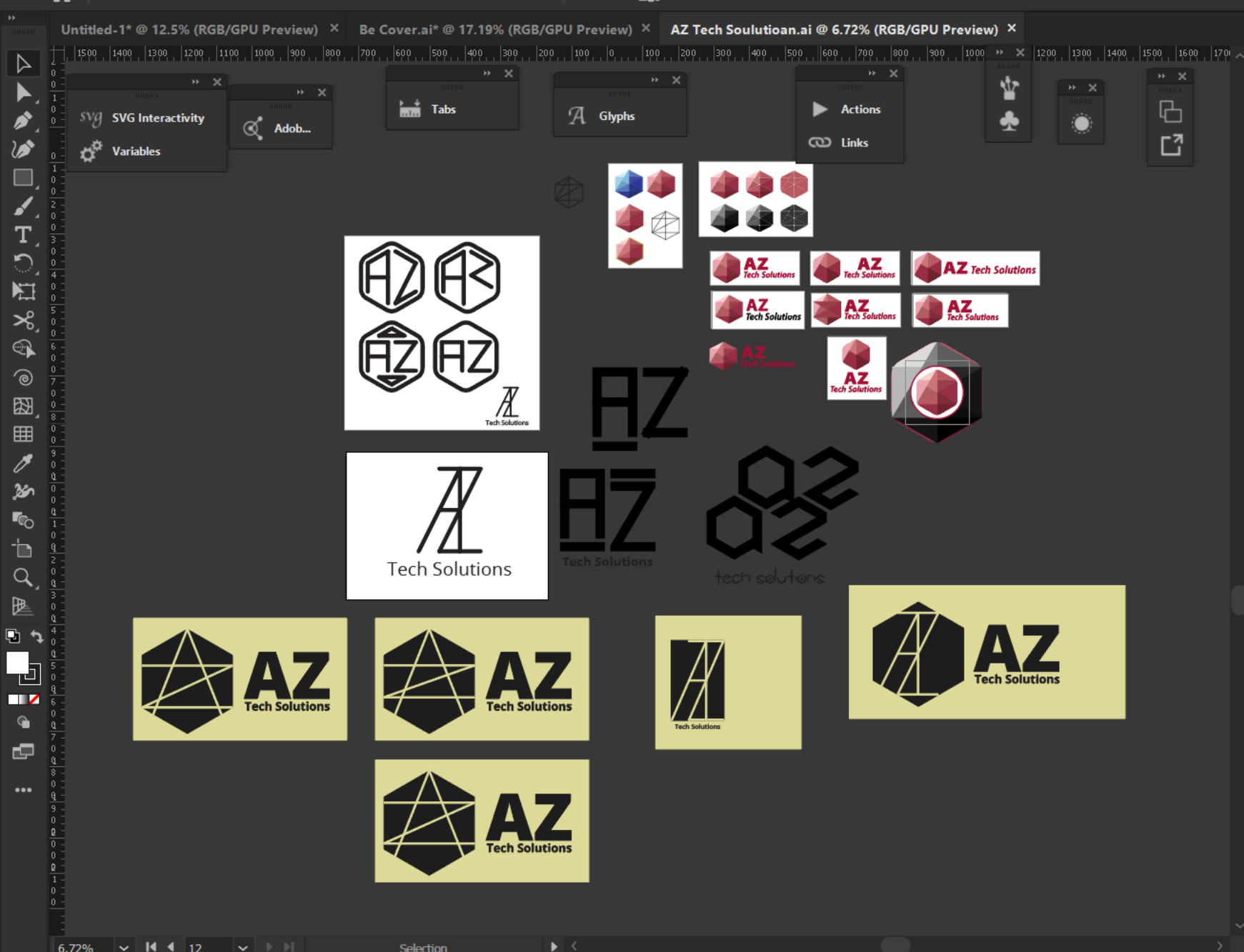


Wordmark



Combination
n





Character Paragraph OpenType

Adobe Arabic

Regular

12 pt (14.4 pt)

Auto VA 0

100% T 100%

0 pt 0°

TT Tr T¹ T₁ I F

Arabic a Sharp

Digits: Hindi (०१२३०१२३४)

0 0

Transform Align

Align Objects:

Distribute Objects:

Distribute Spacing: 0 mm

Align To:

Pathfinder

Shape Modes:

Pathfinders:

Properties Layer Library Swatches Colors Color

No Selection

Document

Units: Millimeters

Artboard: 12

Edit Artboards

Ruler & Grids

Guides

Snap Options

Preferences

Keyboard Increment: 0.3528 mm

☐ Use Preview Bounds

☒ Scale Corners

☐ Scale Strokes & Effects

Quick Actions

Document Setup Preferences

Stroke Gradient Transparency



MISSION:
Our mission is to help bring all technology Solutions from A to Z.

VISION:
"To be a successful global information technology company trusted by its customers for service excellence, caring for its employees and collaborating with our customers to deliver innovative and value driven ICT products and services."

OUR VALUES:
Caring - We serve you with passion.
Passion - We keep it simple.
Simplicity - We're committed to Excellence.
Commitment - We focus on our customers.
Customer Focus - We are highly professional.
Professionalism - We operate with integrity.

OUR MISSION:
To provide the suite of services and products that enable clients to strengthen internal control, improve project governance and be more successful and profitable.
To hire, empower, and retain the most talented employees committed to serving our clients by steering the employees into a common goal and ensuring that they build TechChange Solutions as a strong and respected brand.
To become known as the best enabler for operational efficiency improvement, to our clients' businesses through excellent customer service and collaboration.



Web Design
Mobile App Development
Cloud Migration
Data Analytics



First Last
Name



ERASER







AZ
Tech Solutions





Brand Marketing

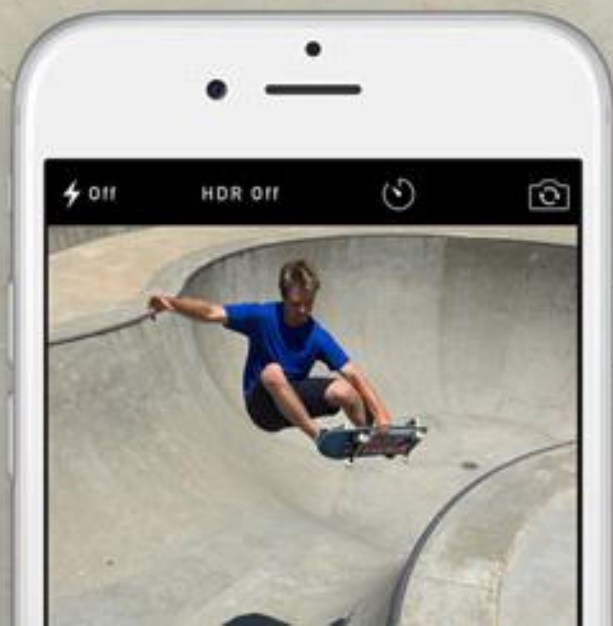
1. The value you will give
2. Marketing your value on different platforms





Why there's nothing
quite like iPhone.

[Learn more >](#)



Be your brand's biggest supporter.



Thank You

