

## **The Landor Lexicon**

A Dictionary of Branding Terms

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### **Brand**

The sum of all the characteristics, tangible and intangible, that make the offer unique.

### **Brand Engagement**

The alignment of an organisations people and processes behind the brand to ensure services, products and their delivery consistently live up to the brand promise.

### **Brand Equity**

The value of the brand in its holistic sense to its owners as a corporate asset.

### **Brand Essence**

The distillation of a brand's intrinsic characteristics into a succinct core concept.

### **Brand Extension**

A new product or service that is related to an existing brand, but that offers a different benefit and/or appeals to a different target segment.

### **Brand Harmonization**

The synchronization of all elements of brand identity, across a line of products or services and/or across geographic markets.

### **Brand Identity**

The outward manifestation of the essence of a corporate brand, product brand, service brand or branded environment.

### **Brand Identity Equities**

The value of specific elements of identification (e.g., name, symbol or colors) to the brands owners.

### **Brand Positioning**

The specific niche in which the brand defines itself as occupying in the competitive environment. Positioning addresses differentiating brand attributes, user benefits and target segments, singly or in combination.

### **Brand Revitalization**

A major overhaul of a brand, starting with its positioning and proceeding through creative regeneration of the brand identity.

### **Branded Environment**

The graphic system of identification as applied to three-dimensional physical space.

### **Branding**

The process by which both a brand and brand identity are developed.

### **Co-Brand**

Use of two or more strong brands in relation to a common offer. Typically, but not always, the brands are given equal emphasis. Examples: Chevron and McDonalds, Visa and Citibank.

**Corporate Brand**

The gestalt of the organization, including its philosophy and culture as well as its physical characteristics.

**Corporate Image**

Application of the term image to specific types of offers.

**Customer Experience**

A "customer journey" is a way of viewing a client brand through the eyes of the target customer. The journey can be literal, from first point of contact onwards, or more conceptual, as appropriate. The point is to understand end user needs at different touchpoints in the journey, and to understand what the brand is currently doing or can do in the future in order to build a stronger relationship with the target customer.

**Descriptor**

A term used with a brand name to communicate an informational attribute (e.g., variant, function, occasion or target segment) about a specific offer.

**Digital Branding**

Using digital media to create, build, manage and revitalize the relationships between a brand and its audiences.

**Endorsement**

Use of the parent brand identity to support and add credibility to an allied offer. Implies subordinate emphasis of the parent to a sub-brand, though relative emphasis will vary case-by-case.

**Enhanced Descriptor**

An evocative word that may or may not be trademarked, but which differentiates the offer in a proprietary way.

**Generic Descriptor**

A simple, descriptive term with clear meaning, and which can be executed in regional languages.

**House Style**

The overall impression created and maintained over time by the consistent presentation of the brand in the prescribed manner and in appropriate contexts.

**Identity**

Two meanings, both valid: 1) The sum of all the characteristics, tangible and intangible, that make the offer unique. 2) The elements of brand identification (e.g., the name, symbol and colors) by which an offer can be identified.

**Image**

Perceptions of the features, tangible and intangible, that characterize a brand.

**Information Architecture**

The process of creating clarity and human understanding through the organization of information. From a software development point of view, Information Architecture is the organizational structure of the application and data as it is reflected in the user interface.

**Ingredient Brand**

A strong brand that is used and promoted as a key part of a host brand.

**Interactive Branding**

Process of developing Web sites and other interactive products, including strategy development, structural design and graphic design.

**Line Extension**

A new variation of a product or service sharing the same essential characteristics as the parent, but offering a new benefit, such as flavor, size, package type, etc.

**Logo**

The terms "mark", "logo" and "identifier" are general terms for a symbol or wordmark.

**Nomenclature System**

The names of individual entities within a group of companies (or families of products or services) organized systematically to reflect the relationships among the entities. The term "nomenclature system" encompasses modifiers, descriptors, endorsements, etc., as well as names.

**Parent Brand**

A strong brand that has the capacity to: 1) stand alone to represent a core product or service; 2) support allied products/services by sharing its brand identity, directly or through endorsement

**Positioning Statement**

A concise written statement of the positioning concept, conveying the essential features of the brand and its niche.

**Product Brand**

Two meanings, both valid: 1) The gestalt of the brand, including its emotional and cultural associations as well as its physical features. 2) The graphic system of identification as applied to a single product or service or a family of products/services.

**Service Brand**

A brand representing a specific service or family of services.

**Sub-Brand**

A product or service that has a persona and brand values that separate it from the parent brand. A product or service that has its own brand identity, which is proprietary and can be trademarked.

**Symbol**

A "symbol" is an abstract sign to represent the brand.

**Typography**

The typestyle specified for brand communications other than the basic brand signature. Typography is often an existing font, but may also be a modified font or custom-designed font.

**Verbal Identity**

The brand name and other verbal elements (e.g., descriptor or tag-line) of the brand signature.

**Visual Identity**

The symbol, colors, formats and other visual elements of the brand signature.

**Wordmark**

A "wordmark" is the stylized treatment of the brand name and serves the same functional purpose as a symbol.