



Middle Ground Made

Heirloom Design Studio

Agenda

Who is this guy

What even is a brand

Essential aspects of a brand

How do you make a brand

How do you grow a brand

Who is this guy?

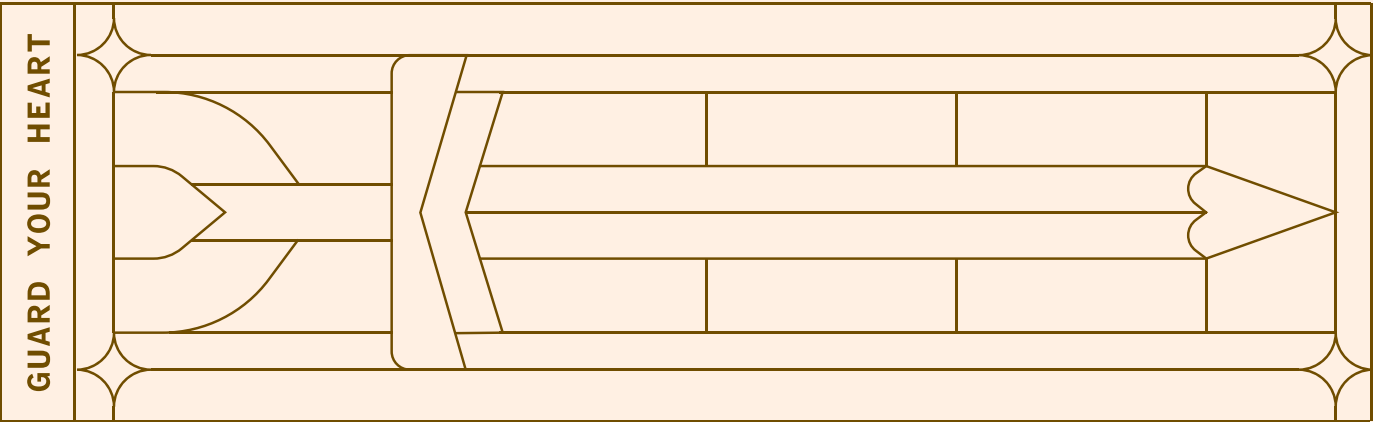
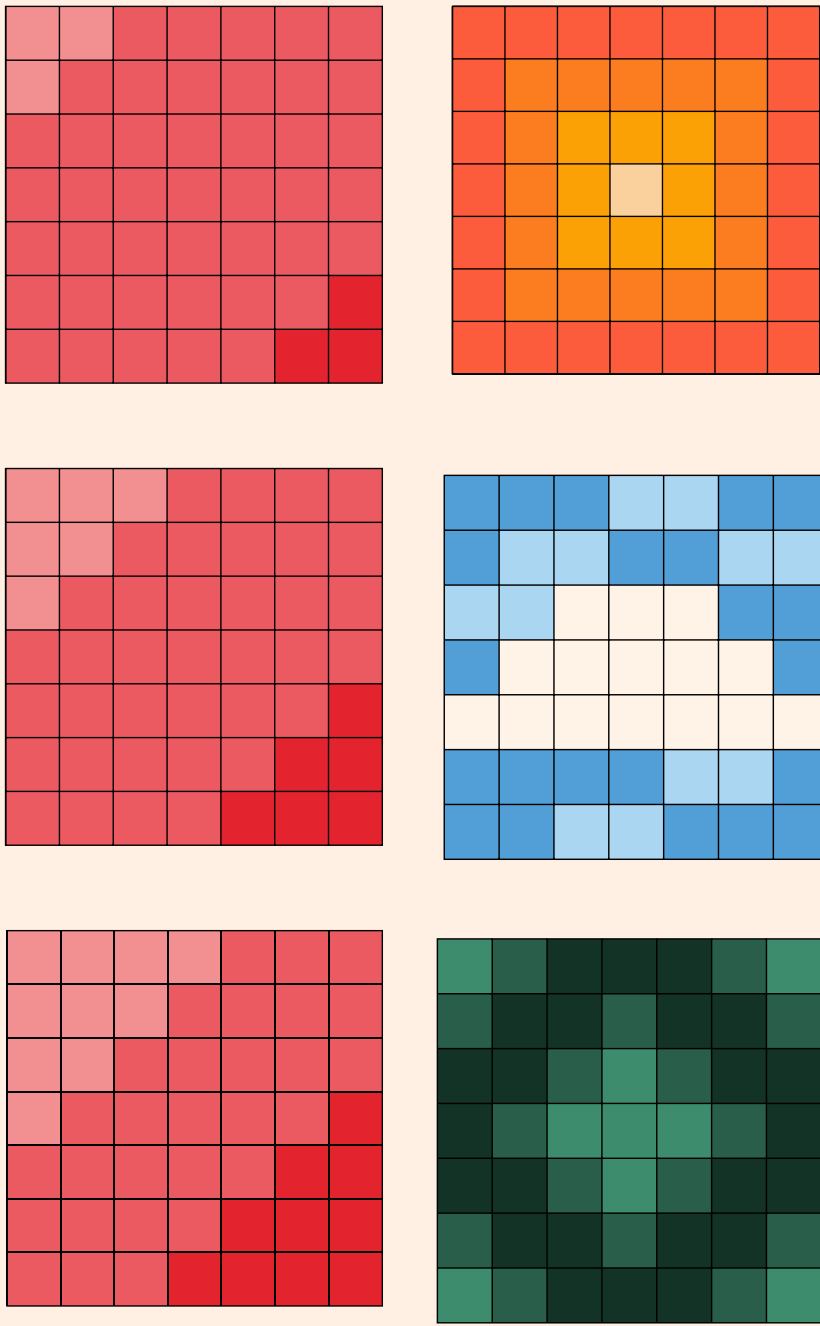
Mikey Hayes

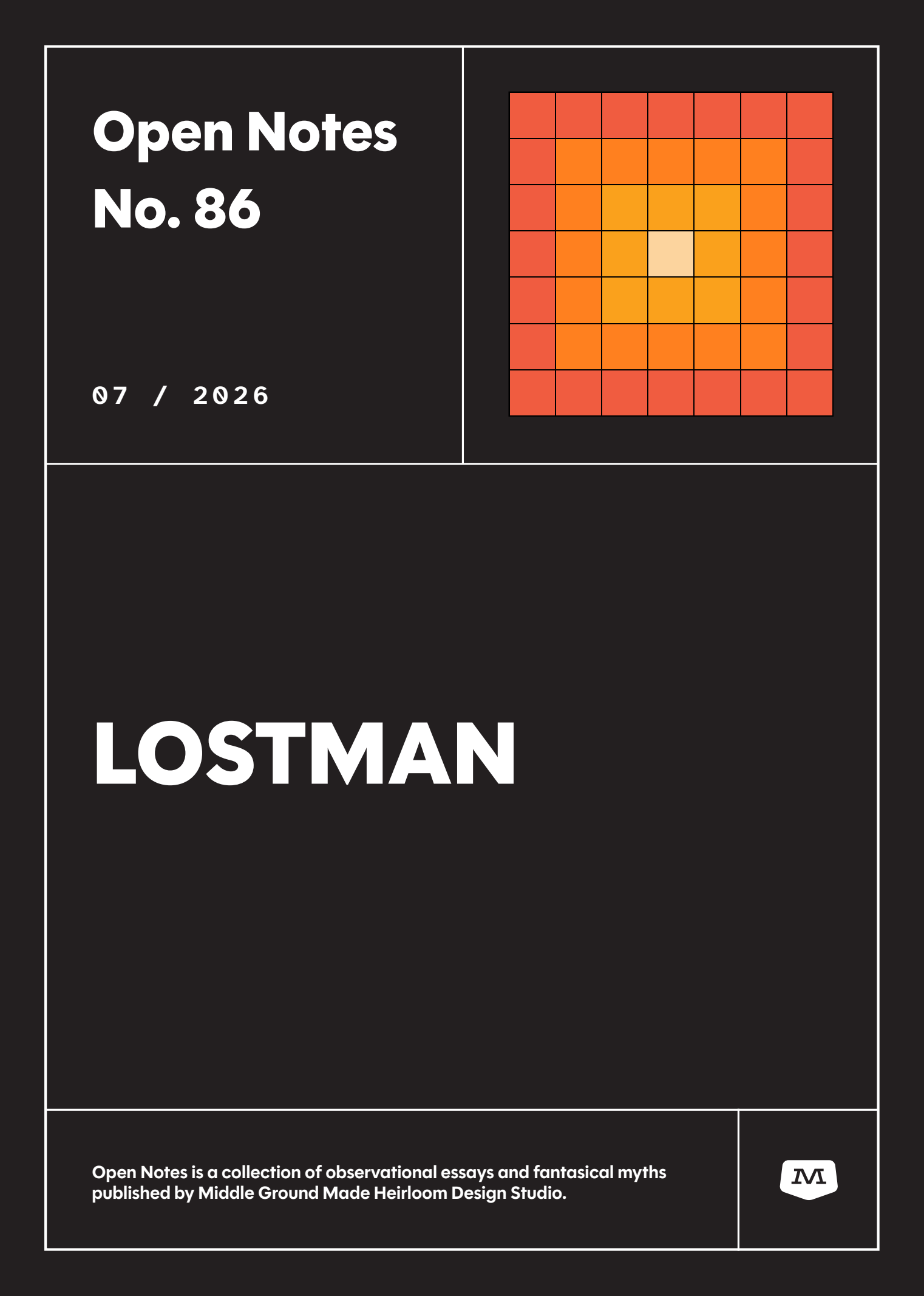
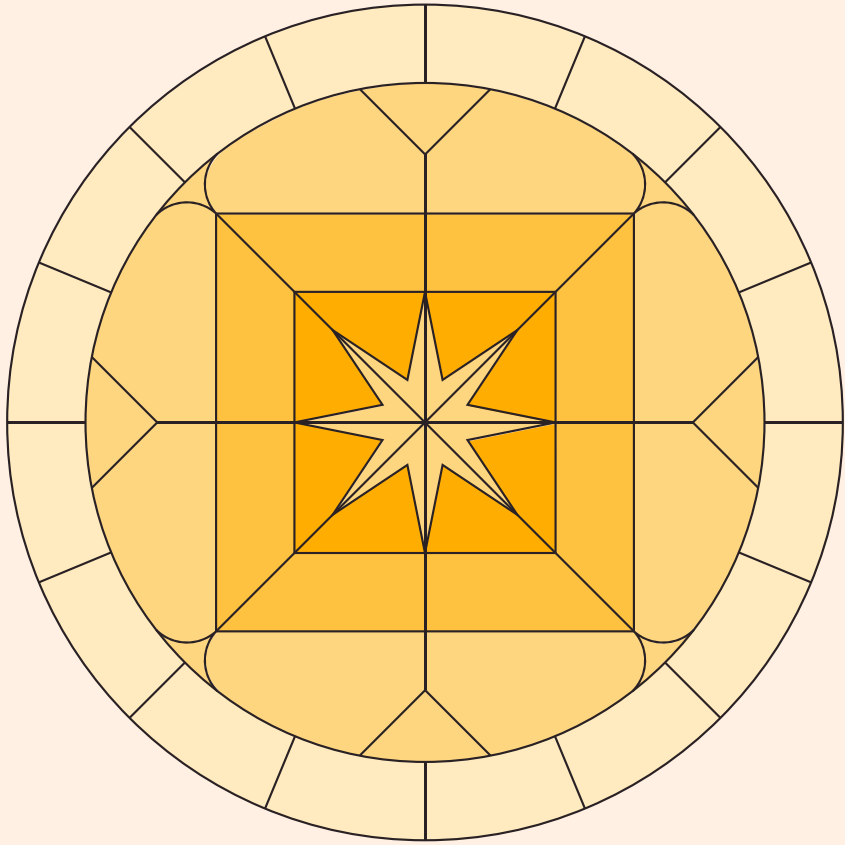
mikey@middlegrounmade.com

www.middlegroundmade.com



HEAT SEEKER LEAF SEEKER
FUN  RUN FUN  RUN

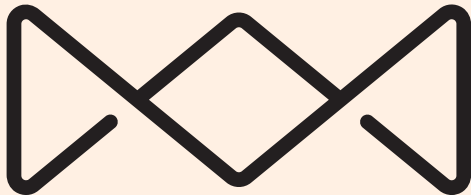
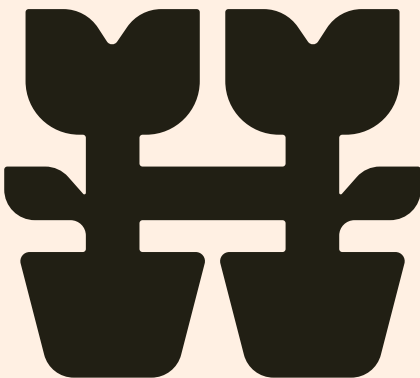
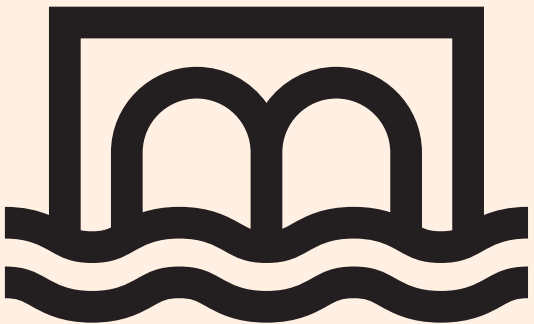
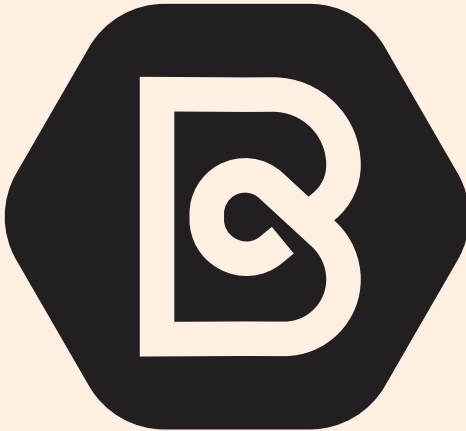
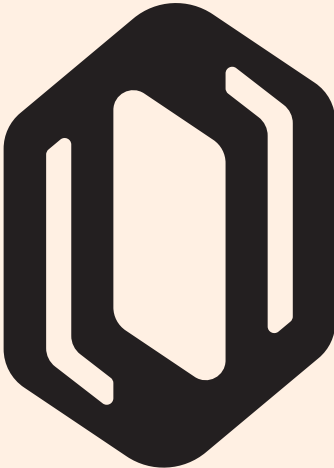
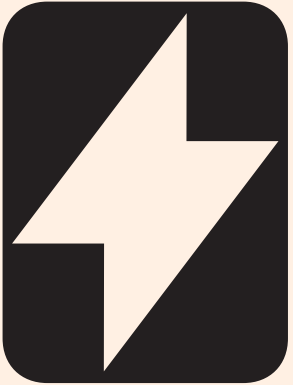








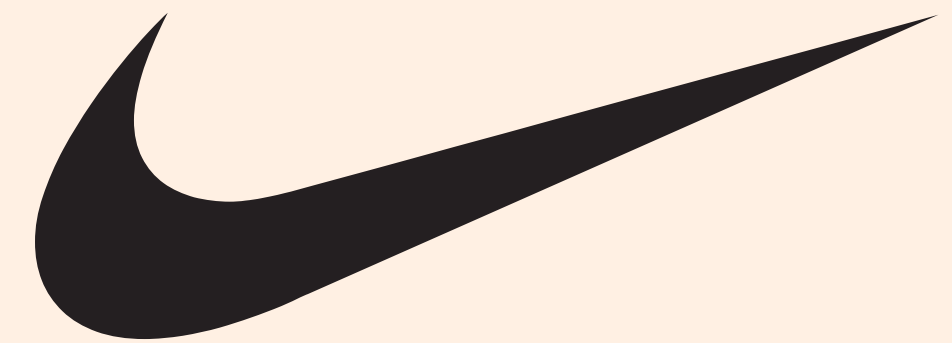
**What even is a
brand?**

Brands you've heard of

Coca-Cola

amazon



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A brand is not just a logo

**A brand is whatever people think of
when they think of your thing**

**What are the essential
components of a
brand?**

The essential components

Name

Identity

Product

The essential components

Name	Identity	Product
Needs three of the following Short Memorable Easy to spell Descriptive Unique	Not just your logo. Your brand identity is everything you do to help your brand stand out. Logo, website, ads, etc	What do you make? Clothes, shoes, accessories, services? Your product is whatever you want people to buy

**How do you make a
brand?**

Start with the essentials

Name

What do you want to name your brand?

Pick a good name now.

Renaming is not a good idea.

Identity

What do you want your brand identity to be.

What logo ideas are interesting.

What do you want your brand to look like?

Product

What Product do you want to sell?

What service do you want to offer?

Be as specific as possible. Not just "clothes."

This process is difficult

Creating a Brand Name, a Brand Identity and deciding on what product to sell should take a while.

The next step

After you create the three essential qualities you can move on to defining who your brand is for.

**When you speak to
everyone you speak
to no one**

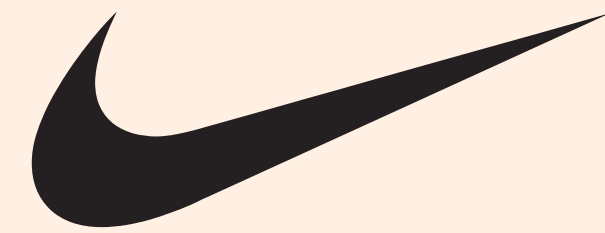
Your brand is not for everyone



For people who like sugary drinks



For people who want all-in-one experience



For fashion-forward athletes

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For people who want to binge shows



For people who want a quick meal



For people who need performance

Find your "who"

**Who your
brand is for**

**Who your
brand is not for**

Factors to consider

Age

Hobbies

Interests

Dislikes

Needs

Wants

**How do you grow a
brand?**

Marketing.

**How do you do
marketing?**

**Show the product your
brand makes**

**To the people your
brand is for...**

**Through the mediums
you believe in.**



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