



AMS Communications

brand development & communications design

## Developing “NewOrg” Brand Identity Workshops

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### **Purpose:**

The purpose of this workshop is to identify important elements of brand identity based on employees and associates personal experience of the two joining together organisations. Each of the organisation posses’ strong points of their brands which were achieved through ought continuous work in the past years. To be able to identify the best characteristics of the “NewOrg” both organisation need to identify their best strengths.

Describe *brand personality* of your organisation and your emotional engagement with it.

**Brand Personality** - A set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate, and an effective brand will increase its brand equity by having a consistent set of traits. This is the added-value that a brand gains, aside from its functional benefits.

**Brand Identity** - The visible elements of a brand (such as colours, design, logotype, name, symbol) that together identify and distinguish the brand in the consumers' mind.