

Branding Journey Map

A branding book for companies, startups,
workplaces through the tube metaphor.



Branding is a journey that you move on an underground route that includes many elements.

In this e-book, we explained the zones, tube lines, and stops that you need to pass step by step. You will discover what you need to grow your business and become a brand.

Your ticket is ready, let's embark on the journey!



YOU ARE HERE: Beginning



- Research & Strategy
- Verbal Design
- Visual Design
- Patenting
- Identity Materials Design
- Marketing Materials Design
- Marketing Process

Branding is a long journey. In our opinion, this journey is like going through the underground. Just like tube lines, it arises from the intersection of different processes and you reach other zones by transfers. Your journey, which starts with the research zone, goes through design and reaches marketing, has rings and returns. Moreover, as the business grows, you can construct new lines by using current technologies and integrating them into existing ones.

You need to use different underground lines on this journey. You will entrust yourself to brand strategists, designers, copywriters, lawyers, marketers, data analysts, and many more drivers of these lines.

Depending on the necessity of your business, you can get on the line where you need. On the other hand, you may need to certainly stop at some stations or skip a couple of them. It is a decision to make according to the basis of needs, goals, and costs.

In this booklet, we explained the zones, tube lines, and stops that you need to pass step by step. You can discover what you need to grow your business and become a brand.

Your ticket is ready, let's embark on the journey!

We provide the single and large version of our map as an additional PDF. If not, you can visit www.baht.design/brandingjourneymap

ZONE 1

Research & Strategy



Research & Strategy

The first part of the underground is research and strategy. To create a brand from a business, the environment and the target customers must be known. The brand must have a consistent, understandable and applicable strategy. For this reason, the brand should list its advantages and weaknesses, identify its target audience, analyze competitors, position itself, and simply express what value it has.

This tube line consists of one piece, however, there is a lot of work for you in this zone. However, the result will be very valuable. This first part of the journey will make your brand down-to-earth, as well as, provide to create the required brief for your brand identity.

Business Idea

The first issue that needs to be clarified in order to form a basis for further studies in the branding process is to correctly define the business idea and function of the brand. In other words, you can reinforce internal loyalty and trust in customer communications by making a short and catchy statement about the question “What is this company doing and how?”. A team that expresses itself is always one step ahead in the eyes of the customer.

Target Audience Analysis

Target audience analysis is the determination of the potential customer audience you address. In order to reach the target audience correctly, it is necessary to understand the problems and expectations of the audience and to offer alternative solutions and opportunities. In the target audience analysis process, individual and external factors affecting the audience, demographic characteristics of the audience, and variables

TIP: Who to work with?

You can work with business development experts, management consultants, brand consultants, brand strategists in this zone. However, remember this: The developers of the business can also be the architects of this process. Because they are the most competent about their work.

that change purchasing decisions are analyzed. Alternative research methods used to create a qualified data repository as possible: observation, questionnaire, interview, literature review...

Benchmarking

Benchmarking is the study of comparing the brand with competitors that has similarities with your business idea and determined target group. To ensure an efficient research, it is important to determine what kind of information aimed to be obtained as a result of the study. After this planning is done, the branding, production, and marketing techniques of competitors with a successful profile in the same field are examined and compared with your brand's own techniques, and this information is a source to develop your brand strategy.

Positioning

After determining the target audience and comparing your brand, you need to decide what makes you different from them. In this way, you can ensure that your brand get stuck in customers' minds in a way that evokes a concept or metaphor. A positioning definition that summarized in 4-6 sentences enables your brand to express itself to the customer, while at the same time, it makes it easier for you to formulate the correct briefing that will be created in the next station of the branding road. In summary, the definition of positioning is a practical resource to make your brand marketable.

Core Values

Beyond what your business is, it is your core values that define what your brand promises to customers and what its added value is. Nowadays, the most practical question that may come in handy when determining these core values, that replaced the traditional vision-mission definition, is: "Why is this company here?" It is important to ask this question and answer it in detail. Let's not forget that brands are not just physical elements, as we are not. Your logo, website, and all other branding materials should have

a story and a soul that supports the visually. The core values are precisely the building blocks of this story. These values, which will ensure the durability and differentiation of your brand, will make your job easier in 'defining the brand', which is the next step. You can try to examine the values of your brand step by step:

Brand essence: It is the indispensable cause of brand action and the added value that is promised to customers.

Brand style: Your brand's personality, culture, and how you define yourself as a brand within your team. When determining the brand style, you can start by deciding the motivation sources of your job.

Brand Theme: As a brand, how would you describe your expectations and goals about your physical appearance and communication style? The answer determines the brand theme and will be a resource for you in the briefing process that follows your journey.

Defining the Brand

You've set your story, now it's time to summarize your brand's character. Your brand now has a style and a theme. Let's put this into words to make the briefing process easier: All decisions taken in the branding process are valuable for the brand to have a consistent, understandable and applicable strategy. So far a couple of steps are completed: determining the business idea and target audience, finding the ways of differentiation from competitors, answering what your brand promises to your customers. Our next stop is defining the character of the brand, and it will help you in creating the briefing for visual and verbal design. We mentioned that branding is not just about visualization and should represent a certain value. Well, as a brand, what is your attitude in transferring these values to your customers? Reliable, young, dynamic, corporate, gentle, fun, friendly... You can create a profile by using adjectives like these. Here is an exercise we think will help you.

How do you define your brand?

An exercise about what your brand means to you, as well as your expectations on the first impressions of your brand in customers' sight.

STEP ONE

Choose any of these adjectives that you think are appropriate for your brand.

Attitude	Origin	Audience	Mood	Stance	Impression
<i>Your approach to problems and opportunities</i>	<i>How you express the origin and future of your brand</i>	<i>Considering your audience</i>	<i>How you feel as a brand.</i>	<i>The feeling you create in your customers as a brand</i>	<i>What people will think when they encounter your brand (logo, website, etc.)</i>
Pretentious Mysterious Considerate Graceful Consistent Stable Brave Wild Romantic Cool Sympathetic Colourful Feminine Young	Modern Innovative Untimely Classical Nostalgic Traditional Groundbreaking Future Oriented Antique	Ergonomic Economic Functional Accessible Adaptable Accessible Reliable Practical	Entertaining Cheerful Cute Humoristic Peaceful Optimistic Calm Social	Adventurous Trendy Creative Sophisticated Eco friendly Family oriented Mystic Artistic Meaningful Authentic Sporty Intellectual Casual Healthy	Serious Charismatic Attractive Corporate Special Sincere Energetic Comfortable Interesting Natural Stylish Simple Flexible Strong Soft Dynamic

STEP TWO

Your brand strategy may contain many adjectives, the important thing is to determine which ones stand out more. Could you rate the adjectives you chose according to their importance in terms of your brand values? (1: least, 5: most)

Attitude	Origin	Audience	Mood	Stance	Impression
Pretentious Mysterious Considerate Graceful Consistent Stable (2) Brave (4) Wild Romantic Cool Sympathetic Colourful Feminine Young	Modern Innovative (4) Untimely Classical Nostalgic Traditional Groundbreaking (5) Future Oriented Antique	Ergonomic Economic Functional Accessible (3) Adaptable Accessible Reliable Practical	Entertaining Cheerful (3) Cute Humoristic Peaceful Optimistic Calm Social	Adventurous Trendy Creative (3) Sophisticated (3) Eco friendly Family oriented Mystic Artistic Meaningful Authentic Sporty Intellectual Casual Healthy	Serious Charismatic Attractive Corporate Special Sincere (4) Energetic (5) Comfortable Interesting Natural Stylish Simple Flexible Strong Soft Dynamic

STEP THREE: A LITTLE HELP

If you're lost in these adjectives, try using them in sentences.

Attitude	We are progressing by taking brave steps in the business world, and we are moving forward to achieve our goals in a stable manner.
Origin	This start-up, which has been operating for a year, is on its way to becoming a groundbreaking brand with its innovative approaches.
Audience	Our brand, which appeals to a wide audience, offers quality service at affordable(accessible) prices.
Mood	We love our job, we are fully convinced that we will get a lot of reward for our efforts in every job in a cheerful way.
Stance	You can contact us to produce meaningful projects with a creative team and a sophisticated approach.
Impression	We are a sincere and energetic team that is open to production and development.

Brands and Characters

The following groups, among the examples of brands we are familiar with, are good examples to understand that brands also have a character. Although their typography and colours are different, they can evoke similar or different feelings on people. The reason is that visual language is an integration of all its elements: shapes, colours, types. For now, it is enough to take a look at the examples. In the following steps of branding journey, we will explain in more detail how colors affect visual language.

Sincere

easyJet

Solo



Exciting

SUBWAY

POWER



Sophisticated

 **benetton**

H
Holiday Inn



Expert

IMDb



Bold

Nintendo®



BRIEFING

The Critical Station



- Research & Strategy
- Verbal Design
- Visual Design

The next stop of the underground is briefing. Briefing is simply a description of the outputs you want to have in the implementation phase of your branding journey. The implementation of the recognized business plan in the marketing phase and the visualization of the brand occur in this exact point. Therefore, it is an important stop between two zones that requires a transfer.

After briefing, the road can be divided into teams according to their tasks, or new professionals and teams can be involved in the branding process at this stage.

Briefing is significant for your brand's future decisions. After the correct analysis of the data, it must be transformed into an intelligible form. Because the team, which move together till this point, can be divided according to their tasks after this point or new teams and professionals can be involved in the process.

The correct information will be the roadmap of the design and marketing teams.

ZONE 2 Design



- Verbal Design
- Visual Design
- Patenting
- Identity Materials Design

The next step after Research and Strategy is Design! This zone is very pleased because it is the stage where your intense labor begins to take life! By making verbal and visual decisions in the design zone, the identity of the brand is formed. Here is the process that starts with the name of the brand, and it ends with the preparation of the corporate identity guide.

Design studies are prepared to reflect your brand strategy. Thus, the target audience that encounters your brand feels that they found the right one to do what they are looking for. What the brand is about, what kind of product it is or what kind of service it offers are conveyed by verbal and visual designs. Even better if an emotional bond can be established!

In this zone, you can travel on different metro lines. If you are not going to work with very large agencies, you may need to use separate lines for verbal and visual designs. However, it is also possible to decide the name issue within business. Because naming is a very special feeling. One-stop lines should not be forgotten, because it is also important to legally register the name and brand.

The design zone includes a very entertaining, creative process. Imagine the tube is going over the ground and traveling through a beautiful landscape. The entire process will consist of moments where you often lean back and decide.

TIP: Who to work with?

You can decide verbal design in-house or get support from branding professionals. Usually very large-scale advertising agencies can provide both services and even other needs. However, we recommend that you make this decision with reference to your company scale and cost analysis.

Naming the Brand

The first step is to find a name for your brand using detailed researches and brainstorming in the branding process. However, naming can be one of the most difficult and challenging decisions, since the name of your brand is the most recognizable and interacting element among the corporate identity outputs that enable you to reach your target audience and reflect your core values. Creating an original brand name has many variables to take into account, including easy pronunciation, readability, URL availability, and semantics. A keyword that coincides with your brand's story, an original word symbolizing your brand's products / services, a metaphorical connotation can help you find the appropriate name for your brand.

A couple of examples that can help in your naming process:

Real names with metaphors/background stories: Apple, Blackberry, Amazon.com, Innocent, Nike, Tesla

Abbreviation names: FedEx (Federal Express), IBM (International Business Machines), MoMA (The Museum of Modern Arts)

Made-up names: VAIO, Spotify, Tumblr

Names as a combination of two words: Pinterest (Pin+interest), Facebook (Face+book)

Founders' surnames: McKinsey&Company, Cadbury, Schweppes

Names customized by incomplete/incorrect spelling: Flickr (Flicker), Google (Googol: 10100)

Patenting the Brand Name

You need to take various precautions to prevent another brand from using the name you have decided. In addition, it may be officially registered by another company in the country or countries where your trademark will be located. For this reason, it will be useful to talk to a law firm working in this field.

Brand Mantra, Slogan and Tagline

Until this part of the journey, we have often talked about the positive difference that can be

made by expressing yourself well as a brand. Finding messages that express your brand in the desired language is the easiest way to reach the customer through applicable verbal design. So in what forms can these messages be?

Mantra: It is a short statement to indicate the difference of your brand among its competitors. The mantra describes the positioning of the brand, and it is more of a domestic expressions. It summarizes the spirit of the company and the principle that employees adhere to.

Slogan: In the form of a short, catchy phrase or sentence, it is a message prepared for the campaigns of your brand. Brand slogans may vary by producing a new slogan in each new project.

Tagline: Contrary to slogan, it is an expressions that do not change in parallel with the change of time and is integrated with brand identity.

Some examples that can help in your finding tagline:

Coca Cola: Open happiness (Imperative)

Target: Expect more, pay less (Descriptive)

Budweiser: King of beers (Superlative)

Verizon: Can you hear me now? (Provocative)

eBay: Happy hunting (Specific)

Brand Language

Whether it is a text or a visual material such as a photo, an illustration or a video, each of the elements used in branding material represent your principles and stand you out from your competitors by revealing your difference. Defining the brand's voice allows the company to preserve its identity in all verbal communication channels. Although the visual identity of the texts exist thanks to the typography decisions, it is the right thing to unite the language in the text contents.

Visual Design Briefing

When you come to this stop of the journey, you have the answers to the basic questions necessary for your brand to be visible in the market and to convey your message to your customers correctly. The visual design briefing is the directions given to the design team. It

TIP: Who to work with?

You can work with consultancy or law firms that deal with patents and registration.

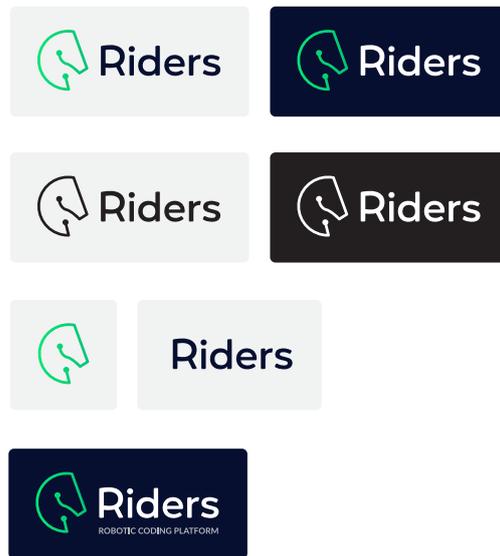
“Mind the Gap”

If you are working on the right brief and a correct design team that you think understands this, rest assured. You don't have to worry about how the road will go. However, this is an underground and it is necessary to pay attention to possible risks.

leads them to make the necessary visualization to deliver your messages to the customer by taking the correct attitude for your target audience.

Brand Logo

Another branding material that has the highest interaction and memorability in the eye of customers is your brand's logo. The logo serves as the visual signature of a brand. Thanks to the logo, it is possible to influence the customers by expressing your brand story and appear strong and unique. At this stop, a visual summary of your brand strategy is created by using images stored in people's minds. Correct shapes, colors, fonts are brought together with reference



From left to right: Horizontal original color, inverse original color, monochrome, inverse monochrome, logomark, wordmark, logo with tagline.

to your core values and brand language. The versions of your brand logo increase in direct proportion to the variety of areas where the logo will be used (website, application icon, printed resources, etc.). How your logo works in different colours and placements such as vertical and horizontal, in positive and negative usage, and how it should be used on different grounds and when combined with other logos are detailed in the brand identity guide.

Patenting Brand Logo

You may need to take precautions to prevent other companies from using the logo design

prepared by your design studio. At this point, registration and patenting procedures are important. All rights reserved for logos with a TM or R icon on the side. Your brand is entitled to receive a trademark registration certificate after completing the protection, examination and research processes that start with the trademark application. The word TM, which you will write next to your brand or logo indicates that the protection process has started and provides deterrence. The legal rights of your trademark have not started yet, since the trademark registration process has not been completed during the period when you use the expression TM. It stands for “trademark”. When the process is completed and the trademark registration certificate is received, the R phrase you will put next to your logo indicates that your trademark is legally protected by the completion of the trademark registration process. The R symbol stands for “registered”.

Brand Typography

While creating a brand typography, a group of fonts are selected and certain tasks are defined for these fonts to be used in branding materials (presentation template, website, business card, etc.) as the title, subtitle, main text, etc. Although its importance may not be noticed by everyone, the choice of typography can answer specific questions about the company: whether it is modern or traditional, luxurious or accessible.

Choosing a distinctive, memorable, recognizable, and legible font can be the spotlight to influence your customers' feelings, creating an emotional connection between the brand and your customers.

Brand Colour Palette

Another visual element that will affect the feelings of your customers is your color palette. In order to create attractive branding and marketing materials, a colour palette is created, which includes several colours in harmony and convey the emotion that the brand wants to create on customers. There are many studies about which colours people associate with which phenomena. It is a method to examine the colour palettes

TIP: Who to work with?

You can work with consultancy or law firms that deal with patents and registration.

Some Brands, Colors and Emotions

	Sincere	Exciting	Sophisticated	Expert	Bold
RED Attractive, Ambitious, Pretentious, Confident, Brave...					
ORANGE Cheerful, Sympathetic, Social, Practical...					
YELLOW Sensible, Optimistic, Progressive, Confident, Creative ...					
GREEN Natural, Healthy, Fresh / Live, Harmonious, Developing ...					
BLUE Reliable, Peaceful, Innovator, Corporate ...					
PURPLE Creative, Mysterious, Graceful, Sophisticated, Intellectual, Nostalgic ...					
BLACK/WHITE Cool, Untimely, Determined, Classical, Stylish ...					

used by other companies working in the same field, and making colour choices based on these studies is another one as well. The most important point to be considered is being careful on reducing the impact of the marketing campaign by using too many colors while creating a corporate identity.

Brand Identity Guide

The brand identity guide is a set of rules created for the sustainability of the branding materials prepared during the design process and aims at the sustainability of your brand's corporate identity. This guide includes the

main logo size standards to optimize logo and content visibility, the codes of your brand's predetermined brand colors, and the font set for your brand as well as the rules for placing visual materials related to your brand, especially the logo.

You may not always work with the same design and marketing teams. However, the way to keep the brand visual and verbal language same in every collaboration is possible with the brand identity guide.

The point where this guide is prepared a transfer center where many tube lines

intersect on the brand journey. Here, according to the strategic plans, it is possible to prepare brand identity materials on the one hand, and to create the content, which is the part just before the planning of the marketing process, on the other. Your journey will continue towards the marketing zone.

Business Card

Business card is an informative card prepared to introduce you and your brand. Business cards contain corporate informations such as your brand name, logo, address, website, landline, and personal information such as name, title, phone number. They are a significant corporate identity element for the sustainability of your brand communication. Optionally, a QR code which contain personal and corporate information can be added to the business card, so your interaction with your customers gains a faster and more dynamic structure.

Letterhead, Envelope, Invoice

Providing information about the brand in documents such as letterhead, envelopes, and invoices provides a positive influence on your brand being visible in inter-company and official channels. A standard letterhead contains the brand's name, logo, address, and other contact information. In a similar approach, envelopes and invoices should contain the necessary information to make the brand recognizable and accessible. Another important point in the design of these materials is that the corporate documents are designed as a part of the brand identity.

Social Media Profile & Banner Images

In order for your brand to be visible in the digital world, the brand should be consistent in your social media. The first step to this is to create a catchy social media profile with respect to the branding identity guideline and matching the corporate language. At the same time, technical details such as visual dimensions should be well organized and kept up-to-date in order to manage these images more actively, quickly, and properly in social networks.

Signboard

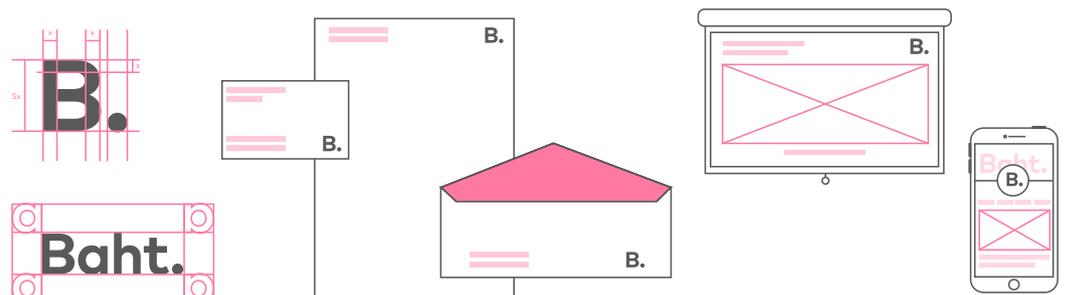
Signs and billboards are one of the first corporate identity elements where the brand meets the customer in the physical environment. In order to protect the identity of the brand, signs used in the office or billboards should be designed according to the features specified in your brand's corporate identity guide, like other identity elements.

Corporate Presentation Template

Your business and brand values will ensure success to the extent that you can transmit them to people. It is possible to provide accurate and complete data flow in customer communication and in-house interaction by preparing coherent presentations. The corporate presentation template is a presentation sample prepared in accordance with your brand identity guide to make your brand presentations consistent. In this way, you will create a fluent and understandable language in data visualization and message transmission, both within the company and in marketing activities.

TIP: What are corporate identity materials?

Corporate identity materials can be thought of as an ongoing subway construction. As your brand grows, the brand identity materials you need will increase. It can range from basic materials such as business cards, envelopes, social media covers, to booths, clothing and even corporate fragrances and landscapes. It should not be forgotten that choosing only the materials that your brand needs will provide an advantage in terms of initial cost.



ZONE 3 Marketing



- Visual Design
- Marketing Materials Design
- Marketing Process

Brands can create a right strategies and an appropriate design language. Besides, the excellence here does not mean that the product or service offered by the brand will see great demands. For this reason, marketing, the last zone that tube line reaches, plays a key role.

Marketing starts with the delivery of the designs prepared according to the content and strategy to the sales channels. Here, according to the marketing strategy, traditional media such as leaflets, brochures and fair stands can be used, as well as digital tools as onepager and social media posts. The marketing process is cyclical, like a tube line making a ring. Contents are tested each time, the obtained new data is analyzed, reported, and the strategy is refined. This cycle is substantial to reach more customers at less cost.

It is important that potential customers, attracted by marketing activities, encounter a consistent brand. So, it is crucial to present the website, corporate presentations, catalogs with the same content and branding identity.

Even the marketing zone appears across the river, it is not difficult to access. Although there are different metro lines after the creation of the right content, the journey turns out to be a good result: With the support of marketing and design teams, it is quite possible to increase your sales, reduce your sales costs, and open up new markets. In this process, verbal content producers, photographers, designers, influencers, sales representatives or digital marketing experts will be your solution partner.

Let the circuit begin!

Content Development

During the design journey, a visual and verbal communication language was created for your brand. Now is the time to produce suitable content for website, social media, digital ads etc. The content is produced by the design team, updated when necessary and will feed the visual language for products while supporting your marketing strategy and increasing the visibility of your brand. This step of the branding journey can be reached after the marketing briefing and planning phase, or this step can be repeated to make content editing simultaneously with the design team. In order to create a sustainable and up-to-date content flow, the future analysis results in the next stop of the branding journey will also give an idea about how to improve contents. In this way, content production should be fed from different branches of the branding journey lines. It must be kept up to date and be developed according to the feedback received.

TIP: Who to work with?

You are the best in control of the technical contents of your brand. A content agency can redact and develop your content. In addition, you can use content creators, copywriters, online content production platforms for any kind of content. We definitely recommend that you work with a native expert for the content you need to produce for different languages and regions.

TIP: Who to work with?

You can work with marketing consultants for strategy and planning in digital marketing. For advertising planning in the channels, it is important to work with digital marketing experts who are experienced in this field. A marketing expert who has a good strategy may not be able to manage advertisements.

Digital Marketing Planning

Digital marketing plan is to turn your marketing efforts into an integrated strategy that will cover your current target audience, brand positioning, social media usage, and marketing studies such as SEO, SEM, mailing etc. Through this plan, it becomes easier for the brand to determine its marketing targets.

The word SEO is short for Search Engine Optimization. The purpose of SEO is to make internet marketing projects suitable for search engines with certain rules and to ensure that the sites rank higher in searches.

The word SEM is short for Search Engine Marketing. Google's Ads is the most known SEM tool. SEM is, in short, paid advertising on search engines.

Marketing Briefing

We talked about briefing a lot at the beginning of the journey. Considering the branding strategies developed in Zone 1, the next step after creating a corporate brand identity is to make a marketing planning by considering the data obtained during the research process. Here is what is called the marketing briefing, a business plan created at the beginning of the

marketing journey to guide.

Web Site

The website, which can serve a different or several purposes such as corporate promotion, e-commerce, advertising, is the face of your brand in the digital world and must reflect your brand identity accurately. A website is the exhibition of the creative page planning and implementation process on the internet regarding product and service promotion, pricing, promotion and distribution, by considering the goals and needs of your brand.

Brochures, Catalogs and Corporate Presentations

According to the amount of containing details, respectively; brochures, catalogs, and corporate presentations are explanatory resources that you can present to your customers in print or digital form and promote your products and services. Visual language of brochures, catalogs, and corporate presentations also changes, remaining connected to the brand identity, as the content and the message intended to be presented to the customer change. Brochures are usually 2-3 page booklets for advertising and intended to attract customer attention easily. Catalog, on the other hand, is a compilation of a specific product group and contains more details about the product than a brochure. Corporate presentation is digital presentation documents that overlap with the pre-designed corporate presentation template and whose content can change according to the purpose.

Landing Page

Landing page refers to the page to which your potential customers are directed from online advertisements on websites and social media. The page is designed in accordance with the target audience and corporate identity guideline, and a person who is directed to this page usually encounters an action: filling out a form, watching a video ad, reading a description, buying a product... The main purpose here is to provide a measurable return for your brand. In this way, you can observe the positive and negative effects of your marketing strategy.

Onepager

One pager is the preferred method for creating small-scale websites. It is possible to provide a more fluid user experience by presenting all content to visitors on a single page, when the content of the website, which is prepared for your brand or a specific project of your brand, will be limited. The one pager solution is very effective in cases where a single product, service is provided or in individual areas containing presentations, brochures and information.

Mailing

Email marketing has become one of the common tools of marketing and it is one of the quickest ways to reach your brand's target audience. These e-bulletins and e-mails are designed to deliver congratulatory / invitation messages, product promotions, and special campaign announcements to your customers. They must be harmonious, in terms of your brand identity, to become a consistent brand.

Social Media Images

Social media is an effective way to reach the target audience. It is important to actively use social media accounts to ensure that your customers understand the principles of your brand and be aware of your products, services, and campaigns. Moreover, preparing social media post/images according to the brand identity to communicate to consumers through these channels is also part of a successful branding process.

A/B Testing

A / B test is the evaluation of digital marketing tools (website, application, etc.) formed during the design process by the visitors participating in the test as a control group. A / B tests that can be applied by many tools such as Google Website Optimizer, Visual Website Optimizer, Optimizely, Webtrends. It measures the functionality of design decisions such as font and font size, color, size and location of buttons, position and size of images, size and placement of banners, number of products. As a result of the evaluation, it is decided which

variation works best by looking at the data collected on 2 or more variations.

Digital Analysis

Digital analysis is to investigate the difference between the current and the desired situation by analyzing the marketing and sales processes with respect to the marketing metrics and market realities. In this way, the effectiveness of your brand's customer-centered marketing processes can be improved.

Digital Reporting

Digital reporting is the reporting of the necessary optimization processes to increase the interaction rates based on digital analysis results, to grow your audience, and to receive the desired feedback.

Marketing Briefing (Ring)

As we said before, this is a ring run. The report is reviewed and a new brief is created. With each ring, the marketing strategy improves and profitability increases.

TIP: Who to work with in this process?

In marketing, which is the most comprehensive zone of the journey, productivity increases when design, software and marketing teams work in cooperation.

Conclusion



We tried to explain the ways you need to go through this journey in establishing a brand and share with you the stakeholders you may need in this process.

We are aware that the branding processes seem a bit complicated and challenging like tube lines. However, everyone knows that the underground of every beautiful city is the fastest means of transport, although it may seem a bit scary with its map. Because you do not get stuck in traffic, you do not take the wrong path. It takes you to your destination seamlessly. Our map is aimed at getting you to the right spot as quickly as possible.

As we said, this is your and your brand's journey. On this journey, we can be the conductor who takes you to the right place, the signs that make you get off at the right stop, and the empty seat that allows you to rest.

The creator of the underground metaphor and this e-book is Baht. You can go to the next page to get to know its team and discover its services.

Baht. Studio Services

We can serve you in the entire stops of the design zone and all design-related networks from tube lines. You can see all our services below.

Brand Analysis

As Baht. team, we analyze where you are in the branding journey and which stop you should get on the underground.

By participating in the survey we have prepared, you can get a preliminary report about your current situation and possible needs. This book and report will be your roadmap. Developing this will be the co-work of you and the professionals who will be involved according to your needs.

Design Research

We work on all the research methods to feed the design as a team:

- Competitor research required for design processes (benchmarking)
- Examining the compatibility, functionality, and experiential approach of your current design works for your brand
- Listing the design work to be done

Design Concept and Implementation

-We work on design for brands for both print and digital media.

-We can create your entire brand identity, starting with Logo.

- We can correct and update the mistakes of an existing brand identity and create a guide for its sustainability.

- We can prepare your brand identity materials.

- We can create printed designs such as promotional materials or digital ones such as website, brochure, catalog, onepager.

- We design user-friendly UI screen interfaces by considering user experience.

- We can prepare landing page, mailing, digital marketing visuals for marketing activities.

Printed or digital... Catalog or onepager... It

doesn't matter what the medium is for us. The important thing is to realize the goals of the brand, creating sustainable the brand identity and marketing strategies by using the media correctly. For this reason, we can decide together at which stops we should stop in the brand journey. Nobody likes unnecessary trips, right? It is crucial for us not to waste your time and not to cost extra.

Our Approach / Our Values

As Baht. team, we always work in a customer and design values privileged manner.

We care about the efficient and decent use of opportunities, time, and budget. We always include the knowhow that we have gained with our academic training and experience in the field and share it with our customers.

Baht has four main values in design:

Simplicity: In visual communication, images, forms, shapes, and patterns that do not respond to the need or do not create value in visual communication are useless and only harm to the eyes. Those cause the loss of content, especially in today's world where we are exposed to image bombardment. Simplicity is, therefore, indispensable for the content to be transferred aesthetically and easily.

Functionality: For the designs to provide aesthetic pleasure, it is important that the content must be understood by the user/ audience easily. Furthermore, it is crucial to guide user in the right direction. Functional designs will enhance and add value to your brand.

Serendipity: The criterion of a perfect design is not only a great designer. A customer who paves the way for the designer, gives them sufficient time, and provides content which leads to pleasant coincidences are also crucial. Our minds are always open to meet with positive coincidences that arise from the combination of content and visual forms.

Typography: Writing has been a part of our lives since we learned to read. Deciding the appropriate typography for a context is one of the most important points that increase the power of any design. We always determine the typography that is compatible with content, easy-to-read, and comprehensible.

Branding Journey Map

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Concept Design

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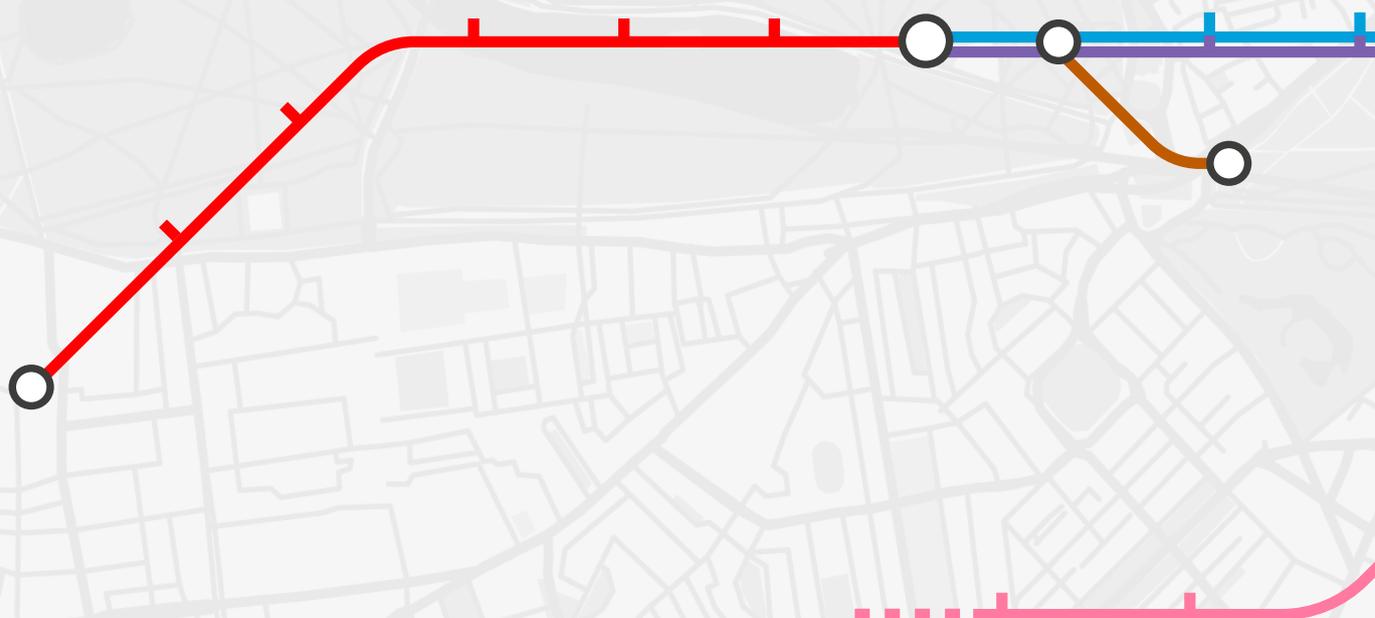
Gill Sans Book
Gill Sans Semibold

Sincerely to Edward Johnston, who prepared the London Underground logo, and Eric Gill.

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we like simplicity, functionality, serendipity and we ♥ typography.