SELECTING BRAND ELEMENTS - A THEORETICAL MODEL FOR DEVELOPING BRAND PERSONALITY

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RESUMEN

Este trabajo se enfoca en la gestión efectiva de los elementos de marca para desarrollar la personalidad de la misma. Se subraya la importancia de la personalidad de la marca y su influencia en la conexión con el público objetivo. El objetivo de este estudio, basado en artículos científicos, es ofrecer orientación para que las startups elijan los elementos de marca adecuados y logren sus objetivos deseados. Para lograr este objetivo, se está desarrollando un modelo teórico y una guía práctica que describe el proceso de selección de colores (matiz, saturación y valor), tipografía y naming (vocales y consonantes) de manera apropiada para lograr la personalidad deseada de la marca. Además, se llevará a cabo un estudio con un grupo focal donde se presentarán diferentes logotipos para evaluar si transmiten la personalidad adecuada y confirmar la hipótesis de efectividad de la guía propuesta.

Palabras clave:

Gestión de marca, Personalidad de marca, Estrategia de marca, Logo, Color, Tipografía, Naming

ABSTRACT

This work focuses on the effective management of brand elements to develop its personality. The importance of brand personality and its influence on connecting with the target audience is emphasized. The aim of this study, based on scientific articles, is to provide guidance for startups to select appropriate brand elements and achieve their desired objectives. To achieve this goal, a theoretical model and practical guide are being developed to describe the process of selecting colors (hue, saturation, and value), typography, and naming (vowels and consonants) appropriately to achieve the desired brand personality. Additionally, a focus group study will be conducted where different logos will be presented to evaluate whether they convey the appropriate personality and confirm the hypothesis of the proposed guide's effectiveness.

Keywords:

Brand management, Brand personality, Brand strategy, Logo, Color, Typography, Naming

1. Introduction

Extensive research confirms the importance of brand personality in achieving success. Customers connect with brands that embody specific traits, leading to favorable outcomes. This paper focuses on start-ups, highlighting their opportunity to shape their brand identity and target specific market niches. Understanding how to achieve a desired brand personality offers valuable insights for start-ups and positioning strategies. By aligning brand elements with personality traits, start-ups can effectively target niche markets and meet their unique needs.

2. Theoretical Framework

2.1. Brand Management

Branding is crucial for marketing, creating a distinct identity, fostering loyalty, and adding value. Consistency in brand identity builds emotional connections with customers. Brand positioning targets specific benefits and shapes a unique image and reputation. Brand equity impacts financial performance through goodwill, reputation, and loyalty.

Brand elements differentiate and establish a unique brand personality. Consistent brand identity drives recognition and loyalty. Brand personality, conveyed through communication, design, and experiences, enhances trust and credibility. Aaker's framework defines dimensions like sincerity, excitement, competence, sophistication, and ruggedness, contributing to brand identity.

2.2.1 Brand Colors:

Color theory shapes a brand's visual identity and communicates desired traits. Colors have psychological meanings based on hue, saturation, and brightness. Red signifies excitement, blue represents trust, saturation influences playfulness, and brightness indicates energy or seriousness. Brand colors should align with desired traits. Research links specific colors to brand personality dimensions. For example, red conveys excitement, blue implies competence, black suggests sophistication, and brown represents ruggedness. Studies in fashion and corporate branding reveal color associations with traits like excitement, trustworthiness, and age/gender differences.

2.2.2 Brand Typography:

Typography is vital for shaping a brand's personality through elements like typeface, font size, and spacing. Font styles evoke emotions, with serif fonts appearing traditional and serious, while sans-serif fonts feel modern and casual. Font size influences confidence and subtlety, while spacing affects intensity and approachability. Legibility impacts brand perception, with easy-to-read fonts representing clarity and intricate fonts suggesting sophistication. Recent research emphasizes the importance of harmonious, natural, and flourish type fonts in shaping brand personality. Elaborate fonts influence excitement and competence, while font weight affects ruggedness, sophistication, and competence. However, further research is needed to explore additional brand factors.

2.2.3 Brand Name:

The brand name plays a vital role in shaping the overall brand experience and can influence consumers' expectations and perceptions. Factors like sound, style, and length impact the brand's personality. Research shows that sound symbolism affects taste expectations, with specific sounds associated with different traits. Short, unique, and easy-to-pronounce names are perceived as innovative. Studies also reveal that brand names with certain vowels evoke ruggedness or sophistication. However, sound symbolism may have varying effects on different traits.

3. Methodology

To achieve the project objectives, a research methodology was developed. It included the creation of a theoretical model called 'Brand Personality Process Management' that emphasized aligning brand personality with market opportunities. A framework called 'Strategic Brand Element

Selection' was also developed to guide the selection of brand elements. Data from scholarly articles were collected and organized, focusing on categories like hue, saturation, value, typography, and naming. The framework aimed to provide insights on how different elements influence brand personality. A focus group was conducted to validate the framework, where participants compared real and newly created brands based on the framework. The research aimed to offer valuable insights and practical guidance for brand development.

4. Results

4.1. Theoretical model

FIGURE 1
Figure 1. Brand Personality Process Management
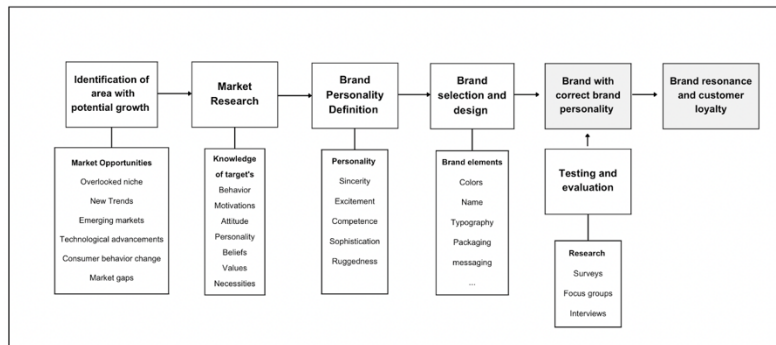
Source: Self-generated (2023).

4.2. Strategic Brand Selection

TABLA 1
Hue (Brand Personality)

	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Red	-	*Positive*	-	-	-
Orange	*Positive*	*Pos*	-	*Negative*	-
Yellow	*Positive*	-	*Negative*	-	-
Green	-	-	-	-	-
Blue	-	-	*Positive*	-	-
Purple	-	-	-	*Positive*	*Highly negative*
Pink	*Positive*	-	-	*Positive*	*Negative*
Black	-	-	-	*Highly Positive*	*Highly negative*
Brown	-	-	-	-	-
White	*Positive*	-	-	-	-

Source: Self-generated (2023).

TABLE 2
Value and Saturation

	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Saturation	*Negative*	*Positive*	*Positive*	*Negative*	*Positive*
Value	*Positive*	-	*Negative*	*Positive*	*Negative*

3

Source: Self-generated (2023).

TABLE 3
Typography

	Elaborate	Harmony	Natural	Weight	Flourish
Sincerity	-	*Positive*	*Positive*	-	*Positive*
Excitement	-	-	-	-	-
Ruggedness	-	-	-	*Positive*	*Positive*
Sophistication	-	*Positive*	*Positive*	*Negative*	*Positive*
Competence	*Negative*	*Positive*	*Positive*	*Positive*	*Positive*

Source: Self-generated (2023).

5. Conclusions

The "strategic brand element selection" framework supports startups in creating a logo by considering factors like color, typography, and naming. Findings from focus group might show that the created logos effectively represent the desired traits, highlighting the framework's significance. However, brand personality is subjective, and a holistic approach considering various aspects is essential. Periodic re-evaluation and updates are necessary to accurately reflect changes in the market and consumer perceptions. Overall, the proposed framework offers valuable insights and guidance for developing a brand based on desired personality traits.

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