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BRAND ARCHITECTURE 101

WHAT IS BRAND ARCHITECTURE?

The logical structure of brands or units within an organization. They are used to maximize clarity, unification and efficiencies.

INTERNAL BENEFITS

A thoughtful and organized brand architecture can help tactical marketing decisions become simpler, fair and undivided.
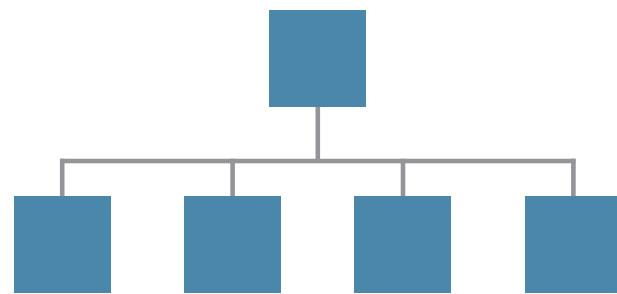
RULES OF THUMB

- The master, or dominant, brand should be the one you intend to build over time.
- Designed primarily for external audiences.
- Carefully consider what levels use a tagline(s).
- Sub-brands should be created judiciously.
- The simpler the better.
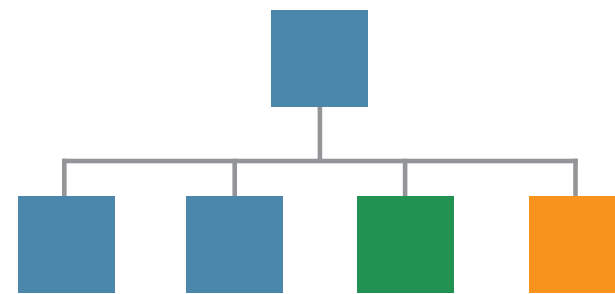
BRAND ARCHITECTURE MODELS

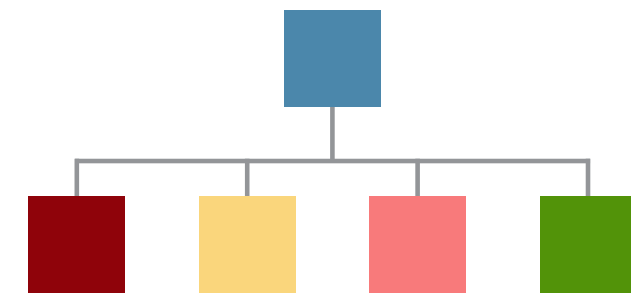There are three brand architecture models to explore:

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Unitary

The corporation, all operating units and brands share the same name.

Hybrid

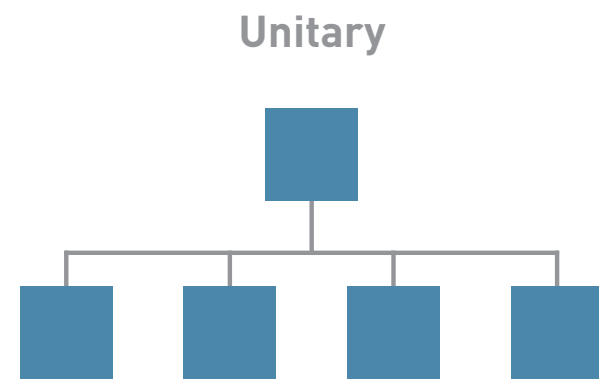The corporation, some operating units and brands share the same name.

Diversified

The corporation, operating units and brands do not share the same name.

- Efficient, clear, understandable
- Positive associations are transferred down to operating units and brands as well as back to the corporation
- Cost effective to manage

- Expensive to support many brands
- Flexible, easier to divest businesses or brands

UNITARY BRAND ARCHITECTURE

Unitary

The corporation, all operating units and brands share the same name.

Same brand name and visual identity unifies company, business lines and products.

Also known as a "branded house".

HYBRID BRAND ARCHITECTURE

Hybrid
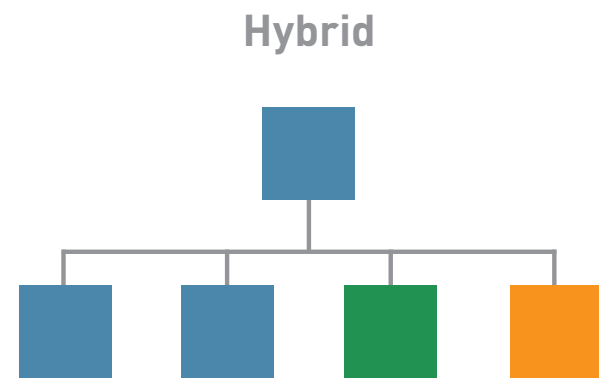
The corporation, some
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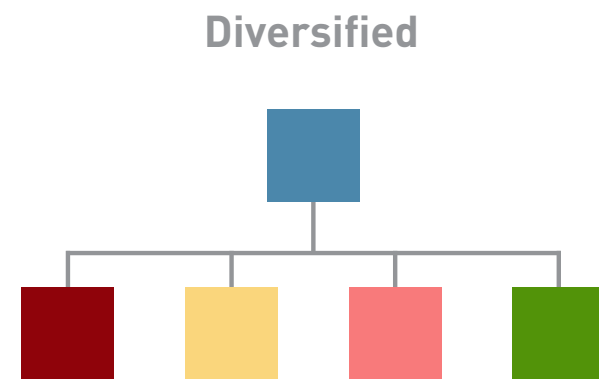
Corporate and some
businesses share a name
and visual identity.

DIVERSIFIED BRAND ARCHITECTURE

Diversified

The corporation, operating units and brands do not share the same name.

Corporate or parent brand remains silent, the focus is on product brands.

Also known as a "house of brands".

DEGREES OF RELATIONSHIP

There are echelons that signal different degrees of relationship between a corporation and its business units. These are used to control endorsement levels, indicate ownership and transfer brand equity across business units.

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Corporate name and logo	◆ **Great Company**
Corporate name and logo underbranded with business unit name	◆ **Great Company** **Unit Newco Name**
Corporate logo and overbranded endorsement with business unit name	◆ **Great Company** **Unit Newco Name**
Corporate logo and underbranded endorsement with business unit name	◆ **Unit Newco Name** **A Great Company Partner**
Business unit name and it's own, unique logo with corporate underbranded endorsement	● **Unit Newco Name** **A Great Company Partner**
Separate, unrelated business unit and logo	● **Unit Newco Name**