



The following is to hopefully provide clarity on what can be confusing brand lingo. Taken from **The Dictionary of Brand**, edited by Marty Neumeier, published by AIGA, [www.aiga.org](http://www.aiga.org).

## INDUSTRY TERMINOLOGY

### BRAND:

A person's perception of a product, service, experience or organization; the art and science of brand-building.

### BRAND ALIGNMENT:

The practice of linking brand strategy to customer touchpoints.

### BRAND AUDIT:

A formal assessment of a brand's strengths and weaknesses across all of its touchpoints.

### BRAND CHAMPION:

Anyone who evangelizes or protects a brand.

### BRAND IDENTITY:

The outward expression of a brand, including its name, trademark, communications, and visual appearance.

### BRAND STRATEGY:

A plan for the systematic development of a brand in order to meet business objectives.

### CORPORATE IDENTITY:

The brand identity of a company, consisting of its visual identifiers such as the name, trademark, typography, and colors.

### LOGO/LOGOTYPE:

A distinctive typeface or lettering style used to represent a brand name; a wordmark.

### MISSION STATEMENT:

A concise statement of the purpose or aspirations of an organization.

### TOUCHPOINT:

Any place where people come in contact with a brand, including product use, packaging, advertising, editorial, movies, store environments, company employees, and casual conversation.

### TRADEMARK:

A name and/or symbol that indicates a source of goods or services and prevents confusion in the marketplace; a legally protectable form of intellectual property.

### VISION:

The story a leader tells about where the organization is going; the aspirations of a company that drive future growth.

