

Why a mind map?

Name development and creation of logo concepts is just a part of the Corporate Identity and Brand Strategy process. The creative execution of a successful brand requires a broad range of input. From approved mission-vision-values statements to leadership, customer, competitor, and market research results, to clearance of “the name” through trademark searches, the true essence of your brand will emerge only with a clear understanding of where you have come from and where you want to go.

What is a mind map?

Although logo and brand development is part of the Corporate Identity and Brand Strategy process, the logo design process is not a structured formula, it is fluid and adaptive. One of the tools that designers use (typically in a loose and visual manner) is a mind map. A mind map is a diagram of thoughts, associations, concepts, and images that radiate from a central word or idea. It is an effective exercise to internalize strategies, distill creative approaches, and kickstart the brand design journey. A mind map shows relationships and visually connects brand themes and expressions to the central word or idea.

How to create a brand mind map ...

Step 1: Gather information and available research relating to your brand and name.

Step 2: Consider and explore answers to these questions:

- Why were this/these word(s) chosen as a name?
- What is the significance of the name choice to the FI?
- What does the name mean?
- What is the purpose behind the name?
- What does the name “do”?
- Are there physical attributes to the name?

Step 3: Filter the results from Step 2 through your:

Mission – WHAT is your purpose today?

Vision – WHERE do you want to be tomorrow?

Values – WHO are you?

Goals, brand attributes and brand foundation information.



Step 4: Extrapolate brand concept possibilities based on:

Positioning – how would the name differentiate? *Look to your Value Proposition statement(s).*

Which concepts meet your current/proposed brand strategies and goals?

Available research – what ideas presented will resonate with your customers, targets, market, stakeholders, etc.?

Step 5: Use the thoughts, ideas and concepts generated from Steps 1-4 to create your mind map(s).

Remember, a mind map is an exercise in thinking.

Not all thoughts, ideas and concepts are intended to be viable.

Ink on paper (or pixels on screen) ...

- Start with the word, name or concept in the center.
- Add branches or nodes that represent key aspects, categories or topics that relate to the central idea. Label with short phrases or keywords.
- Add off-shoots, branches or detours that expand the topic with details and/or subtopics.
- Use keywords, images and symbols to communicate ideas and concepts. Avoid lengthy sentences.
- As you work, draw lines and arrows to connect ideas and show relationships.

TIPS:

Working in black and white is recommended. Color adds emotional meaning, may skew importance and obscure the brand essence.

Explore the mind map(s) ...

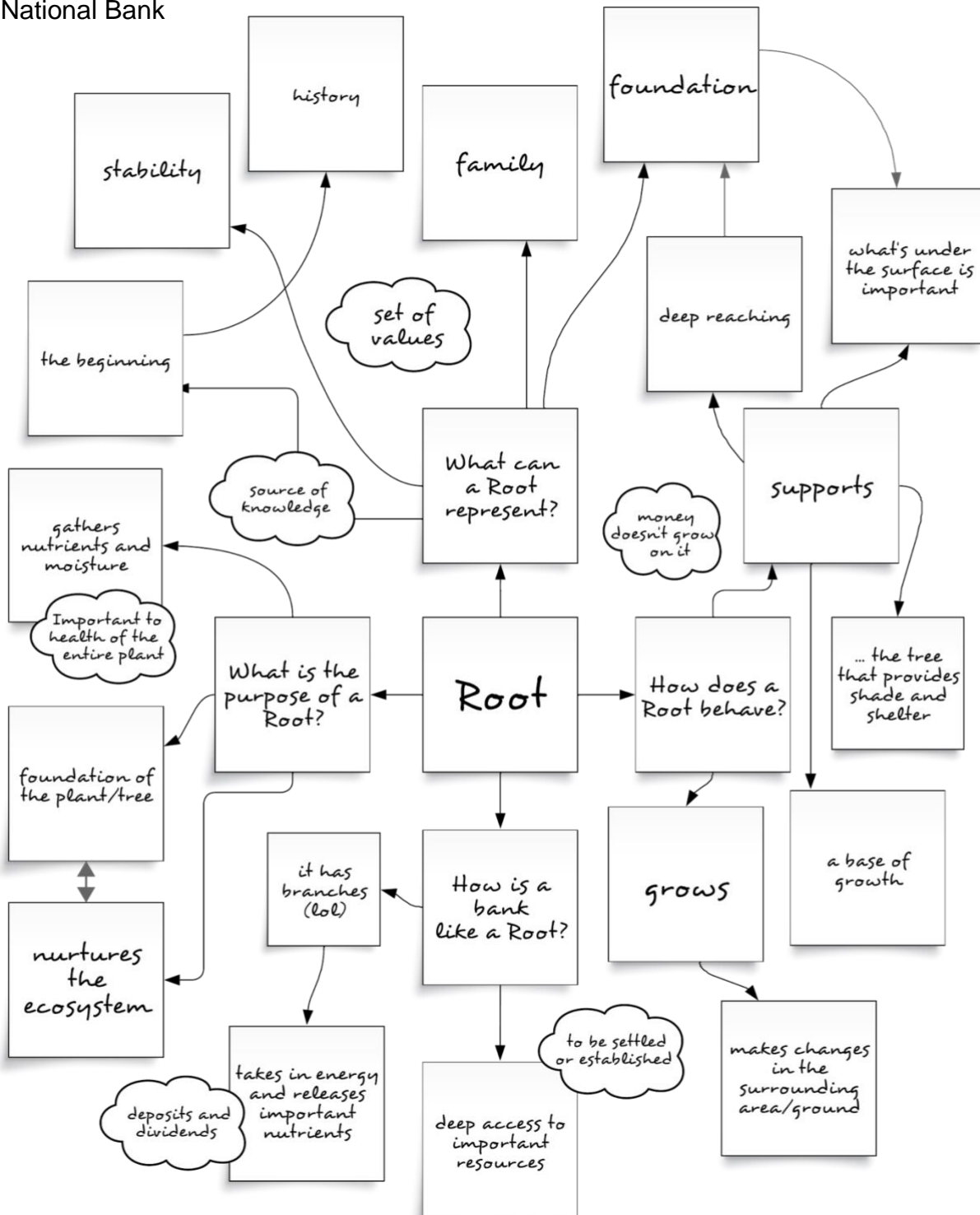
- Think about the connections.
- Look for *true* brand differentiators.
- Consider which approaches are most relevant and effective.
- Highlight words, concepts and visuals that you feel best communicate your mission, vision, values.
- What in the mind map “speaks” to you?
- Which points do you feel most express what you want your brand to communicate?
- Rate those points in order of your brand priorities.
- Do you agree with the keywords listed on the mind map?

Invite select members of your team to take notes on the mind map(s) and add their own ...

- ... thoughts, ideas or opinions.
- ... connections or related concepts.
- ... words or visuals.
- ... list a few keywords that have potential.

MIND MAP EXAMPLE:

Root National Bank



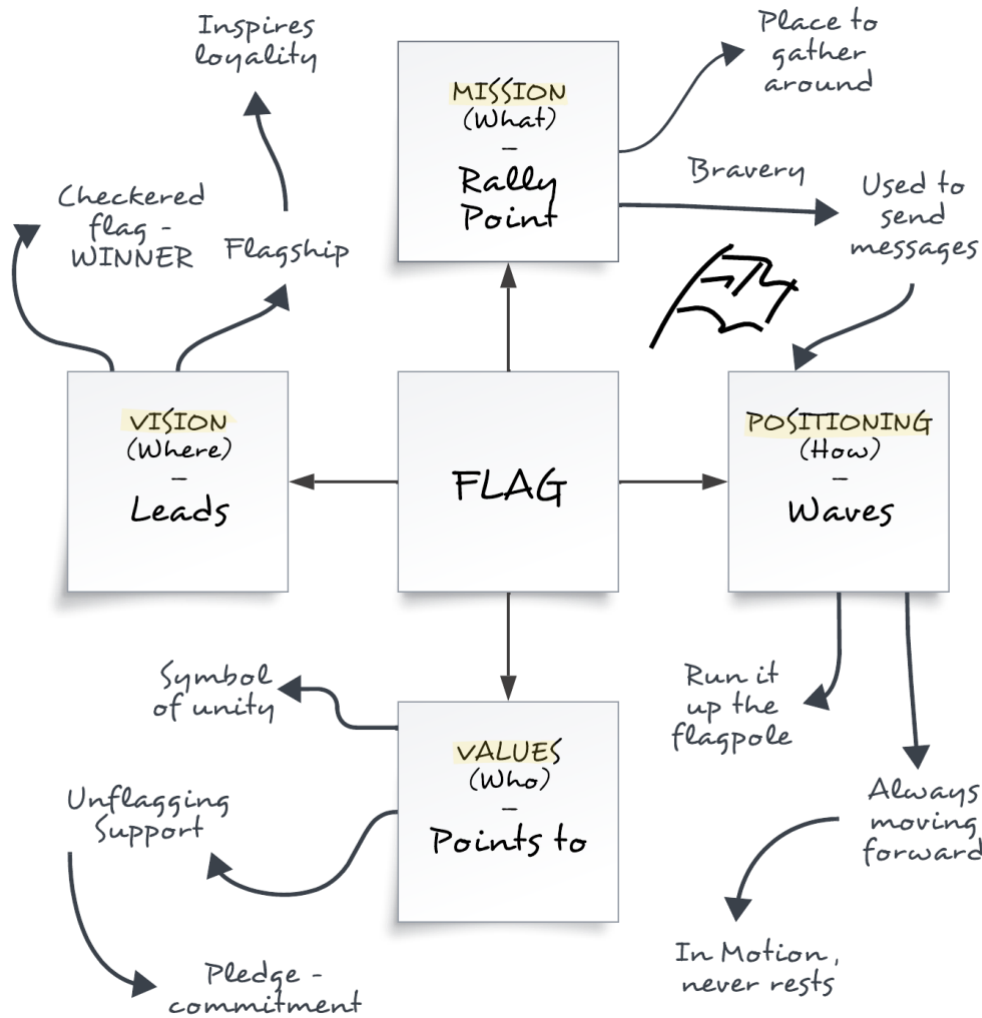
Keywords:

- Energy
- Family
- Grounded
- Expansion
- Resourceful



MIND MAP EXERCISE:

Brainstorm "FLAG" as a brand identity for faux bank name, Bank of Ensignville. (*Ensign is another word for flag.*)



Keywords:

Five empty rounded rectangular boxes for entering keywords.

