

# Branding 101

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Let's start at the very beginning...



# What is branding?

## branding

noun /'brændɪŋ/

The activity of giving a particular name and image to goods and services so that people will be attracted to them and want to buy them.

Ex: *This marketing campaign is the most remarkable branding exercise of all time.*

## brand

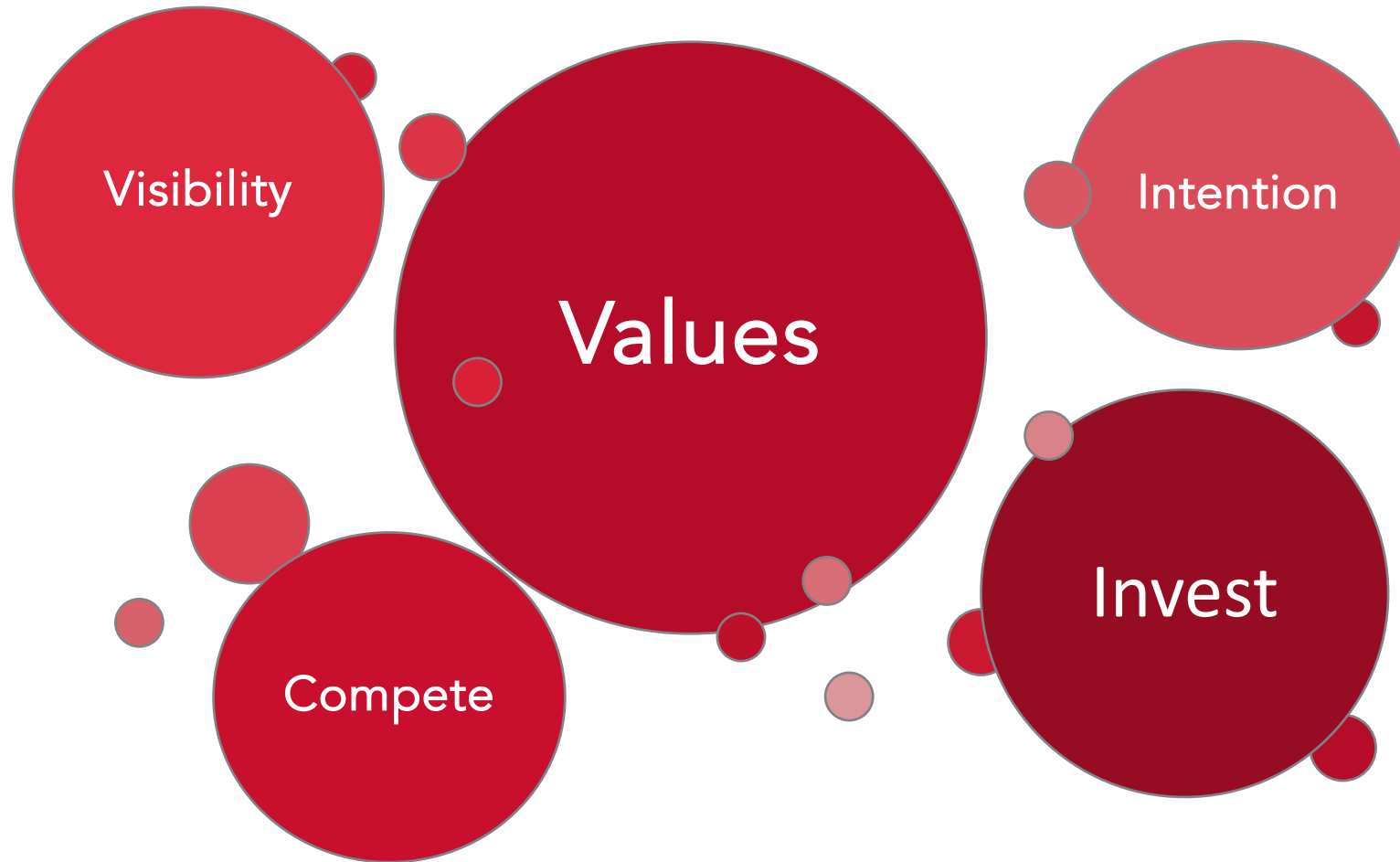
noun /brænd/

A type of product made by a particular company

Ex: *You pay less for the store brand.*



# Why do I need to establish a personal brand?



# When you sing you begin with do-re-mi...

Three basic components of a brand:

## 1. NAME

- What is the brand name? Ex: Disney, Target, OPERA America.

## 2. IDENTITY

- What makes the brand recognizable? Ex: logo, color scheme, voice, etc.

## 3. PERCEPTION

- What is the brand known for? Their product(s)? Their reputation?

# But how does that apply to a personal brand?

Three basic components of a brand:

## 1. **NAME** = Your name!

- What is the brand name? Ex: Disney, Target, OPERA America.

## 2. **IDENTITY** = Your face!

- What makes the brand recognizable? Ex: logo, color scheme, voice, etc.

## 3. **PERCEPTION** = Your craft!

- What is the brand known for? Their product(s)? Their reputation?

Now that you know the do-re-mi's you can start building your brand



# What's in a name?

- Do you use a nick-name?
- Do you share a name with a celebrity?
- Do you have an extremely popular name?

Choose the name you want to use professionally and stick with it.



# No identity crises here!

## VISUAL IDENTITY:

- What are words that describe your visual identity?

Classic? Modern? Minimalistic?

- Do you have professional headshots?
  - 300 PPI (pixels per inch) or more  
Typical dimensions ranging from 2,000 x 2,000 pixels to 5,000 x 5,000 pixels (or more)
  - Recent Image — it needs to look like you
  - Consider the composition



# No identity crises here!

## VOICE:

- What tone do you want to strike with your brand? Professional? Personable? Quirky? Energetic?



# Perception and your craft

- What are you known for?
- Are you a multi-hyphenate artist?
- How do you want people to perceive you?
- What's on your resume?
- Do you have press about your work?

Now let's put it all together!



# Personal Brand Checklist:

## 1. Choose your brand name

## 2. Develop your visual identity and voice

- Pick key words to describe your visual identity and voice
- Take new headshots
- Write an "About Me"

## 3. Cultivate your portfolio

- Write your bio
- Update your resume

## 4. Build your digital presence

- Social Media
- Website

# Hot Tips:

1. Be genuine
2. Be consistent
3. Live your brand
4. Optimize your digital footprint

**Climb every mountain!  
AKA go forth and build your brand!**



Sorry, I had to bring it back to our Sound of Music theme! #consistency